## ANDROSCOGGIN
- Auburn Medical Associates
- B Street Family Health Center
- CCS Family Health Care
- Central Maine Medical Center
- Central Maine Pediatrics
- Central Maine Sports Medicine
- CMMC Family Practice
- CMMC Family Practice Residency
- CMMC High Street Family Medicine
- CMMC Community Health Center
- DFD Russell Medical Center - Leeds
- DFD Russell Medical Center - Turner
- Dorothy Thayer, MD, LLC
- Family Health Care Associates
- Franklin Health Livermore Falls Family Practice
- Knapp Family Practice
- Kurt M. Oswald, MD
- Lisbon Falls Family Health Center
- Lisbon Family Practice
- Margaret E. Matthews, MD
- Mechanic Falls Family Practice
- Minot Avenue Family Medicine
- Pediatric Associates of Lewiston
- Poland Family Practice
- Sabattus Street Primary Care
- St. Mary's Center for Family Medicine at Mollison Way
- St. Mary's Regional Medical Center
- Western Maine Family Health Center

## AROOSTOOK
- Acadia Family Health Center
- Aroostook Pediatrics
- Cary Medical Center
- Fish River Rural Health - Eagle Lake
- Fish River Rural Health - Fort Kent
- Full Circle Health Care
- Horizons Health Center - Fort Fairfield
- Houlton Family Practice
- Houlton Pediatrics
- Houlton Regional Hospital
- Katahdin Valley Health Center - Ashland
- Katahdin Valley Health Center - Houlton
- Maliseet Health & Wellness Center
- Mars Hill Health Center
- Mnicmac Service Unit
- NMMC Medical Practices - Family Medicine
- North Street Family Practice & Internal Medicine
- Northern Maine Medical Center
- Pines Family Health Center
- Pines Health Center
- Pines Health Services - Washburn
- Pines Kimball Community Health Center
- Pines Pediatric Care
- Pines St. John Valley Health Center
- The Aroostook Medical Center

## CUMBERLAND
- Bayview Pediatrics
- Be Well My Friend - Freeport
- Bridgton Hospital
- Bridgton Internal Medicine & Family Practice
- Bridgton Pediatrics
- Brunswick Family Medicine
- Brunswick Primary Care
- Cape Elizabeth Family Medicine
- Carl J. Schuler, DO
- Ciampi Family Practice
- Foden Road Family Practice
- Fore River Family Medicine
- Fore River Family Practice
- Freeport Medical Center
- George K. Gardiner, Jr., DO
- Gray Family Health Center
- Harbourside Family Practice
- Intermed Family Practice in Yarmouth
- Intermed Pediatrics at Foden Road
- Intermed Pediatrics at Marginal Way
- Intermed Pediatrics in Yarmouth
- James Kirby, DO
- Maine Centers for Health Care - Westbrook
- Maine Medical Center
- Mercy Gorham Crossing
- Mercy Hospital
- Mercy Primary Care - Falmouth
- Mercy Family Practice - Windham
- Mercy Primary Care - Yarmouth
- Mid Coast Hospital
- Mid Coast Medical Group - Pediatrics
- Mid Coast Medical Group - Primary Care
- Midcoast Pediatrics
- MMP Pediatric & Adolescent Clinic
- MMP Internal Medicine - Pediatric Clinic
- MMP Falmouth Family Medicine
- MMP Falmouth Pediatrics
- MMP Lakes Region Primary Care
- MMP Portland Family Medicine
- MMP Portland Pediatrics
- MMP Scarborough Family Medicine
- MMP South Portland Pediatrics
- MMP Westbrook Family Medicine
- MMP Westbrook Pediatrics
- MPHC - Bownoon
- MHPH - Brunswick
- MHPH - Gorham
- MHPH Pediatrics
- MHPH - South Portland
- MHPH - West Falmouth
- Naples Family Practice
- New England WomenCenter
- North Bridgton Family Practice
- Open Circle Midwifery Services
- Patricia J. Phillips, DO, PA
- Portland Community Health Center
- Portland West Family Practice
- Root Cellar Pediatric Clinic
- Royal River Family Care, PA
- Scott M. Chase, DO
- Standish Family Practice
- Steep Falls Family Practice
- Stephen R. Barter, MD
- Susi Delaney, CPM
- The Birth House
- The Portland Community Health Center Clinic at Riverton Park
- Tree of Life Naturopathic & Midwifery Care
- Tree of Life Naturopathic & Midwifery Care - Birth Site
- True North Health Center

## FRANKLIN
- Franklin Health Farmington Family Practice
- Franklin Health Pediatrics
- Franklin Memorial Hospital
- Jean Antonucci, MD
- Mt. Abram Regional Health Center
- Paul Wooden, MD
- Rangeley Family Medicine
- Strong Area Health Center
- Wilson Stream Family Practice

