



Reach Out and Read[®] Virginia *Innovation in Early Care and Education*

www.rorva.org
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ROR is a Research-based Early Literacy Intervention.

- The science about how children learn to read is unanimous – the single most important thing that parents can do to prepare their children to succeed in school is to read aloud to them when they are young. Twelve studies have been published in peer-reviewed medical journals showing ROR’s effectiveness in expanding the expressive and receptive language of young children and getting parents to read aloud more often.

Reach Out and Read in Virginia (RORVA):

- Established in 1989 at Boston City Hospital, the ROR model is utilized in **100 clinics and hospitals** in Virginia, reaching 100,000 children annually. Nearly 184,000 low-income Virginia children qualify for ROR programs. Our goal is to reach the children currently not served.

Reach Out and Read in North Richmond:

- Reach Out and Read Virginia works with the Partnership for Families Northside to insure that children ages 3 and younger who live in North Richmond have regular access to books and opportunities to read. ROR recruits doctors who serve children living in North Richmond and supplies them with age-appropriate books during every well child visit. RORVA also recruits volunteers to read to young patients in pediatric waiting rooms, which exposes the youths to books and models reading aloud for their parents.

Reach Out and Read’s mission is to make literacy promotion a standard part of pediatric primary care, so that children grow up with books and a love of reading.

ROR trains doctors and nurses to advise parents about the importance of reading aloud and gives books to children at pediatric check-ups from 6 months to 5 years of age, with a special focus on children growing up in poverty.

The ABCs of ROR:

- **A**dvice – Pediatric health care providers trained in early literacy promotion offer age-appropriate advice to parents about books and literacy development, reminding them that the single most important thing a parent can do to increase their child’s success in learning to read is to read to that child. Even parents who themselves cannot read can teach their child a love of books by linking the books to parental love and attention.
- **B**ooks – The doctor gives each child a new, carefully chosen book to take home at every checkup starting with the 6-month exam and continuing through the 5-year-old exam. Each child will start school with a library of at least 10 books in their home. A number of books translated into several foreign languages help to properly meet the needs of some of the families ROR serves.
- **C**linics – The entire pediatric health care clinic reinforces ROR’s literacy message. Trained volunteers read stories to children as they wait for their appointments, showing parents by example that their children enjoy listening to books read aloud. Bookshelves in waiting rooms display used books which families are free to “adopt.” Clinic staff members interacting with parents echo the literacy message given by the doctor.