



The Impact of Reach Out and Read

Studies on the impact of Reach Out and Read® (ROR) demonstrate that when families are exposed to ROR (compared to families not exposed to ROR) they show:

An increase in child's expressive and receptive vocabulary

- ROR exposure is associated with an 8.6-point increase (95% confidence interval [CI]: 3.3, 14.0) in receptive language and a 4.3-point increase (95% [CI]: 0.04, 8.60) in expressive language (Mendelsohn et al., 2001).
- Children exposed to ROR have higher receptive vocabulary scores (8-point difference) than those not exposed to ROR. (Sharif et al., 2002).

An increase in child-oriented literacy orientation or profile, including bookreading as one of three favorite activities of children and parents; frequent bookreading; the number of books in the home

- ROR families are four (Needlman, 1991) or even five (High et al., 1998) times more likely to report positive literacy orientation.
- ROR families show a 40% increase in child centered literacy orientation compared to 16% for non-ROR families (High et al., 2000) and 69% of ROR parents demonstrate child centered literacy orientation compared to 33% of non-ROR parents (High et al., 1998).
- Increasing frequency of ROR encounters contributes to a small but significant portion of the variance explaining a child's home literacy profile (5%) (Weitzman, 2004).

An increase in parental bookreading frequency and bookreading at bedtime

- Odds that Hispanic parents read to their child at least 3 days/week are 10 times greater when families receive ROR, even after controlling for other factors, such as English language proficiency and reading habits (Golova et al., 1999).
- Parents exposed to ROR are more than 3 times as likely to report reading to their children compared to non-ROR parents (Sanders, 2000).

An increase in reporting bookreading as one of child's favorite activities

- 25% of ROR families report reading as favorite activity for child compared to 10% for non-ROR families (Silverstein et al., 2002).
- Parents exposed to ROR are approximately 1.5 times as likely to consider reading aloud a favorite activity (Needlman et al., 2005).

An increase in reporting bookreading as one of parent's favorite activities to do with child

- 43% of Hispanic ROR parents of infants report reading books as one of three most favorite activities to do with their child compared to 13% of Hispanic non-ROR parents (Golova, 1999).
- 40% of ROR parents report reading as favorite activity to do with child compared to 18% of non-ROR parents (Silverstein, 2002).

More books in the home

- 63% of children exposed to ROR have over 10 children's books at home compared to 49% of non-ROR children (Silverstein, 2002).
- Children in families exposed to ROR are approximately 1.5 times more likely to have 10 or more picture books in the home (Needlman et al., 2005).

Physician helpfulness

- Parental ratings on physician helpfulness are higher for parents who receive books and are shown bookreading compared to parents who only receive anticipatory guidance (Jones et al., 2000).
- Physician's ratings of parental receptiveness is also higher for those exposed to ROR (Jones et al., 2000).

For more information, contact the Reach Out and Read National Center by phone at 617-455-0600, email at info@reachoutandread.org, or by writing to us at 56 Roland Street, Suite 100D, Boston, MA 02129-1243.

Visit our web site: www.reachoutandread.org