## HANCOCK
- Birch Moon Midwifery, LLC
- Blue Hill Family Medicine
- Bucksport Regional Health Center
- Cadillac Family Practice
- Castine Community Health Services
- Coastal Family Medicine of Maine
- Coastal Health Center
- Community Health Center
- Cooper-Gilmore Health Center
- Eleanor Widener Dixon Memorial Clinic
- Ellsworth Family Practice
- Island Family Medicine
- Maine Coast Memorial Hospital
- Maine Coast Pediatrics
- Mount Desert Island Hospital
- Pam Dyer Stewart, CPM
- Primary Health, LLC
- Southwest Harbor Medical Center
- The Family Health Center
- Trenton Health Center

## KENNEBEC
- Augusta Family Medicine
- Be Well My Friend - Augusta
- Belgrade Regional Health Center
- Capital Family Practice, PA
- DFD Russell Medical Center - Monmouth
- Elmwood Primary Care
- Evergreen Healing Center
- Family Medicine Institute
- Gardner Family Medicine
- Hallowell Family Practice
- Inland Family Care - Downtown Waterville
- Inland Family Care - Oakland
- Inland Family Care - Washington Street
- Inland Hospital
- Kennebec Midwifery
- Kennebec Pediatrics
- Lovejoy Health Center
- Maine Family Natural Health
- Maine Family Natural Health - Birth Site
- Maine Integrative Healthcare
- Maine General Medical Center
- Oakland Family Medicine
- Rosalind Waldron, MD
- SWH Family Care - Clinton
- Three Rivers Family Practice - Augusta
- Three Rivers Family Practice - Waterville
- Twin Pines Family Medicine
- Waterville Family Practice
- Waterville Pediatrics - Waterville
- William E. Bennett, MD
- Winthrop Family Medicine
- Winthrop Pediatric & Adolescent Medicine

* Bold text indicates hospitals
<table>
<thead>
<tr>
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<th>PENOBSCOT</th>
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<td>* Bold text indicates hospitals</td>
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<td>Galbraith Family Medicine</td>
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<td>Old Town Family Practice</td>
<td>Northwoods Healthcare - Greenville</td>
<td>Girish Joshi, MD</td>
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<td>Judy Welsh, MD, PA</td>
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<tr>
<td>Western Maine Pediatrics</td>
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</table>
On behalf of the staff of Raising Readers, I am pleased to present the 2014 Annual Report. These days, it is not uncommon for babies to learn to swipe on a smartphone before they can turn a page. As technology becomes ever more present, the importance of reading aloud to babies and children can get lost in the shuffle of our harried daily lives.

The American Academy of Pediatrics (AAP), one of the most trusted sources on children’s health, announced a new policy in July 2014 that asked pediatricians and other healthcare providers to talk with parents and caregivers about the benefits of reading aloud to children from birth. The policy was based on years of research showing that this type of counseling independently predicts the amount of time parents spend reading to their babies and children. The AAP policy not only validates the Raising Readers model, but it also endorses the message that Maine providers have been promoting for many years—reading to a child can never begin too soon.

Thanks to so many, Raising Readers reached the incredible milestone of handing out its two millionth book on January 22nd. Two million books – enough to reach over 215,000 Maine children, and when laid flat, enough to stretch from Augusta to Bangor on the Maine Turnpike. No wonder Maine parents rank highly in reading to their babies and children daily!

Raising Reader’s success would not be possible without the dedicated, generous support of the Libra Foundation; the continued collaboration between MaineHealth and EMHS; and the legion of healthcare providers, early childhood educators, librarians and family literacy organizations that support and encourage early literacy among Maine’s young children.

As we prepare to kick off our celebration of Raising Readers’ fifteenth anniversary, we want to thank each of you that has a hand in the program’s longevity and impact.

Many thanks and happy reading,

Cassandra Cote Grantham, MA
Program Director, Raising Readers

“Reading to children not only grows them closer to their parents, but it also improves their literacy skills, their verbal skills and their knowledge of what’s around them. In my mind, there’s nothing better than that.”

