

Reach Out and Read in Oklahoma

Promoting Early Brain Development and
School Readiness For All Children

October 20, 2015



Reach Out and Read



Mission

To prepare America's youngest children to succeed in school by partnering with pediatricians to prescribe books and encourage families to read together.

Vision

We are working toward the day when all children in Oklahoma enter kindergarten supported by highly engaged parents, performing at grade level, and prepared to excel.

The Need

- 22% of our children in Oklahoma live in poverty (Kids Count Data Book 2015).
- High correlation between poverty and reading difficulties.



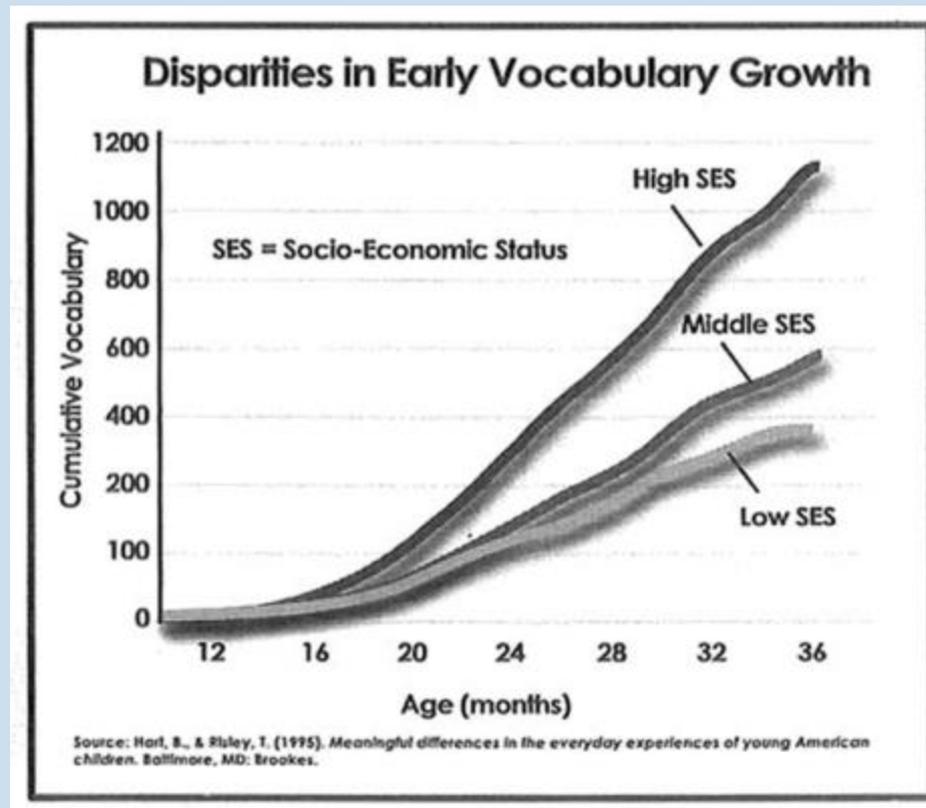
Reading Performance

- In Oklahoma, 79% of all 4th graders living in low-income households cannot read at even a basic level (NAEP 2013).
- The roots of this underperformance begin before children ever attend their first day of school.
 - More than a third of children will start school without the basic language skills they will need to learn to read.
 - Tragically, 88% of children who are still behind in the 1st grade will never catch up to their peers, and are much more likely to fail, make poor choices, and later drop out (Juel, 1988).



Meaningful Differences in the Everyday Experience of Young Children

Hart and Risley (1995)



The Solution: Our Three-Part Model

Pediatrician Guidance

In the pediatric exam room, pediatricians speak to parents about the importance of reading aloud to their children every day, and offer age-appropriate literacy tips and encouragement.

Prescribe a Book

At each regular checkup from 6 months through 5 years of age, the child receives a new, culturally- and developmentally-appropriate book to take home and keep.

Literacy Rich Waiting Rooms

The practice is made into a literacy-rich environment with posters, gently used books, library information and volunteer readers where feasible.

AAP Policy Statement

Recommendations for Pediatricians

1. Advising all parents that reading aloud with young children can enhance parent-child relationships and prepare young minds to learn language and early literacy skills
2. Counseling all parents about developmentally appropriate shared-reading activities that are enjoyable for children and their parents and offer language-rich exposure to books, pictures, and the written word
3. Providing developmentally appropriate books given at health supervision visits for all high-risk, low-income young children
4. Using a robust spectrum of options to support and promote these efforts
5. Partnering with other child advocates to influence national messaging and policies that support and promote these key early shared-reading experiences.



Medical Providers Deliver the Program

More than 250 medical providers in Oklahoma who are trained in Reach Out and Read's literacy model voluntarily deliver our program.



Mission and Vision

Model

Where We Are Now

The Role for Growth
Capital

A Critical Investment in
Children

How We Reach Children and Families

- **Consistent Access**
 - Pediatric care providers have unique access to parents.
 - 96% of children ages 6 months through 5 years visit a healthcare provider at least annually.
- **Valued Relationship**
 - Parents view pediatrician as a trusted advisor.
- **Early Engagement**
 - Program engages children early, during the critical period of brain development from birth to age 5.

Evidence-Based Program

Fifteen published, peer-reviewed research studies support the efficacy of our model, a more extensive body of research than for any other psychosocial intervention in general pediatrics.

