



where great stories begin™

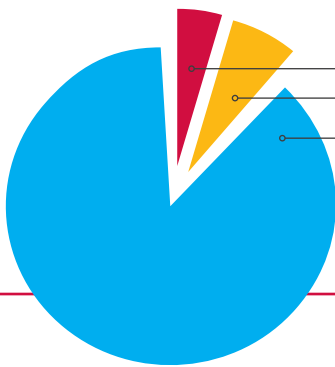
Doctors partnering with families to build language, literacy, and social-emotional skills that prepare children for kindergarten.



Invest \$1 Million (\$500K/year) in Reach Out and Read to provide an evidence-based early learning program to 105,000 children birth through five and their families.

When doctors give children books and teach their parents to support language and literacy at home, children develop critical early language and literacy skills that set the stage for reading proficiency.

INVESTING FOR IMPACT



RETURN ON \$5 PER CHILD PER YEAR

- Invest** State \$500,000
- Leverage** Private/Local \$700,000
- Incentivize** Doctors services worth \$5,000,000
- Improve Outcomes** for 105,000 children and their families

Equity Driven: Starting at birth and prioritizing low-income families, children of color, non-English home language.

WHY DOCTORS?



90% of children visit their doctor each year.



Parents trust their child's doctor.



Doctors use books as a tool to assess developmental milestones.

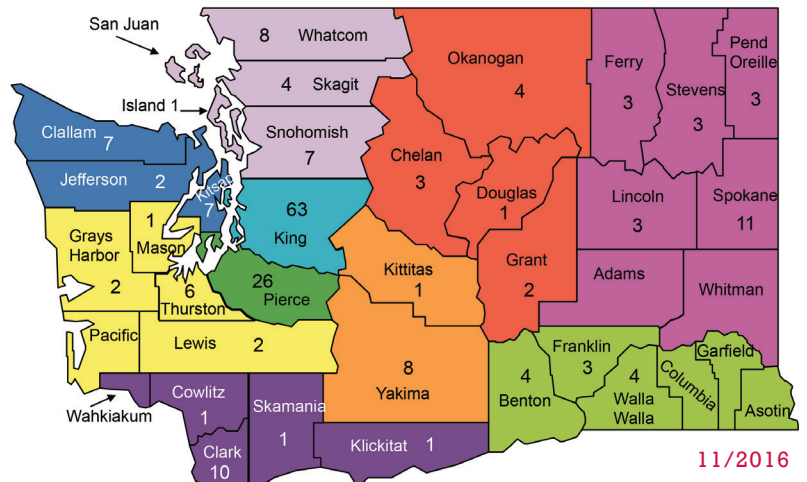
CURRENT IMPACT

31 counties
 204 medical practices
 1,700 medical providers
 105,000 children and families
 210,000 well-child checkups

A STATEWIDE SYSTEM DELIVERING

- New books for young children
- Professional development for medical providers
- Monitoring, evaluation, and technical assistance
- New program startup support
- Alignment with Early Learning and K-12 systems

REACH OUT & READ PROGRAMS (204)



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