

# Association Between Reading Frequency and Free Books

Whitney Mack, DO

Kevon McCarty, DO

Craig Griebel, MD

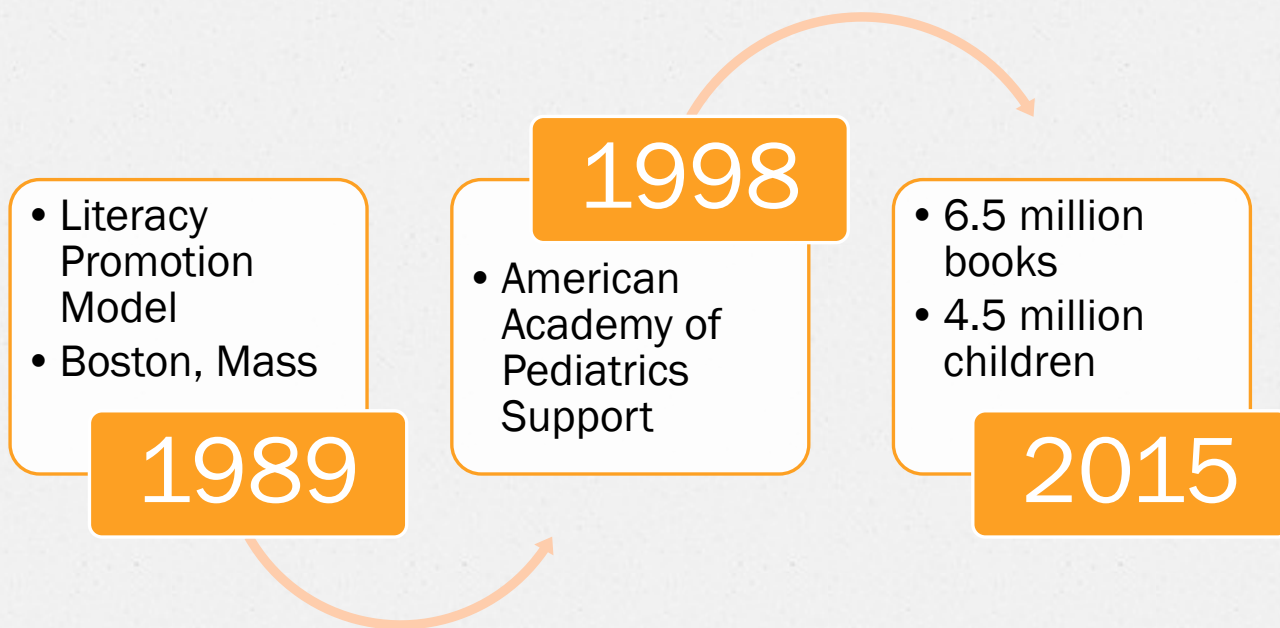
# Background

- Childhood literacy is improved by early and frequent exposure to reading.
- Toddler receptive and expressive vocabulary scores are increased
- Scores were independent of parental education and English proficiency.
- A dose effect exists
- High-quality home literacy environment

# Hypothesis

- The more free books children receive during well child checks, the more their caregivers will read to them.

# Reach out and Read



# Methods

- o IRB approved prospective cohort study
- o Survey: original, optional, anonymous
  - o 143 surveys collected
- o Population:
  - o Parents of 6 month to 5 year old children seen for Well Child Checks at the Family Medical Center
- o Time Frame
  - o February 2016 to December 2016
- o Funding for books from The Methodist Foundation

