



Reach Out and Read Colorado gives young children a foundation for success by incorporating books into pediatric care and encouraging families to read aloud together.

2,160 HEALTHCARE PROVIDERS PRESCRIBE 230,000 BOOKS & GUIDANCE TO 130,000 CHILDREN & CAREGIVERS EACH YEAR

When corporations choose to partner with Reach Out and Read Colorado, they join us as community leaders, supporting health equity and early childhood education. *Your organization's support underwrites all program costs at a designated partner clinic(s) for a full year.*

WHY SUPPORT REACH OUT AND READ COLORADO?

Half of Colorado children will arrive at their first day of kindergarten lacking the basic developmental skills they will need to succeed in school. And for families living in poverty, that number is even higher. With Reach Out and Read Colorado, young children from newborn to 5 years old leave regular well-child visits with the tools they need to develop a lifelong love of reading.

Because pediatricians are a reliable, trusted source of information for parents, making books a part of regular preventative visits allows healthcare providers to observe fine motor skills, language, literacy, and parent-child interactions. In addition to providing a brand new developmentally- and language-appropriate book to take home, healthcare providers also guide parents with the resources needed to develop healthy habits for daily reading.

WHAT IS THE IMPACT?

The American Academy of Pediatrics recommends that pediatric providers promote early language and literacy development for children beginning in infancy and continuing at least until the age of kindergarten. The earlier they can start, the better!

This is recommended because reading regularly with young children stimulates optimal patterns of brain development and strengthens parent-child relationships at a critical time in child development, which, in turn, builds language, literacy, and social-emotional skills that last a lifetime.

Early childhood literacy sets the stage for overall healthy living and education success, and the Reach Out and Read model works. In participating families, studies show:

- Parents are 2 times more likely to read to their children three or more times per week.
- Children's language development is improved by 3-6 months.
- Children enter school more equipped to succeed.



Reach Out and Read is the only national pediatric literacy model endorsed by the American Academy of Pediatrics.

**CONTACT EXECUTIVE DIRECTOR, ANNE TENGLER TO LEARN MORE:
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EXECUTIVES PARTNERING TO INVEST IN CHILDREN



When EPIC members partner with Reach Out and Read Colorado (RORCO) to give back to their communities, we create a custom set of engagement and activation activities to meet their social impact goals. When you underwrite the cost of Reach Out and Read Colorado in pediatric clinics in your community, families in need gain access to early literacy resources and brand new books.

PARTNERSHIP ACTIVITIES

EMPLOYEE VOLUNTEERISM



- **Signature event: Gently Used Book Drives**
 - Internal or community-facing
 - Kick off event: Team-building contest
 - Collecting, sorting, distributing gently used children's books for local clinics, and/or beyond
- **Multi-Partner Opportunities**
 - Local partners join forces to support larger, or multiple clinics
 - Underwrite purchase and distribution of new books
 - Conduct Gently Used Book Drive
 - Create Feed the Read Celebrations (book distribution events) for local families

EMPLOYEE EDUCATION



- While we focus on health equity for under-resourced families, we believe ALL families will benefit from knowing the value and impact of our program.
- RORCO can provide multiple access points for this valuable information as well as parent training.
- **Lunch 'N Learn**
RORCO staff presents program impact and stories to interested employees
 - **Train the Trainer**
RORCO staff presents program impact and details to your team members for sharing among employee community
 - **Community-Wide Feed the Read Celebration**
RORCO and partner volunteers present learning stations and Gently Used Book fair to employee community and beyond

EMPLOYEE ENGAGEMENT



- Create fun team-building activities that share impact beyond the neighborhood clinic:
- **Young Philanthropists Club-** employees' kids enroll to learn about philanthropy and volunteer opportunities
 - **Coziest Corner Contest-** build a comfy reading corner with gently used books- and win bragging rights for your team!
 - Create **book sharing stations** in and for the community
 - Replenish **gently used books and resources** throughout the year

