

Reach
Out
& Read®



ALABAMA



*15 years....
one story at a time.*

2021 IMPACT REPORT

Thank You

Reach Out and Read-Alabama's work has proved critical during the challenge of the last two years. It is in such times that children most need to feel safe and loved—and one of the best ways to support and engage children is to share stories together. Millions of children and families across Alabama have learned how the simple act of reading aloud together promotes bonding and builds strong emotional connections. Children feel safe and secure when cuddled in the lap of a loving caregiver, enjoying a book together.

As Reach Out and Read-Alabama celebrated 15 years of service in 2021, we would like to thank all of the pediatric health care providers, the donors, and the families that helped us reach this milestone. It has not come easily, with barriers such as COVID-19 and lack of funding in many areas of our state; our work has continued with your support!

As we look back on the past 15 years, we are thankful for the lessons we have learned and the partnerships we have gained. Most importantly, we are thankful that our program has touched many lives throughout the state.

As we begin the next chapter of Reach Out and Read-Alabama, we will use our 15 years of experience, the proven Reach Out and Read model and our partnerships to increase the number of children we serve. In order to do this, we rely on your continued support.

Katrina Skinner, MD, FAAP

President

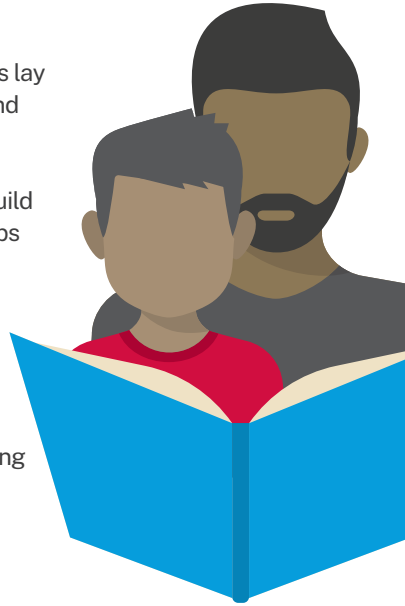
Alabama Chapter-American Academy of Pediatrics

Why ROR Matters

The simple act of reading aloud together helps lay the foundation for a lifelong love of reading and learning.

These moments spent together with a book build resilience and support the healthy relationships families need to thrive.

Our work is especially vital because we reach children during the most critical stages of brain development. By integrating ROR into medical settings, we can impact more than 90 percent of young people while strengthening families and our communities.



Our Model

Reach Out and Read uses a three-part, research-based model to promote brain development in children and healthy relationships in families:



1 The Primary Care Provider – coaching and building skills in parents; modeling and supporting early brain development and strong relationships: During well-child visits, the doctor prescribes reading by modeling read-aloud strategies while teaching and training the parent about how to share books and why it is important. Parents are engaged in the conversation as the provider offers anticipatory guidance and emphasizes how reading brings families together.

2 The Book: 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.

3 Literacy-Rich Environment and Resources: Clinic environments support literacy-rich messaging and resources to families, aiding providers in community-health resources and assisting parents in daily literacy activities with their children.



For the past 15 years, Reach Out and Read-Alabama has integrated literacy promotion into primary care visits, ensuring **every family** can make reading aloud together part of their daily routines...

One story at a time

BY THE NUMBERS



300

TRAINED ROR PROVIDERS

58 PARTICIPATING CLINICS
& PRACTICES

COUNTIES SERVED **26**

63,156
CHILDREN SERVED



100,091

BOOKS PROVIDED



We believe that reading with a child is an important aspect of their overall development. Reading helps develop early literacy skills, builds their vocabulary, can help them learn social and communication skills, and even help them learn to cope with emotions. Books can foster imagination and spark their curiosity.

Beyond that, the time spent reading together promotes bonding and helps to build and strengthen relationships between a parent and their child.


Through this partnership we can help provide children in our area with a solid foundation and opportunity to flourish in school and beyond.

Tonya Miller, MD, FAAP
Kids R Us Pediatrics

CAMPAIGN FOR GRADE-LEVEL READING

On July 1, Governor Kay Ivey, along with Alabama Department of Early Childhood Education Secretary Barbara Cooper, Alabama Medicaid Agency Commissioner Stephanie Azar, and State Health Officer Dr. Scott Harris announced the expansion of Reach Out and Read-Alabama with funding to expand services to children living in Macon, Marshall, Monroe, Jefferson, and Randolph counties, the five pilot counties for the governor's Campaign for Grade-Level Reading initiated last July.

Through our program, children in the pilot areas receive their own brand-new books at each well-child visit, encouraging them to be seen by physicians on a regular basis.



Since my call to action to launch the Campaign for Grade-Level Reading one year ago, we have made great progress. Under the Reach Out and Read program, the pilot counties have developed and begun implementing comprehensive literacy strategies from which the rest of the state can learn.

