

Spring 2023 Provider Newsletter



The 2022 Annual Report

We're excited to share the enclosed 2022 Raising Readers' Annual Report with you. Thanks to your partnership and continued funding from the Libra Foundation, we've made quite an impact over 22 years. We've reached more than 300,000 children with over 3.4 million books through all midwives, hospitals, and healthcare providers serving Maine children. We certainly couldn't do it without you and are so appreciative of the statewide network of champions who work to make books and reading part of growing up in Maine every day of the year.

New Program Materials

You may have noticed the updated Raising Readers' materials we recently mailed to your office or hospital. Most have QR codes printed on them to lead parents directly to our website for book recommendations, reading tips, free book activities, and other emergent literacy resources. Here is one way our clinical advisors suggest using the materials to encourage families to learn more from our website.



- **Exam room poster:** Consider encouraging parents to look up the book they just received and see what's happening with kids and books at that age. Or, they can find other books to look for at the library like the one they received at their well-child visit. They can also look for books that talk about specific experiences, like welcoming a new sibling.

Your Partnership Matters

Research shows that when primary care providers incorporate an emergent literacy model into well-child visits, the simple act of giving a book and counseling families around emergent literacy practices has a significant effect on caregiver behavior and attitudes toward reading aloud.

In families served by programs like Raising Readers:

- Parents/caregivers are 2.5 times more likely to read together with their children
- Parents are 2 times more likely to read with their children three or more times per week. Fun fact: Maine ranks in the top 3 states where parents read most often to their children, according to the National Survey of Children's Health.
- Children's language development is improved by 3-6 months
- Families are 2.5 times more likely to report reading as a favorite activity

For more information on the proven effectiveness of emergent literacy programs like Raising Readers, [visit this website](https://tinyurl.com/4yr3p4zf). <https://tinyurl.com/4yr3p4zf>



Research Corner

[The Words Children Hear: Picture Books and the Statistics for Language Learning](https://tinyurl.com/2xe59aad)

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Researchers evaluate 100 children's picture books comparing word type and a matched sample of child-directed speech. Picture book text is an important source of vocabulary for young children, and findings suggest a mechanism that underlies the language benefits associated with reading to children.

THANK YOU!

Thank you for your continued support and partnership in making books and reading part of growing up in Maine.

Raising Readers' Clinical Advisors

Gabe Civiello, MD
Jennifer Dubail, MD
Annie Powers, MD & PhD
Brian Youth, MD



Have any questions? Call us! 1.800.397.3263