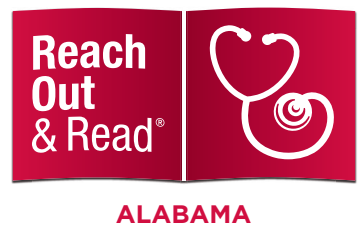




A Pediatrician, a Parent and a Book: Partners in Building Brains

2019 IMPACT REPORT



A Pediatrician, a Parent and a Book: **Partners** in Building Brains

This past year, Reach Out and Read-Alabama, a program of the Alabama Chapter-AAP and one of 30 affiliates nationally, joined the Reach Out and Read National Center to celebrate 30 years as an evidence-based approach to promoting early child development within pediatrics. Fifteen peer-reviewed studies document the association between ROR and positive changes in parental attitudes about reading aloud, the frequency of parents reading aloud, increased attendance at well-child visits, and language development. Research has revealed that parents listen and children learn as a result of literacy promotion by pediatricians, which provides a practical and evidence-based opportunity to support early brain development in primary care practice.

According to leading relational health advocate David Willis, MD, FAAP, Senior Fellow for the Center for the Study of Social Policy, Reach Out and Read is positioned to lead efforts to make early relational health a universal and standard of practice to address the growing epidemic of social-emotional and school readiness weaknesses.

Our pediatric colleagues across the state hold a shared vision that this program is uniquely positioned to encourage, celebrate, and support the strengths and assets of all families in the development of loving relationships as well as help parents and caregivers maximize the early brain development of their children.

We extend our thanks to each member of our team — providers, supporters, parents and caregivers — who played an integral role this past year in raising children who are healthy and ready for the lifelong journey of learning. Join me as we continue to expand this program to provide this opportunity to ALL of Alabama's children.



Wes Stubblefield, MD, FAAP, Infants' and Children's Clinic, Florence, serves as the president of the Alabama Chapter-American Academy of Pediatrics.



Reach Out and Read Alabama's Mission

Reach Out and Read gives young children a foundation for success by incorporating books into pediatric care and encouraging families to read aloud together.

Reach Out and Read-Alabama's Vision

We envision a world where all parents have daily, meaningful, language-rich interactions with their children. To realize this ambition, Reach Out and Read will maximize the potential of pediatric primary care to promote the positive interactions that foster healthy development during the critical

**Parents and
children served
annually**

100,000

**Program
Sites**

52

**Medical
Providers**

300

**Counties
Served**

23

Our **Impact Across Alabama**



ALABAMA CHAPTER-AAP 2019 MEMBER SURVEY FINDINGS



BIGGEST CHALLENGES ALABAMA PEDIATRICIANS FACE*

24%

MENTAL HEALTH ISSUES IN CHILDREN, ADOLESCENTS

20%

LACK OF TIME/BURN-OUT

24%

REIMBURSEMENT/PAYOR BUREAUCRACY

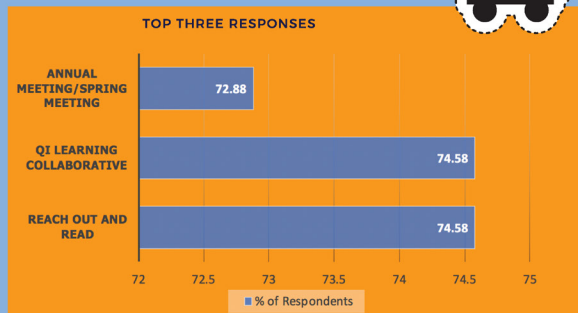
20%

CONSUMERISM VS. GOOD MEDICINE

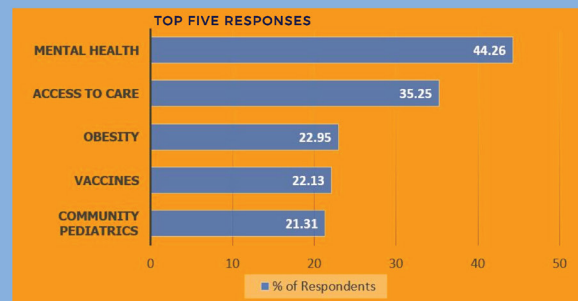
*From open-ended comments



TOP ACTIVITIES VALUED AS VERY IMPORTANT/IMPORTANT TO THEM AS PEDIATRICIANS



TOPICS/PROJECT AREAS MOST IMPORTANT TO THEM AS PEDIATRICIANS



SURVEY RESULTS BASED ON RESPONSES FROM 142 MEMBERS OF THE ALABAMA CHAPTER-AMERICAN ACADEMY OF PEDIATRICS, SPRING 2019

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WWW.RORALABAMA.ORG

Reach Out and Read-Alabama scores big with pediatricians

Members of the Alabama Chapter-American Academy of Pediatrics responded to a member survey this spring. They agreed with the evidence -- **Reach Out and Read-Alabama is one of the most important and valued activities offered by the Chapter.** Seventy-four percent of the respondents rated our program as very important/important to them, on par with the Chapter's quality improvement (QI) learning collaboratives.

Reach Out and Read's effectiveness is consistently supported by independent, peer-reviewed research. Studies show that our model has a significant effect on parental behavior and attitudes toward reading aloud, and that children who participate in our program demonstrate higher language scores. Our impact has been documented in ethnically and economically diverse families throughout the nation.