Kay Ivey
Alabama Governor

20

number of participating practices/sites

18,259

number of well child visits

13,899

number of books distributed

9,129

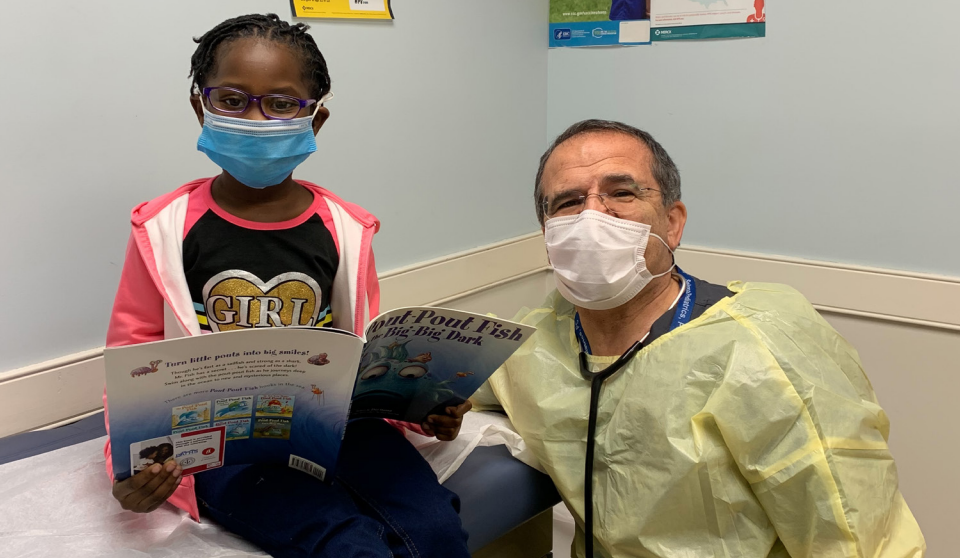
number of children served

53%

children not proficient in reading by 4th

PDBG B-5 PRESCHOOL DEVELOPMENT BLOCK GRANT

A multi-year recipient of this grant with a focus on providing Early Math Concept books to children ages 6 months to 5 years of age who are patients at participating ROR sites in Alabama. In this third year of funding, we have been able to extend our reach to include children from birth to 5 months of age. We are so thankful for the unending support we have received from the Alabama Department of Early Childhood Education.



PATHS

Dedicated to increasing capacity for primary care providers in Alabama's rural communities to diagnose, treat and manage mild to moderate behavioral health conditions in children and adolescents, the PATHS (Pediatric Access to Telemental Health Services) program is designed to help primary care providers in these communities be better equipped to address pediatric mental health concerns. In the initial grant, Reach Out and Read-Alabama and PATHS selected books for three- and four-year-old children and their families who need extra support or reinforcement focused on social emotional health. In 2020, we supplied these books to four practices across Alabama and in 2021, we expanded to provide books to four additional practices for all well-child checkups. PATHS is a collaboration between Children's of Alabama and the Alabama Department of Mental Health.



The books we have received about emotions from the PATHS program have been greatly appreciated by the parents and the providers. They are a great way to start conversations about anxiety and stress. I think that being able to express their feeling by talking about them through the stories has opened a new avenue of communication for young children dealing with anxiety.

Erika Crenshaw, MD, FAAP
Infants' & Children's Clinic

Rx for Summer Reading

Due to the national and statewide COVID-19 pandemic, many Alabama pediatric and family health care providers experienced a drastic decrease in scheduled vaccination visits during the past two years. Reach Out and Read-Alabama's unique and innovative approach to encouraging children and families to attend well-child visits regularly and receive the recommended immunizations on the correct schedule has been shown to be very effective, and while books are at the heart of the program model, they do not comprise all that makes up an ROR-AL visit. The 12th annual Rx for Summer Reading campaign featured the book, **Leo Gets a Checkup**, which captures all the details of an ROR-AL well-child visit including an immunization.

28 program sites throughout the state used the book to normalize the well-child visit and create an atmosphere of fun, while encouraging families to establish relationships with their healthcare providers that, in turn, helps them make better healthcare choices, including keeping scheduled immunizations. Our providers created a space where the families they serve foster healthy brain development and create strong bonds that last a lifetime.

VIEW PHOTOS AND VIDEOS FROM THE CAMPAIGN ▲



TEAMWORK

At ROR-AL, we know our most valuable asset is our human capital. As a team, we are committed to the people who make the ROR-AL intervention work every day. Not only are we committed to efficiency, but we are delighted in our impact together.

