



Our Mission

Reach Out and Read gives young children a foundation for success by incorporating books into pediatric care and encouraging families to read aloud together. The recent access of federal matching funds over the next two years will establish the intervention in counties where it is not currently available.

Our Vision

Provide a medically based literacy intervention for all children birth to 5 across North and South Carolina, beginning with families living in poverty. By changing the way parents interact with their children daily around language and literacy, we will prepare children for lifelong success.

Our Model

Doctors, nurse practitioners, and other medical professionals incorporate Reach Out and Read's evidence-based, three-part model into regular pediatric checkups.



In the exam room, primary care clinicians trained in the developmental strategies of early literacy encourage parents to read aloud to their young children and offer age-appropriate tips. Through this intersection of health and literacy, we are building strengths and skills in parents to have healthy families and strong communities.



The pediatric primary care provider gives every child from age 6 months through 5 years a new developmentally appropriate book to take home and keep.

In the waiting room, displays, information, and gently used books create a literacy-rich environment. Where possible, volunteer readers entertain the children, modeling for parents the pleasures—and techniques—of reading aloud.



To learn more information about Reach Out and Read and how you might assist, visit:

www.rorcarolinas.org/about-us/innovations/