

## ReadCLT Insiders

Read Charlotte [elise=readcharlotte.org@mail254.suw18.rsgsv.net] on behalf of Read Charlotte [elise@readcharlotte.org]

**Sent:** Monday, August 07, 2017 9:38 AM

**To:** [Steve Johnston](#)



*Open Books. Open Opportunity.*

### ReadCLT Insiders



## MORE LOCAL DOCTORS TO PRESCRIBE BOOKS

Read Charlotte and Reach Out and Read Carolinas are joining forces to ensure more children in Mecklenburg County grow up with books, and develop a love of language, by supporting parents.

The proven early literacy intervention, [Reach Out and Read](#), is a unique model. Instead of having families sign-up to take part, Reach Out and Read is integrated into routine well-child visits at participating medical clinics. During the visit, doctors prescribe reading aloud every day by modeling reading a book aloud to the child while educating and supporting the parents in building the knowledge and understanding they need to integrate

### [2017 HORNETS DAY OF SERVICE FEATURES ACTIVE READING](#)



The Charlotte Hornets, in partnership with Bank of America, held their annual all-staff Day of Service this summer, with events at Spectrum Center and six Charlotte-Mecklenburg Schools Summer Literacy Sites.

This year's Day of Service focused on expanding access to summer learning opportunities and narrowing the achievement gap for students who need it most.

Read Charlotte was proud to play a part by providing Active Reading materials to 5,000 families served through this initiative, as well as Active Reading training materials for the volunteers that read with children across the six sites

daily reading and sharing language into their routines at home. that day.

[WATCH THE RECAP VIDEO.](#)

“As a family physician, I know how essential early reading is to critical early brain development and to supporting children to be better prepared for school,” says Dr. Rachel Banks, Family Medicine, CMC-NorthPark Family Medicine. “Increasing early literacy skills can help close the kindergarten preparedness gap for children. Participation in Reach Out and Read leads to longer-term education and social benefits for the child, creates value for society, and saves money that would otherwise be spent on remediation.”

## READ CHARLOTTE IN THE NEWS



[Read Charlotte Works Toward Reading Goal](#)

NC Reads: NC Public Schools - July 27, 2017

[Just What the Doctor Ordered](#)

Charlotte Observer - July 31, 2017

Following the national model, Reach Out & Read Carolinas is currently in 13 clinics across Mecklenburg County. With Read Charlotte's help, the goal is to expand to 35 clinics over the next three years reaching 15,000 additional children. Strategically, that would serve two-thirds of low-income children under 6 years old in Mecklenburg County by 2020.

[CLICK HERE TO VIEW THE ANNUAL REPORT](#)



“Nationally, over 90% of children attend at least 1 well-child visit annually,” explained Read Charlotte Executive Director Munro Richardson. “Even 79% of parents who didn’t finish high school take their children to see the doctor at least once a year. This is a remarkable opportunity to reach a significant percentage of the 85,000 children under six years old in Mecklenburg County.”

WANT TO GET INVOLVED?  
TAKE ACTION. [CLICK HERE TO LEARN HOW.](#)

Each child is given a new, culturally and developmentally-appropriate book to take home, building a collection of 10-15 new books in the home before the child goes to kindergarten.

“Reach Out and Read is efficient, innovative and has a two-generational impact,” said Reach Out and Read Carolinas Executive Director Callee Boulware. “Our doctors and nurses know that the most important thing parents can do to prepare their children to succeed in school and beyond is to read aloud to them every day. Encouraging parents to stimulate their children’s early language and brain development during regular pediatric checkups is a simple model that has a lasting, invaluable impact on the life of a child.”

The program supports parents in nurturing and building healthy brains and bodies in their children, starting at birth.

Reach Out & Read Carolinas is working with partners in the community, including the healthcare systems Carolinas HealthCare System and Novant Health, to help support this expansion work through clinic identification and support of providers across the county.

Reach Out & Read Carolinas is one of the most cost effective evidence-based literacy interventions at only \$15 per child, per year. For more information or to make a donation, [CLICK HERE](#).

Read Charlotte is collaborating with Reach Out & Read staff to also promote other proven strategies, including Ready4K, a school readiness text messaging program for families, and Active Reading resources. [Active Reading](#) is a proven way to read *with* children rather than reading *to* them. Families will be alerted to free Active Reading workshops operated by Charlotte-Mecklenburg Library to expand each family's experience and connection with books.



Copyright © 2017 Read Charlotte, All rights reserved.

**Our mailing address is:**

220 N. Tryon Street  
Charlotte, NC 28202

Want to change how you receive these emails?  
You can [update your preferences](#) or [unsubscribe from this list](#)

---

This email was sent to [sjohnston@tuesdayforumcharlotte.org](mailto:sjohnston@tuesdayforumcharlotte.org)  
[why did I get this?](#) [unsubscribe from this list](#) [update subscription preferences](#)  
Read Charlotte · 220 N. Tryon Street · Charlotte, NC 28202 · USA

MailChimp

