

**Talk. Read. Sing.**



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## First 5 California Campaign

- <http://www.first5california.com/>
  - Geared to parents
  - Resource materials available



where great stories begin™

# SAN BERNARDINO COUNTY

**BOOKS BUILD BETTER BRAINS**

**WHEN PEDIATRICIANS PROMOTE  
READING READINESS,**

**LANGUAGE SCORES IMPROVE.**

# THE CHALLENGE

- Fewer than half (48 percent) of young children in the United States are read to daily. (Russ S, Perez V, et.al. Reading Across the Nation:A Chartbook 2007)
- In virtually every state, minority and low-income children are less likely to be read to every day than their non-minority and higher income peers. (Russ S, Perez V, et.al. Reading Across the Nation:A Chartbook 2007)
- By age 3, children from lower-income families have heard roughly 30 million fewer words than their more affluent peers. (Hart, B. Risley, T. Meaningful Differences in the Everyday Experiences of Young American Children 1995)

# THE REASONS

- **Resources:** Money for books and limited access to Libraries
- **History:** Parents were not read to as children themselves
- **Time:** Work, activities, family, aging parents
- **Parent Reading Skills:** Many parents have poor literacy skills themselves.

# REACH OUT AND READ STUDIES

- Low income families accessed from two urban pediatric clinics who participated in a well established Reach Out and Read program (running three years) were found to read to their children 1 more day per week than parents participating in a brand new Reach out and Read program (running three months). (Mendlesohn et. al. Pediatrics January 2001)

# HOW TO BECOME A REACH OUT AND READ PROGRAM SITE

- Determine who will be your Medical Consultant and Program Coordinator
- Submit online application
- Complete online training course
- Collect routine data
- First 5 will provide books for the first year.



- Medical Consultant: a pediatric primary care provider that will lead the practice in implementing the clinical components of the program.
- Program Coordinator: any interested staff member with the clinic, staff and patient population. This person will order books through Ruth Martinez at First 5 and implement system for tracking books, complete semi-annual progress reports and ensure there is a literacy-rich environment in waiting room.

## **IMPORTANT PROGRAM ROLES MEDICAL CONSULTANT & PROGRAM COORDINATOR**

# APPLICATION PROCESS & TIMELINE

- After basic information is provided, your program site will be issued a Site ID and password.
- Letter of support stating your practice's commitment to on-going funding of Reach Out and Read program.
- Applications are reviewed by the third Monday of each month by Reach Out and Read Application Review Committee during that week.
- Email notifications will be completed the following week.
- Site becomes eligible for online training.
- Once training completed, your site becomes "Active" and you can begin program.



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**SAN BERNARDINO  
COUNTY**





**For more information on Reach Out and Read  
or other programs, please contact**

**First 5 San Bernardino at: 909-386-7706**