



Beyond Medicine: In the Exam Room – Promoting Reading, Routines, and Relationships

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Our Commitment to Making Moments Matter

Our Mission: Strengthen all families with young children through guidance from medical clinicians about nurturing relationships through shared reading.

#Momentmatter





ROR's Evidence-Based Model

At routine well child visits, from birth through 5 years, Reach Out and Read-trained physicians, nurse practitioners, and other primary care clinicians:

Talk with parents about the benefits of reading aloud and engaging with their young children

Show them how to look at books and talk about the stories with their infants, toddlers, and preschoolers



Encourage them to cuddle up, read together at home, and build routines around books

Give the child a new book to take home and keep

During the exam, providers also use the book for **developmental surveillance**, observing how the child and caregiver interact with the book and each other



Early Relational Health + ROR



School readiness, early literacy skills, language development...

Healthy relationships, security, interaction and attention from caring adults, stimulation from people and environment, social and emotional development, etc.





“I am not trying to tell you that Reach Out and Read is the exam room answer to everything, even though I, of course, sort of believe that it is. What I am trying to say is we have all come to understand together so much more about the power of this strategy as we understand the relationships, the environmental stimulation, everything that supports the child’s development so that we see language school readiness and cognitive development.”

- Reach Out and Read Medical Director Perri Klass, MD, FAAP



Reach Out and Read in Maryland today...

- 59 clinical locations
- 135,072 touchpoints
- Est. 67,500 children annually

In the next 3 years.....

- Continued scale across Maryland
- Begin at first visit after birth across all sites
- Focus on HIGH QUALITY implementation
- Focus on centering community in all growth
- Integrate with systems and healthcare policy