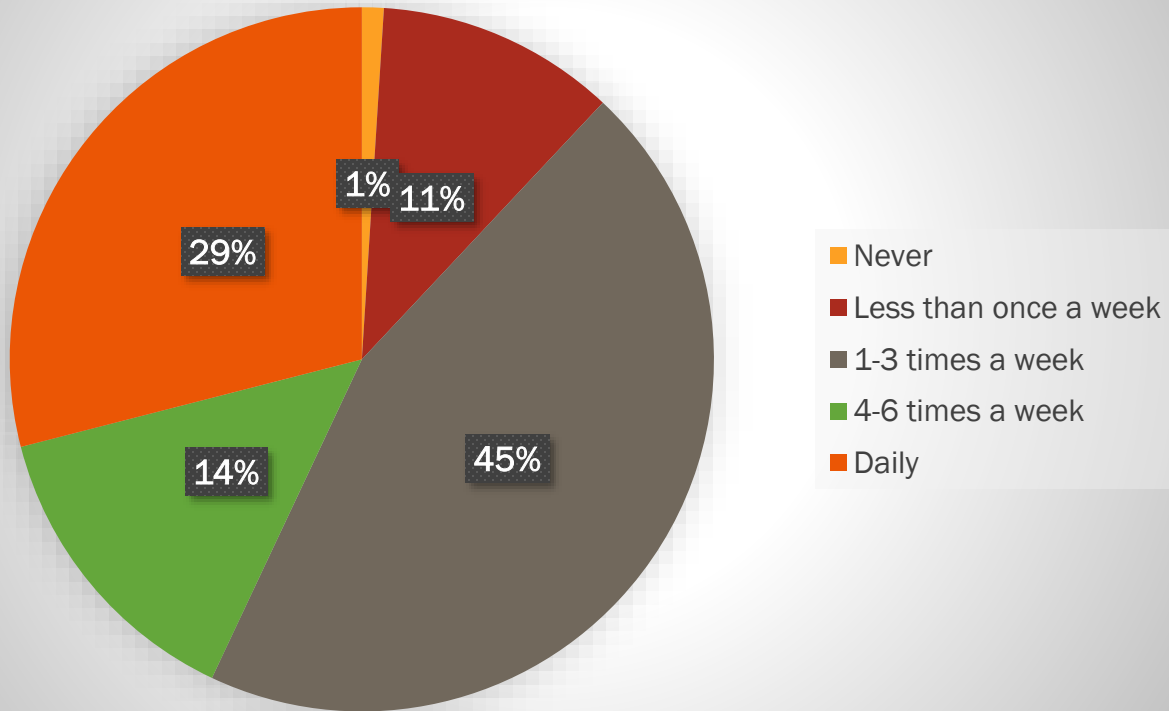
# Original Survey

1. What is your child's age? \_\_\_ months \_\_\_ year(s)
2. What type of health insurance do you have?  
 Medicaid (medical card, public aid)  
 Private insurance
3. What is your zip code? \_\_\_\_\_
4. What is your race?  
 Black or African-American  
 White or Caucasian  
 Asian  
 Hispanic/Latino  
 Other: \_\_\_\_\_
5. How often do you read to your child?  
 Never  
 Less than once a week  
 1-3 time a week  
 4-6 times a week  
 Daily
6. How many books have you received from your doctor's office?  
 None (First book will be received today whether or not this survey is completed)  
 One  
 Two  
 More than two

# Results

- o 143 surveys collected
- o 70% of caregivers read less often than daily
- o The majority of caregivers had received 1 book or less at the time of the survey
- o Once two books had been received, 100% of caregivers read at least once a week

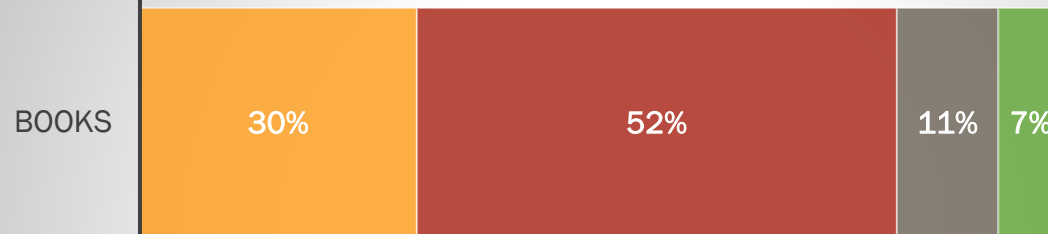
## How Often Do You Read to Your Child?



N = 142

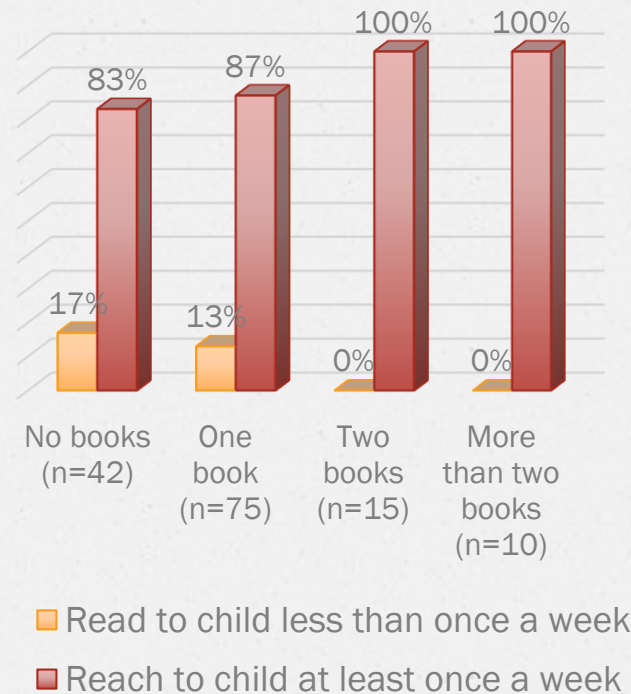


## How Many Books Have You Received From Your Doctor's Office?



None One Two More than Two

# How often do you read to your child and how many books have you received from your doctor's office?



# Limitations

- o Survey confusion
- o Sample size
- o Recall bias
- o Free book bias
- o Literacy bias
- o That's not my kid bias

# Conclusions

- o Initial data is promising
- o Caregivers are already reading to their children
- o More books = more reading
- o Implications are family wide
- o Children enjoy office visits more
- o Free books are cool

# Future

- o Grow this research population
- o Consider adding survey to ASQs
- o Examine potential survey improvements
- o Investigate future literacy of the community
- o Concurrent research

# Special Thanks To:

- o Stacy Harris, MOA
- o Methodist Foundation
- o Yanzhi Wang, PhD
- o Dr. Na'Allah
- o Dr. Fons
- o Family Medicine Clinic Staff
- o Family Medicine Residents

# References

- o Diener et al. “Kindergarten readiness and performance of Latino children participating in Reach Out and Read” *Journal of Community Medicine and Health Education* 2012; 2:133.
- o High et al. “Literacy promotion in primary care pediatrics: can we make a difference?” *Pediatrics* 2000, 104, p. 165-172
- o Mendelsohn et al. “The impact of clinic-based literacy intervention on language development in inner-city preschool children. *Pediatrics* 2001; 107 (1), p. 130-134.
- o Parker et al. “Double jeopardy: the impact of poverty on early child development.” *Pediatric Clin North Am.* 1988 Dec; 35(6): 1227-40.
- o Theriot J.A., et al. “The impact of early literacy guidance on language skills of 3-year-olds.” *Clinical Pediatrics* 2003; 42, p. 165-172.
- o Sharif et al. “Exposure to Reach Out and Read and vocabulary outcomes in inner city preschoolers.” *Journal of National Medical Association* 2002; 94. p. 171-177.