

# Reach Out and Read

R O R



# What is ROR

ROR is a nonprofit organization that trains and supports medical providers who give books to children and advice to parents about the importance of reading aloud at well-child exams.

ROR builds on the unique relationship between parents and medical providers to develop essential early literacy skills in young children via the existing healthcare infrastructure.



# Why ROR

- The first five years of life offer a critical window for learning, with rapid brain development that does not occur at any other time. Many children, especially from low-income families, are not read to from birth. Children who grow up without sufficient exposure to language arrive at school without basic literacy skills, and often struggle with reading in early grades.
- ROR medical providers work with families to prepare all children to enter kindergarten ready to read, learn, and succeed. Research shows that children who start school on track are more likely to reach their full educational, social, and life potential.
- As a result of this evidence-based intervention, parents learn new ways to stimulate their children's literacy development, have more books in their home, and read to their children more. Parents are supported as their children's first and most important teachers, and grow up to become readers.



This Photo by Unknown author is licensed under [CC BY](#).



## How ROR works

Over the past three decades, ROR has grown into a national operation with significant impact:

- ROR operates in more than 6,100 medical clinics across the United States.

- ROR serves nearly 4.5 million children and their families.



# Here in Cabarrus County, NC

- ROR was started in Cabarrus County in 2015 through the Cabarrus Partnership for Children. During FY2021 over 9,000 children participated in ROR and over 13,100 books were provided during well-child visits. The sites listed below are participating in ROR.
- • Cabarrus Family Medicine – Harrisburg
- • Cabarrus Family Medicine – Mt. Pleasant (Independently, not through the Cabarrus Partnership)
- • Cabarrus Health Alliance
- • Cabarrus Pediatrics
- • Concord Children’s Clinic
- • NH: Lakeside Primary Care – Brookdale
- • NH: Lakeside Primary Care – Speedway
- • Suburban Pediatrics – Kannapolis
- • Suburban Pediatrics – Renaissance
- • Weddington Internal Medicine & Pediatrics



# Who funds ROR

- ROR is funded in different ways. In some counties, like ours, ROR is funded by the local Smart Start. Other counties have reading initiatives that assist with funding, there are sites funded by ROR of the Carolinas and some sites support themselves. Any practice that provides well-child visits for children birth - 5 years is eligible to become a ROR site.

# Questions

- For additional information please contact Starla Hatley at [starla@cabarruspartnership.org](mailto:starla@cabarruspartnership.org).
- Or email Jomari Torres, MD, FAAP at [jomari.torres@cabarrushealth.org](mailto:jomari.torres@cabarrushealth.org)

