

## RAISING THE BAR FOR EARLY LITERACY STANDARDS IN MILWAUKEE

### EARLY CHILDHOOD LITERACY PROMOTION THROUGH PEDIATRIC INTERVENTION

#### The Model:

Reach Out and Read – Milwaukee (ROR-M) is part of a nationwide program that makes early literacy promotion a standard part of pediatric primary care. ROR-M has had great success in encouraging the message of reading together from birth, **based on a three part clinical model:**

- **Each Well Child Visit is provided with a new book** that is developmentally and culturally appropriate beginning at the 6 month Well Visit through five years of age.
- **Health care providers discuss early childhood literacy development** and techniques with the parents.
- **Waiting rooms encourage literacy** through providing a literacy corner where gently used children's books are available for patients to take home and Volunteer Readers can also read with the children.

**Annually, ROR-M is able to contribute to early literacy development with over 25,000 Milwaukee Children!!!**

**ROR-M Annual Trend Distribution 2014-2016**

Calendar Year	New books	Used books	Reading Glasses	Volunteer Hours
2016	12,366	13,132	460	525
2015	12,543	20,491	1,213	486
2014	13,207	19,362	956	865

Notwithstanding the three-part model, **ROR-M additionally provides:**

- Adult Reading Glasses
- Milwaukee Public Library Calendars
- Children's Crocheted Hats

### ROR-M Sites

(ZIP CODE)  
(Median Household Income)  
(Individuals below Poverty)

**Sixteenth Street Community Health Center – Chavez**

**53204**

\$24,816

43.6%

**Hillside Family Health Center**

**53205**

\$24,042

45.1%

**Lisbon Avenue Health Center**

**53208**

\$30,160

34.4%

**Next Door Pediatrics**

**53210**

\$32,670

29.8%

**Martin Luther King Heritage Health Center**

**53212**

\$29,968

38.4%

**Sixteenth Street Community Health Center- Parkway**

**53215**

\$33,822

30.7%

**Midtown Pediatric Clinic**

**52316**

\$33,881

26.5%

**Isaac Coggs Heritage Health Center**

**53218**

\$35,230

29.2%

Milwaukee has 15 active ROR programs, *eight of which are under the ROR-M umbrella* associated with the Medical College of Wisconsin.

“After giving a 6 month old a book, ‘Baby Faces,’ at her well visit, Mom saw her baby’s reaction and realized it wasn’t too early for them to share books together”

~Patricia Safavi, MD

**As local Milwaukee clinics have increased interests** in having their own program, **a new position was created** by the National ROR program **in order to help onboard health centers** interested in starting their own ROR program. Amber Bloom ([abloom2@chw.org](mailto:abloom2@chw.org)) is the main point of contact for any pediatric health center in Milwaukee interested in starting a new ROR program.

**ROR-Wisconsin Expansion:** 55 programs in Wisconsin in 2010, to having 193 programs in 2017.

#### ROR- National Center:

- Serves **4.7 million children** and their families annually
- Trains **29,000 medical providers** to deliver the Reach Out and Read program
- Has over **5,800 program** sites in all 50 states and D.C.
- Reaches **1 in 4** low-income families.
- By providing books and promoting the importance of reading aloud from birth as part of doctor visits, **ROR-M uses the provider/patient relationship to support the healthy development of Milwaukee children**, with a special emphasis on children growing up in low-income communities.
- Families served by Reach Out and Read (ROR) read together more often. Their children enter kindergarten with larger vocabularies and stronger language skills, better prepared to achieve their potential.

#### Some of ROR National Center's Partners:

- American Academy of Family Physicians
- American Academy of Pediatrics
- American Booksellers Association
- American Library Association.

## WHAT THE RESEARCH TELLS US!

The evidence-based Reach Out and Read [model](#) is supported by 16, independent, peer-reviewed, [published studies](#).

**DID YOU KNOW...**Research, conducted by Dr. Earnestine Willis regarding ROR book distribution, suggests that caregivers are more likely to read to their child after receiving four or more books from the pediatrician<sup>1</sup>.

Based on Pamela High’s research supporting the ROR model, providers can further support the message of reading together by promoting “...**'5 Rs' of early education: Reading, Rhyming, Routine, Rewards, and Relationships**. This research concludes that providing books and “anticipatory guidance...has a powerful effect on the home environment of young children.”<sup>2</sup>

According to a study conducted by Alan Mendelsohn et. al., “...ROR exposure is associated with gains in both receptive and expressive language... large enough to be clinically relevant, with the potential to lead to decrease in the incidence of preschool language delay.”<sup>3</sup>

<sup>1</sup> Rikin et.al., *Academic Pediatrics* (2015)

<sup>2</sup> High et.al., *Pediatrics* (2014)

<sup>3</sup> Mendelsohn et.al., *Pediatrics* (2001)