FY21 STAFF

Amy Crosby, Statewide Coordinator

Salina Sowell, Program and Communications Coordinator

Linda Lee, APR, Alabama Chapter-American Academy of Pediatrics Executive Director

MEDICAL LEADERSHIP

Kym Middleton, MD, FAAP, ROR-AL Liaison, Executive Board, Alabama-Chapter AAP

Marsha Raulerson, MD, FAAP, Medical Champion

Katrina Skinner, MD, FAAP, President, Alabama-Chapter AAP

ADVISORY COUNCIL

Dr. April Kendrick

Director of Child Development Resources
The University of Alabama

Trendle Samuel, RN, BSN, CLC

Region II Perinatal Coordinator,
Alabama Department of Public Health

Stephanie Waters

Parent

Haley Smith

Business Owner

Gail Piggott

Executive Director,
Alabama Partnership for Children

McDowell Crook

Attorney in private practice

Polly Hardegree

River Bank & Trust

The Honorable Edmund G. Naman

Circuit Judge Mobile

Meredith L. Crosson, M.Ed.

Student Success Coach
Jacksonville State University

Lori Quiller, APR

Associate, Booz Allen Hamilton

Kym Middleton, MD, FAAP

Board Liaison
Pediatrician, Huntsville

Marsha Raulerson, MD, FAAP

Medical Champion
Pediatrician, Brewton

Francis Rushton, MD, FAAP

Pediatrician, Birmingham

Jim Carnes

Retired Alabama Arise Policy Director

The Reach Out and Read-Alabama Advisory Council is made up of stakeholders from across the state with an interest in children literacy and the promotion of Reach Out and Read-Alabama. These stakeholders include business owners and members of the public relations, financial, legal, medical, and nonprofit communities. The Council meets quarterly to discuss current events in our state as well as ways to promote the Reach Out and Read-Alabama program.



COMMUNITY CO-AUTHORS

We are proud to partner with a host of organizations in communities helping to support the book resources needed to sustain and grow high-quality Reach Out and Read programs throughout the state.

Alabama Department of
Mental Health

Alabama Department of Early
Childhood Education

Alabama Medicaid Agency

Alabama Power

All About Books

Armstrong Justice League, P.C.

Bidikov Foundation

Big Lots Foundation of
The Columbus Foundation

Blue Cross Blue Shield
Caring Foundation

Chambless, Math and Carr PC

Children's of Alabama

City of Opelika

Community Foundation
of East Alabama

Dothan Pediatric Clinic

Eugene and Barbara Elrod
Charitable Fund

Exchange Club Foundation
of Florence AL Inc

Fair Advantage Consortium

Fairhope Pediatrics

Greenway Plants, Inc.

Holloway Credit Solutions

Hunter Brown Law

Jackson Thornton & Co., P.C.

Joe Piper, Inc.

