

# Daily Reading Change Package

**Rationale:** Reading regularly with children during infancy through preschool years and beyond promotes language and literacy skills, child development, and school readiness. It also stimulates brain development, increases socio-emotional skills, and strengthens parent-child relationships.<sup>1</sup> Reading with children teaches them about communication; introduces concepts such as numbers, colors, and shapes; builds listening, memory, and vocabulary skills; and provides information about the world around them. The American Academy of Pediatrics (AAP) recommends that pediatric providers promote early literacy development during pediatric visits for children beginning in infancy and continuing at least until the age of school entry. This includes advising parents to read aloud with their children, using age-appropriate books, to strengthen language skills and prepare them to learn.<sup>2</sup>



Every year, more than 1 in 3 children in the United States start kindergarten without the language skills required to read. Furthermore, less than half (48%) of children under the age of five are read to daily; among families living in poverty, only about one third (34%) of children are read to daily.<sup>3</sup> Reading proficiency by third grade is an important predictor of high school graduation and career success.<sup>1</sup> Every child should have the opportunity to learn to read at an early age, and this begins as an infant. Helping families understand the importance of reading daily to their young children is an important strategy to support healthy families and healthy babies. Promoting daily reading is an opportunity for Healthy Start grantees to provide education, support, guidance, and resources to help the women and families they serve.

**Purpose/Objective:** This change package provides recommended strategies and a selection of resources and evidence-based practices to aid Healthy Start grantee organizations, partners and their staff in supporting the women and families they serve in completing daily reading 5 times or more per week to infants and young children. **Healthy Start Screening Tools**, available on the Healthy Start Epic Center website and referenced in the change package strategies, can be used to assist in comprehensive and consistent assessment of Healthy Start participant needs and standardized data collection to support monitoring and reporting on Healthy Start benchmarks.

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<sup>1</sup> American Academy of Pediatrics. Policy Statement: Literacy Promotion: An Essential Component of Primary Care Pediatric Practice. *Pediatrics* 2014;134;404.

<sup>2</sup> [Reading Books to Babies](#)

<sup>3</sup> 2011/12 National Survey of Children's Health.

## Healthy Start Change Package Strategies for Daily Reading

**Healthy Start Program Goal:** Increase the proportion of Healthy Start child participants aged <24 months who are read to by a parent or family member 3 or more times per week to 50%.

Level of Strategy	Strategy	Select Resources & Evidence-Based Practices
<p><b>Program Level</b></p>	<p><b>Build Capacity to Promote Daily Reading with Children</b></p> <ul style="list-style-type: none"> <li>➤ Educate Healthy Start program providers and staff on the importance of daily reading with infants and young children to promote language and literacy development and school readiness.</li> <li>➤ Create literacy-rich environments for Healthy Start children participants by including culturally and age-appropriate books in Healthy Start grantee program waiting rooms.</li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">Reach Out and Read</a></li> <li>• <a href="#">Books Build Connections Toolkit</a></li> </ul>
<p><b>Individual &amp; Family Level</b></p>	<p><b>Assess Daily Reading Practices and Encourage Parents to Read with their Children</b></p> <ul style="list-style-type: none"> <li>➤ Assess Healthy Start participants' reading practices with their children. <ul style="list-style-type: none"> <li>▪ <b>KEY QUESTION:</b> Please indicate the number of days you or a family member read to your child during the past week? Reading includes books with words or pictures but not books read by an audio tape, record, CD, or computer. <ul style="list-style-type: none"> <li>– Refer to the <i>Healthy Start Screening Tools</i> for additional key questions</li> </ul> </li> </ul> </li> <li>➤ Encourage Healthy Start women participants, their partners and other caregivers to read, talk, sing, and play with their young children daily beginning at birth.</li> <li>➤ Encourage Healthy Start women participants, their partners and other caregivers to visit their local library with their children to borrow books and for story time.</li> <li>➤ Encourage Healthy Start women participants, their partners and other caregivers with low literacy levels to share picture books with their children, talk with them about what is happening in pictures,</li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">Reach Out and Read</a></li> <li>• <a href="#">Reading is Fundamental</a></li> <li>• <a href="#">Books Build Connections Toolkit</a></li> <li>• <a href="#">Ready to Read</a></li> <li>• <a href="#">Strengthening Families</a></li> <li>• <a href="#">Healthy Start Screening Tools</a></li> </ul>