In addition, ROR-AL proves important in addressing the top priority and challenges that pediatricians face, according to the results of the survey. A recent study provided evidence of just how sustained an impact reading and playing with young children can have, shaping their social and emotional development in ways that go far beyond helping them learn language and early literacy skills. The study found that the parent-child-book moment even has the potential to help curb problem behaviors like aggression, hyperactivity and difficulty with attention.



Celebrating 10 years of Rx for Summer Reading and Alabama's 200th birthday

2019 was a year of celebration! ROR-AL continued its partnership with Alabama200, which began in the summer of 2018. For the 10th anniversary of the **Rx for Summer Reading** campaign, we celebrated the state's bicentennial with the book *Alabama, My Home Sweet Home*.

Twenty-one program sites across the state prescribed over 2,000 copies of the book and hosted fun activities and events, and had guest readers sharing the book with the children and families in attendance.

We followed the **#adventuresofcamelliabear** as she kicked off her journey through the state at Partners in Pediatrics in Montgomery. Jeana Ross, Secretary of the Alabama Department of Early Childhood Education, read the book aloud to the children in attendance saying, **"We are proud to support Reach Out and Read-Alabama in providing opportunities for families to promote children's literacy starting at birth. High quality, coordinated early literacy efforts will help us prepare all Alabama children to be successful in school."**

Camellia Bear continued her journey throughout the summer, traveling from north to south and east to west. Her travels took her to Bayou La Batre and Mostellar Clinic where the Trail Maids participated in the activities. She visited West Alabama Pediatrics in Tuscaloosa, where she hung out with Big Al, and Pediatric Clinic in Auburn, where she met the mayors of Opelika and Auburn. In the Wiregrass, Camellia was busy at the four Dothan Pediatric Network clinics, meeting the mayors in the area as they read to the children at each event. at Pediatric Adolescent Medicine in Selma, she met former Auburn University baseball player Reid Carter, who read the book to those in attendance, and in Troy, she helped celebrate Charles Henderson Child Health Center's 40th anniversary.

At the University of Alabama Birmingham Primary Care Clinic, Hollywood actor, Clayne Crawford, joined the children in the waiting room for a fun-filled afternoon.

Over the last 10 years, the campaign has shared over **14,500** books and prescriptions for summer reading with the children and families served by Reach Out and Read-Alabama.





Early Math/Books Count at a young age

Research indicates that math competency is a strong predictor of later academic outcomes. Thanks to Nick's Kids' Foundation, The Daniel Foundation, the Community Foundation of South Alabama, and Community Foundation of Northeast Alabama, our new initiative, **Early Math/Books Count**, is focusing on exposing patients and families to early math concepts before they enter school.

Reach Out and Read-Alabama providers in Tuscaloosa, Baldwin, Mobile and Calhoun counties incorporate concepts into the 18-month to five-year check-ups by discussing the importance of math with parents; encouraging them to engage in “math talk,” particularly when sharing books with their child; and prescribing developmentally, linguistically and culturally appropriate books for doing so at home. Providers will also model “math talk” during the check-up, i.e. using the book’s illustrations to count by pointing. As with the Reach Out and Read model, all interventions promote positive parent-child engagement i.e. by encouraging the child to develop warm, loving associations with math.



Children's of Alabama joins Reach Out and Read-Alabama

We are excited to welcome four Children's of Alabama pediatric offices as Reach Out and Read-Alabama program sites. Pediatric healthcare providers at Midtown Pediatrics Pell City Pediatrics, Pediatrics West in Bessemer and McAdory are providing families with the understanding and tools they need to make reading and storytelling part of their daily routines through the program.

“The books provide a wonderful bonding experience in the office between the child and physician, and serve as a tangible reminder to families of the importance of spending time reading together”

Amy McCollum, MD, FAAP
Children's of Alabama Midtown Pediatrics

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Girlfriend Gala, an annual fundraiser of the **United Way of Etowah County/Success by Six**, gives the community an opportunity to make a larger impact in the community. Books drives and funds generated by this event help physicians in Gadsden Pediatrics partner with over 2,500 children and their families to understand the relationship between reading daily and brain development.



First Steps is a **United Way of Baldwin County** program that partners with local pediatrician offices to promote early literacy and healthy eating. Through this partnership, over 15,000 children and their families have received important information about the link between nutrition, literacy and brain development-all three important in school readiness.



We began a new partnership with the **Clayne Crawford Foundation** during our Rx for Summer Reading campaign. Through the work of his Foundation, Mr. Crawford and his supporters are partnering with Reach Out and Read-Alabama to bring hope and support to the children and families in Alabama to help build a community of inspired lives.



Through our partnership with the Alabama Department of Mental Health through a **Project LAUNCH** (Linking Actions to Unmet Needs in Children's Health) grant over the last three years, pediatricians in Tuscaloosa County were able to maximize the relationship they have with 7,500 parents during the first few years of their children's lives. By encouraging them to spend time reading aloud, they helped build strong parent-child bonds while promoting healthy brain development.

By partnering with the **Alabama Department of Early Childhood Education**, and the office of the Governor as part of the Campaign for Grand Level Reading, Reach Out and Read-Alabama, along with the Alabama Partnership for Children, received support to help provide the tools necessary to encourage 2,600 families in under-resourced communities to engage with their children in language development. We are grateful to receive an OMG Book Award: "Offering More Books to Spark Innovation" from one of our valued partners, **First Book**.



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