

Reach Out & Read Research-Based Benefits Last Year-Round!

by **Delesa Barnes, Reach Out & Read - Inland Empire Program Coordinator**



Greetings to you in the new year, in hopes that our first newsletter of 2023 finds you well-rested, rejuvenated, and empowered to continue to do great things for yourself and those around you. Reach Out and Read-Inland Empire (ROR-IE) is bringing in the new year celebrating the opportunity to donate more than 1,300 books throughout the Inland Empire in December 2022, and the distribution of more than 3,100 children's books by active sites to close out the year. It is one of many positive signs of renewed program participation, increased communication with clinicians, and an intense drive to achieve quarterly affirmations set forth to produce data-driven results that ultimately ensure that every child in the Inland Empire gets to experience the benefits of Reach Out and Read (ROR).

One of those goals involves increasing the number of active ROR sites in the Inland Empire, by sharing the [newly updated application](#) launched by our National headquarters. 91% of children under age five see their doctor at least once a year, giving medical providers early access to families as a trusted source of information. By embedding [the ROR model](#) in the existing healthcare system, it becomes much more cost-effective and scalable. When delivered with fidelity, ROR improves provider satisfaction and enhances patient-provider relationships. Parents are more likely to rate their pediatrician as helpful, staff at successful sites express heightened

commitments to their community and show higher levels of teamwork. Most incredibly, pediatricians experience less stress and burnout - and we could all use a little less of that these days! Give someone you know the gift of ROR this year by sharing what you know as we continue to strengthen the work we do around [Early Relational Health](#) amongst active sites.

A book is far more than a take-home prize — it's a critical tool during the exam, helping the provider observe behaviors, check up on developmental milestones, and share critical information with families. And it's a tool for families that will help them to create those meaningful moments with their infants, toddlers, and preschoolers every day, promoting long-term health and well-being. As we move into new leadership, it is of high-importance to share these moments with ROR-IE advocates in order for them to relay the messaging of positive benefits brought on by the program.

To close out January 2023, active sites will be asked to submit bi-annual progress reports to give program leaders a glimpse at data points like the number of well-child visits and books given to children, insurance demographics, language and ethnicity, the number of unique patients seen, and the name of the electronic medical records system used by your clinic (EHR or EMR). Utilizing this data we can meet sites where they are at, provide support for active sites where needed, and allow for the elevation of our mission to continue to incorporate books into pediatric care and encourage families to read aloud together.

Thank you for staying engaged by reading the third edition of our ROR-IE blog, your partnership and advocacy for ROR makes a world of a difference. Share the ROR site application information with a clinic near you and be sure to [Visit our website](#) and stay connected with the [ROR eNewsletter](#), [Facebook](#), and [Instagram](#).

Until next time, take care and continue to **Reach Out & Read - Inland Empire**.

