

FOR IMMEDIATE RELEASE

Asheboro Children's Health Expands Reach Out and Read Program

Four additional well-child visits added to practice's early literacy outreach

ASHEBORO, N.C. (February 28, 2022) — Starting March 1, Dr. Chamberlin at Asheboro Children's Health on Cox Street in Asheboro will provide free Reach Out and Read books along with early literacy guidance to parents during well-child visits starting at birth.

This expands the program, which formerly included well-visits from 6 months to 5 years, by four additional well-visits. The expansion was made possible through a Medicaid initiative with the NC Department of Health and Human Services, originally approved December 2020. Expanding the Reach Out and Read program to include children from birth is one of the four goals in the initiative.

"Books are ideal for stimulating brain development in infants," Dr. Pat Chamberlin said. "Babies are visually stimulated by the images and colors, and they are starting to learn language by hearing their parents talk about the book."

Reach Out and Read encourages families to read together and builds a foundation for success by combining children's books and literacy tools with pediatric visits. Pediatricians like Dr. Chamberlin incorporate books into visits to evaluate development and "prescribe" family reading time. The child receives a free book at each well-child visit through age 5.

For 10 years, Randolph Partnership for Children (RPC) has facilitated Reach Out and Read at Asheboro Children's Health, Randolph Health Pediatrics, and Randolph Health-Liberty for well-child visits beginning at the 6-month visit. RPC's program is designated as High Quality by Reach Out and Read-Carolinas. Asheboro Children's Health is the first of the three sites to meet the requirements to roll back to birth. The other two sites have plans to do the same in the near future.

"Reach Out and Read is an efficient and innovative intervention," Reach Out and Read Carolinas Executive Director Callee Boulware said. "Everyday moments created together around a book have the potential to build resilience in both children and adults, buffer stress, and support safe, stable, and nurturing relationships that allow children to thrive."

###

About the Randolph Partnership for Children: Since 1999, the Randolph Partnership for Children (RPC), a non-profit organization, has positively impacted the lives of Randolph County's young children. As the community's lead organization for young children and their



PRESS RELEASE

families, RPC works with and through diverse agencies, individuals, organizations, and communities to ensure all children enter school healthy and ready to succeed in school and life. RPC is a United Way agency. For more information, visit www.randolphkids.org.

CONTACT:

Micki Bare, Director of Marketing & Community Engagement
Randolph Partnership for Children, 349 Sunset Ave., Asheboro, NC 27203
336-629-2128 Ext. 12; mbare@randolphkids.org