Level of Strategy	Strategy	Select Resources & Evidence-Based Practices
	and perhaps act out stories with them.	
	<ul style="list-style-type: none"> <li>➤ Incorporate age-appropriate books into each visit with Healthy Start participants and encourage families to read aloud together.</li> <li>➤ At each checkup appointment (postpartum visit, well woman visit, well child visit), provide Healthy Start child participants with a new book to bring home.</li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">Reach Out and Read</a></li> <li>• <a href="#">Reading is Fundamental</a></li> <li>• <a href="#">Books Build Connections Toolkit</a></li> </ul>
	<ul style="list-style-type: none"> <li>➤ Provide Healthy Start women participants, their partners and other caregivers with tools, resources, and knowledge to promote reading with their children.</li> <li>➤ Provide Healthy Start women participants, their partners and other caregivers with bilingual tools, resources, and knowledge to promote reading with their children.</li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">Reach Out and Read</a></li> <li>• <a href="#">Healthy Children</a></li> <li>• <a href="#">Colorin Colorado</a></li> <li>• <a href="#">Reading is Fundamental</a></li> <li>• <a href="#">First 5: Videos To Teach Parents How To Read To Their Children</a></li> <li>• <a href="#">Ready to Read</a></li> <li>• <a href="#">Strengthening Families</a></li> </ul>
	<ul style="list-style-type: none"> <li>➤ Promote the 5 R's to Healthy Start women participants, their partners and other caregivers as guidance for reading with their children: <ul style="list-style-type: none"> <li>○ <i>Read</i> together as a daily, fun, family activity</li> <li>○ <i>Rhyme</i>, play, talk, sing and cuddle together often throughout the day</li> <li>○ Build Routines for meals, play, and sleep, which help children know what to expect and what is expected of them</li> <li>○ Give <i>Rewards</i> for everyday successes (especially for effort towards goals like helping), understanding that praise from those closest to a child is a very potent award</li> <li>○ Develop <i>Relationships</i> that are nurturing, reciprocal, purposeful, and lasting, which are the foundation of healthy early brain and child development</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">Books Build Connections Toolkit</a></li> </ul>

Level of Strategy	Strategy	Select Resources & Evidence-Based Practices
	➤ Refer Healthy Start participants to a local Imagination Library program, if available in your community.	<ul style="list-style-type: none"> <li>• <a href="#">Dolly Parton's Imagination Library</a></li> </ul>
	➤ Refer Healthy Start participants to a home visiting program that includes a focus on early childhood development and serves as a resource to promote reading with children.	<ul style="list-style-type: none"> <li>• <a href="#">Early Head Start Home Visiting</a></li> <li>• <a href="#">Every Child Succeeds</a></li> <li>• <a href="#">Parents as Teachers (PAT)</a></li> </ul>
<b>Community Level</b>	<b>Increase Awareness and Promotion of Daily Reading s with Young Children to Community Organizations and Partners</b>	
	<ul style="list-style-type: none"> <li>➤ Encourage community partners and home visiting programs that serve women, children, and families to promote parent reading with children and to create literacy-rich environments for children by including culturally and age-appropriate books in their visits.</li> <li>➤ Distribute education materials on reading and literacy to community partners and programs that serve women, children, and families.</li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">Reach Out and Read</a></li> <li>• <a href="#">Colorin Colorado</a></li> <li>• <a href="#">Reading is Fundamental</a></li> <li>• <a href="#">First 5: Videos To Teach Parents How To Read To Their Children</a></li> <li>• <a href="#">Ready to Read</a></li> <li>• <a href="#">Early Head Start Home Visiting</a></li> <li>• <a href="#">Every Child Succeeds</a></li> </ul>
	<ul style="list-style-type: none"> <li>➤ Offer outreach, training and education to health care providers in the community (e.g., family practice providers and pediatric providers) on the importance of reading aloud to children, beginning at infancy, and the AAP recommendation to promote parent reading with infants and young children during pediatric visits.</li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">Reach Out and Read</a></li> <li>• <a href="#">Books Build Connections Toolkit</a></li> </ul>
	<ul style="list-style-type: none"> <li>➤ Host a book drive with community partners that serve women, children, and families to provide books to children and families.</li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">Books Build Connections Toolkit</a></li> </ul>

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\*This change package can be accessed electronically: <http://healthystartepic.org/healthy-start-approaches/strengthen-family-resilience/>