

READING TO YOUNG CHILDREN

From Dr. Seuss to *The Very Hungry Caterpillar*, books touch children's imagination and help them make sense of the world. Over 80% of parents read to their young

THE VALUE OF READING

Many studies have documented the value of reading to young children, so much so that in 2014 the American Academy of Pediatrics advised "that reading aloud and talking about pictures and words in age-appropriate books can strengthen language skills, literacy development and parent-child relationships." Children who listen to family members read to them grow into better and more enthusiastic readers.

INNOVATIVE PROGRAMS

Reach Out and Read (ROR) focuses on reaching young children when they visit doctors and nurse practitioners. ROR teaches parents about why reading to children is important—and hands out the books to do it. Last year, ROR provided services to 4.7 million children, 25% of whom were part of low-income families, at a cost of \$20 per child.

e e i bia gh c i c j
 d d k i bi dagl g ag b
 l k e d ni h c gi ag
 k k d k d j hl ag rg h gh
 e d d i d cg idg ac i g
language proficiency."

Studies of ROR's outcomes have found that the program more than doubles the likelihood that parents will read to their children and that they will keep books in the home. These studies also indicate that for children involved in ROR, language development improves by an average of 3–6 months.