Proven Effects on Children

- Enter kindergarten with:
 - larger vocabularies,
 - stronger language skills,
 - a six-month developmental edge, and
 - a high-quality home literacy environment.*

Proven Effects on Parents

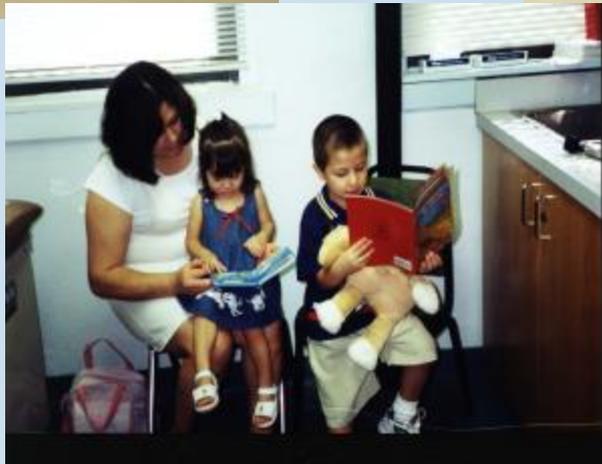
- Demonstrate significant change in:
 - how frequently they read to their children, and
 - beliefs and attitudes toward reading aloud.

*relative to comparable SES control groups.

Program Quality

- We know that our program works when implemented with fidelity to the model, so quality is key.
- All participating medical providers receive our CME-accredited training on our program model.
- Program staff visit sites regularly to conduct our Site Observation Scale to measure adherence to model.
- We also measure our impact and effectiveness with two other tools: the annual Medical Provider Survey and semiannual Progress Reports from sites.

Program Impact: Testimony



Model

Where We Are Now

The Role for Growth Capital

A Critical Investment in Children

Reach Out and Read Oklahoma

- 56 clinical locations
- 37,975 children participate annually
- 64,672 new books distributed annually



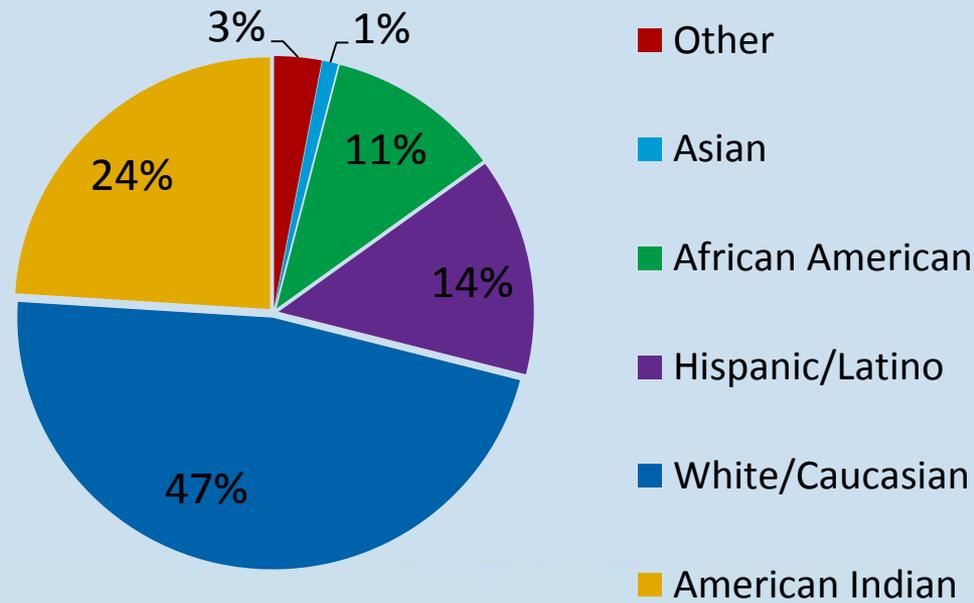
Oklahoma Sites

- Pawhuska Indian Health Center- Pawhuska
- Pawnee Indian Health Center- Pawnee
- Choctaw Nation Health Clinic- Hugo
- Choctaw Nation Health Clinic- Idabel
- Choctaw Nation Health Services Authority- Pediatric Clinic, Talihina
- OU Latino Clinic- Oklahoma City
- Citizen Potawatomi Nation West Clinic- Shawnee
- Norman Family Practice/Variety Care- Norman
- Norman Pediatric Center/Variety Care- Norman
- Fostering Hope Clinic- Oklahoma City
- OSU Pediatrics at Houston Center- Tulsa
- 72 Medical Operations Squadron/Tinker AFB- Midwest City
- Garfield County Health Department- Enid



Who We Serve: Oklahoma

- In Oklahoma, we serve more than 37,000 children ages 6 months through 5 years, as well as their parents and families, through programs located in 56 hospitals and health centers.
- We focus on low-income communities, so most of our children live below 200% of the Federal Poverty Level (FPL).



Why Early Literacy Matters

Early Language and Literacy Skills



Kindergarten readiness



3rd grade Reading Proficiency



Graduation from High School



Path to success in school and life



Leadership

- Lori Lake, M. Ed.- State Director
- Marny Dunlap, M.D.- State Medical Director
- Amy Emerson, M.D.- Medical Champion

Looking Forward

- Statewide we currently serve 37,975 children.
- There are 84,490 children under 6 living below the Federal Poverty Level (2013 NCCP)
- We currently reach about 22% of low income children in Oklahoma.
- Our goal is to expand to serve 20,000 additional children in the next two years, bringing our impact to 34% of children in low income families in Oklahoma.

Questions?

- Lori Lake, M.Ed.- State Director of Reach Out and Read OK

Lori.lake@reachoutandread.org

- Marny Dunlap, M.D.- Medical Director of Reach Out and Read OK

Marny-dunlap@ouhsc.edu