Dr. Stephen Brennan, Yorkids, York, ME who handed out the 2 millionth Raising Readers book to 5-year-old Giovanna Bella on January 22, 2014

To the Raising Readers Community
THE RAISING READERS TEAM

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Book Consultant and Book Selection Committee Chair, Curious City

Colette Sabbagh
MD, FAAP – Clinical Advisor, EMMC Pediatric Medicine

Brian Youth
MD, FAAP – Clinical Advisor, MMC, Tufts University School of Medicine, Barbara Bush Children’s Hospital at MMC

Madeline (17 months), Bath and Maya (17 months), Freeport

Camby (14 months), Cumberland
2014 HIGHLIGHTS

2014 Book Collection
Books that comprise the 2014 Book Collection were selected by the Raising Readers Book Selection Committee to be high-quality and age and developmentally appropriate. Included in the collection is the 2014 Raising Readers’ Anthology, “Tales for Growing Tall,” which includes five picture books, each created by a Maine author or illustrator, as well as an introductory library card to encourage graduates of the program to explore their local public library. The anthology is given to five-year-olds as their final book in the program.

Social Media
Raising Readers reached the milestone of having more than 20,000 Facebook subscribers, including parents, early childhood educators and care providers, healthcare professionals, literacy groups, home visitors, librarians and other stakeholders, who routinely look at, comment on and share Raising Readers posts with others. This accomplishment highlights the value of social media in spreading early literacy messages among parents and other engaged stakeholders in Maine.

2014 Raising Readers Books: Which Was Your Favorite?
2 Million Books for Maine Children

Raising Readers reached the milestone of providing 2 million books to over 215,000 Maine children in 2014. The celebration began by presenting a symbolic 2 millionth book to 5-year-old Giovanna Bella at the Yorkids practice in York. The celebration continued with the distribution of recognition packages to over 360 participating sites to thank them for their dedication to handing out books to babies and young children and to counseling families about the importance of early literacy in children’s development. Public libraries received similar kits to share in the celebration. Milestone-related messages and graphics were also shared via social media.

Maine Early Literacy Calendar

The last in its series, the 2014 Maine Early Literacy Calendar was a collaborative venture with several partners and stakeholder groups. Always a favorite of early childcare providers and educators, librarians, and medical practices, the calendar featured a different book from the 2014 Raising Readers collection each month and paired it with developmentally appropriate information about pre-reading skills and early literacy activities. Information contained in past calendars will be available for download from the Raising Readers website.
In 2014, Raising Readers reached 69,600 Maine children from birth to age 5 by partnering with 44 Maine hospitals and birth centers, 324 medical practices and 1,200 healthcare providers. Among children aged 0-5 who are estimated to receive well-child care in Maine, 98% of them were reached through the Raising Readers program in 2014.

<table>
<thead>
<tr>
<th>Individual Maine children reached with one or more books by Raising Readers since 2000</th>
<th>230,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medical Practices</td>
<td>324</td>
</tr>
<tr>
<td>Hospitals and Birth Centers</td>
<td>44</td>
</tr>
<tr>
<td>Healthcare Providers</td>
<td>1,200</td>
</tr>
</tbody>
</table>

* Based on census population estimates and national data on rates of well-child visits among children aged 0-5
Raising Readers conducts an annual quality improvement survey with healthcare providers to gain insight into how the program is integrated into well-child visits and how it is used to highlight the importance of early literacy with families. Results from the past three years are noted below. In 2014 alone, Raising Readers distributed over 163,000 books to Maine children, bringing the total number of books distributed to over 2.2 million since 2000.

### Providers’ Thoughts About the Impact of Raising Readers

<table>
<thead>
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<th>2012</th>
<th>2013</th>
<th>2014</th>
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<tr>
<td>Changed approach to well-child visits</td>
<td>12%</td>
<td>13%</td>
<td>12%</td>
</tr>
<tr>
<td>Increased counseling about reading</td>
<td>51%</td>
<td>56%</td>
<td>48%</td>
</tr>
<tr>
<td>Increased parental reading aloud</td>
<td>70%</td>
<td>60%</td>
<td>64%</td>
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</table>

### How Providers Use Raising Readers Books in Well-Child Visits

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
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<tbody>
<tr>
<td>Assess developmental level</td>
<td>32%</td>
<td>38%</td>
<td>33%</td>
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<tr>
<td>Model reading behavior</td>
<td>43%</td>
<td>46%</td>
<td>40%</td>
</tr>
<tr>
<td>Assess parent/child interaction</td>
<td>48%</td>
<td>54%</td>
<td>46%</td>
</tr>
<tr>
<td>Entertain child</td>
<td>56%</td>
<td>62%</td>
<td>56%</td>
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<tr>
<td>Part of anticipatory guidance</td>
<td>53%</td>
<td>62%</td>
<td>61%</td>
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</table>
Raising Readers is a collaboration of

Generously funded by the Libra Foundation

Promoting Early Childhood Literacy for All Maine Children

FIND US ON:

www.raisingreaders.org
info@raisingreaders.org
1-800-397-3263

Abigail (17 months) with her father Jordan, Scarborough

Jaden (2 years), Saco

Charlotte, (2.5 years), Falmouth

Grace (18 months), Gorham