



Now Recruiting for Providers in Riverside and San Bernardino Counties

Are you a pediatrician in Riverside or San Bernardino County? Through a generous grant from First 5 Riverside and First 5 San Bernardino, the AAP Chapter 2 can provide **free books** and support to start a Reach Out and Read program at your clinic.

Reach Out and Read works directly with pediatric providers to share the lifelong benefits that result from families reading aloud to their children every day. Through Reach Out and Read, pediatric teams can provide new, age- and language-appropriate books and share literacy advice with children and parents at each well-child visit. Contact our Reach Out and Read Coordinator at sscranton@reachoutandreadie.org or 909-709-1441.

Reach Out and Read has become an essential part of pediatric practice across the country—from large, urban practices to small, rural clinics. By introducing a beautiful new book at the beginning of a well-child visit, providers find they can better engage and calm the child, provide meaningful, positive literacy promotion messages to the parent or caregiver, enable additional opportunities for positive caregiver/child interactions, and build stronger connections with the family. Using the book in the exam room creates an opportunity to talk about other relevant topics such as sleep routines, the importance of a child's first 2,000 days, school readiness—and offers providers a new and valuable tool for monitoring the child's development. Furthermore, Reach Out and Read encounters are often some of the most joyful moments of a provider's day.

I urge you to consider making Reach Out and Read part of your clinic's best practices. This is a program that I have been implementing in my own office with great success. You can find out more information at www.readoutandreadie.org or by contacting the Chapter's Reach Out and Read Coordinator Staci Scranton at sscranton@aapca2.org or 909-709-1441.

Partnership with Help Me Grow Inland Empire

Help Me Grow Inland Empire (HMGIE) is an affiliate of National Help Me Grow, which offers physicians support with developmental screening and early intervention along with help navigating local resources for young children and their families. Help Me Grow Inland Empire also screens for food insecurity, transportation needs, etc., in a questionnaire for social determinants of health to identify social need risk. A referral to Help Me Grow Inland Empire can be for developmental resources or social risk resources. HMGIE is here to help!

Help Me Grow IE is available Monday - Friday from 8am to 5pm at 888-464-4316 or via email at info@HelpMeGrowIE.org. Please contact for additional resource handouts for your families.

Visit <https://reachoutandreadie.org/>

Millie Moon – New Cause Marketing Partner

Reach Out and Read is excited to launch a cause marketing partnership with the high-quality diaper brand **Millie Moon** sold exclusively at Target. Starting at the end of April, all Target stores in the US will begin selling Millie Moon diapers, and you will see the Reach Out and Read logo on endcap sales displays. In addition to the increased brand awareness, Reach Out and Read will also receive a donation for every box sold. Next time you are in a Target store, be sure to seek this out!

