



# Looking for Early Literacy: The Reach Out and Read Assessment Project

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The two purposes of the quasi-experimental study were to evaluate a Reach Out and Read (ROR) program and to provide feedback to the ROR program, volunteers, medical staffs, and the research community.

## Abstract

The Reach Out and Read Assessment was an evaluation of a Reach Out and Read (ROR) program with 24 participant families in the sample. Families participated in both a parent survey and a child literacy assessment during well-child visits at ROR and control site clinics. Participant families were assessed at both the 6 month and 12 month visits. The treatment and control groups were predominately a Hispanic, underinsured population, with the control being similar, not identical.

The ROR Reading Corner:



## Findings

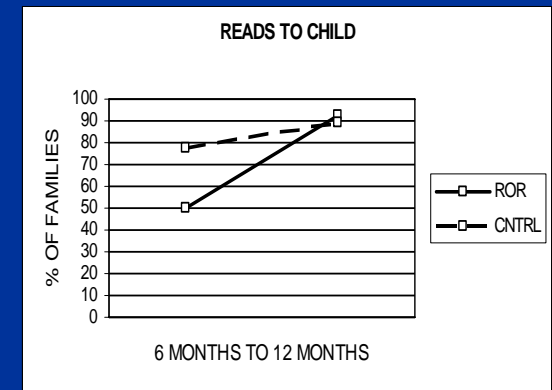
The local ROR family literacy program, part of the national Reach Out and Read (ROR) organization, had a **positive impact** on the community, reaching the families most in need of literacy assistance. The Reach Out and Read Assessment project evaluated and found the following key points:

- The **strongest finding** was that of the ROR parents reading to their children in a greater proportion by the time the children were 12 months of age when compared to the control parents.
- The number of books given out by the program, the volunteers reading in the waiting room, and the very young children listening to stories being read in the waiting room were all **significantly greater** at the ROR location.
- The local ROR program was shown to be **evidence-based**. Trends in the data were positive.
- The children as a group assessed at their age equivalents using the PLS-4 instrument.

## The Question:

### Do you read to your child?

The control group parents at 6 months were reading more to their infants, but by 12 months this pattern had reversed: a **greater proportion of Reach Out Read parents read to their children**. [ $F = 2.69$ ,  $df = 1,21$ ,  $p = .10$ ]



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