Jones Family Fund

Kiwanis Club of Eastern Shore
and Fairhope

Kiwanis Club of Greater Tuscaloosa

Kiwanis Club of Opelika

Lee County Circuit Clerk's Office

Montgomery Family Medicine
Residency Program

My Care Alabama

Nick's Kids Foundation

Partners in Pediatrics

ReadBAMARead

River Bank & Trust

Sandestin Foundation for Kids

Tennessee Valley Pediatrics

The Angell Foundation

The Daniel Foundation of Alabama

Troy Bank & Trust

Turner Law Group

Tuscaloosa County District
Attorney's Office

Wind Creek Montgomery

Wiregrass Construction

Wiregrass Foundation

OUR SUPPORTERS

Emanuela Acquafredda

Alexis Alexis

Grant Allen, MD, FAAP

DJ Anagnos, MD, FAAP

Caitlin Anckner

Victoria Anderson, MD, FAAP

Veronique Andrews

Katie Archer

Reda Arnold

Marsa Aston

Jeff Aston

Prateek B

Dennis Bailey

John Bailey

Loretta & Dwight Baker

Lotfi Bashir, MD, FAAP

Jodi Batey

Robert & Sandra Battye

Charles & Amanda Bazemore

Lena Bedri, MD, FAAP

Michael Bellamy

Meghan Benak, MD, FAAP

Robert Benak, MD, FAAP

Sudha Bennuri, MD, FAAP

E. Cason Benton, MD, FAAP

Ann Benton

Becky Benton

Madeleine Blancher, MD, FAAP

Jeffrey Blitz

Magaria Bobo

Dotty Bouchillon

Kimberly Brackner

Kenneth Brown, MD, FAAP

Sabra Burns

Beth Butler

Hope Butler

Shana Butts

Cathy Caldwell

Christine Campbell, MD, FAAP

Nancy Cassidy

Marie Cebert

Ernst & Rhona Cebert

Oscar Cerino

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Graham & Linda Champion

Peyton Chapman

Morgan Chappell

Chrissy Cherry

Jan Chiles

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Jim & Pat Cofield

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Maggie Cooper

Jeff Cornelius

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Shirley Cotney

Patsy Cotney

Dick & Karen Cowart

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LaDonna Crews, MD, FAAP

McDowell Crook

Amy Crosby

Jeanna CT

Lucy Culpepper, MD

Haidee Custodio, MD, FAAP

Anna Dailey

Jess Danford

Ladd Davis

Rhianna Davis

Valerie Davis, MD, FAAP

Brooke Davis

Derrol Dawkins, MD, FAAP

Elizabeth Dawson, MD, FAAP

Stephen Dees

Helen Dickinson

Lowell & Timi Dooley

Doe Dorsey

James Driskell

Paula Drummond, MD, FAAP

Kayce Dunn

Ashley Earle

Danielle Eaton

Paige Elliott

Nola Ernest, MD, FAAP, PhD

Evelyn Evans

Iris Fancher, MD, FAAP

Madeline Farmer

Toni Floyd

Tracy Fogarty

Mac Freeman

Michelle Freeman, MD, FAAP

Liesel French, MD, FAAP

Theresa Friedman

Shirley Frost

Richard Garrett

Abigail Garrison

Brooke Goar, MD, FAAP

Brooke Gossett

Pat Green

David Gremse, MD, FAAP

Sandra Guin

John Halcomb

Teri Hamilton

John Hamilton, MD, FAAP

Barbara Hanley

Alan Harbin

Todd Hardy

Alan Hargrove

William Haynes

Shannon Heath

Sarah Herren

Lisa Hicks, MSN, RN, CPNP

Heather Hill

Rod and Lissa Hines

Jayla Huff

Robert Huskey

Ted Jackson

Destiny Jackson

Janice G Jackson, DMD

Marquisha Moore Jarmon, MD, FAAP

Katie Johnston

Suzanne Jones

Sara Jones

Slavisa Jovanovic

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Chalice Kicker	Amy Nelson	Karmen Somers
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Katie Knox	Austin Oslock	Donna Spain
Karen Landers, MD, FAAP	DeAnne Owens	Pat Starr
Elizabeth Langley	Jessica Pagan	Kendall Stephenson
Allyson Lawler	Bob Parker	Linda Stone, MD, FAAP
Shirley Lazenby	Robert Pass, MD, FAAP	Wes Stubblefield, MD, FAAP, MPH
Lisa Lee	Aerial Payne	John Summers, MD, FAAP
Jennifer Lee	Karen Plunkett	Kacey Swartz
Jill Lee	Jimmy Pool	Josh Swords
Linda Lee, APR	Jill Powell	Michael Taylor, MD, FAAP
Keith LeFevre	Grace Prince	Laura Thomas
John Letts	Michael Ramsey, MD, FAAP	Elaine Thomaston
Holly Lewis	Ashley Ratliff	Tina Triplett
Carolyn Lewis	Dana Raughton	Kathleen Tsurumi
Lyn Littleton	Marsha Raulerson, MD, FAAP	Fred Tyson
Ramzi Malek, MD, FAAP	Presley Rebman	Jessica Ventiere
Linda Malloy	Andrea Reynolds, MD	Brittany Walker
Lea Martin	Kelly Rigney	Mollie Ann Walker, MD, FAAP
Briana Martinez	Betty Roberts	Teresa Walley
Kristen Mayes	Tom Roberts	Stephanie Waters
Debbie Mayes	Patricia Robinson, MD, FAAP	Hays Webb
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Charlotte McClure	Tami Sapp	Paula Whitley
Maureen McDermott	Jerry and Sharon Sartain	Smith Wilbanks
Leslie McGlaun	Garrett Saucer	Megan Willis, MD, FAAP
Melissa McNally, MD, FAAP	Kristine Sawyer, MD, FAAP	Dina Winston, MD, FAAP
Deborah McRae	Philip Sellers	John and Lyn Woodham
Kym Middleton, MD, FAAP	Pam Sessions	Fred & Kay Yeager
Tina Meany	Jay Sewell	Claire Yother, MD, FAAP
Andrea Mitchell	Pat Shegon	Debbie Yurevich
Norma Mobley, MD, FAAP	Shraddha Shrestha, MD, FAAP	
Donnie & Dianne Moyer	Jessica Shuemaker	
Rama Mukkamala, MD, FAAP	Brantley Simmons	
Mike Muraski	Phyllis Sims	
Stephanie Murray	Katrina Skinner, MD, FAAP	
Kimberly Myers	Maegan Smalley	



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& Read®



ALABAMA

As we turn the page into a new year, Reach Out and Read-Alabama is committed to expanding and deepening our impact on the families and children we serve. We aspire to harness our experience, our proven model, and our extensive network into an even more powerful force for change, using the primary care platform to support early foundational relationships and the next generation of primary care providers.

This is our *Next Chapter.*

roralabama.org