



**T**he North Carolina Partnership for Children (NCPC), in partnership with Motherread, Inc., and Reach Out and Read, implemented a set of literacy strategies in the four Transformation Zone counties in northeastern North Carolina (Beaufort, Bertie, Chowan and Hyde) supported by N.C.'s Race to the Top-Early Learning Challenge grant. Through the Transformation Zone literacy strategies project, counties implemented three Motherread, Inc. curricula: Story Exploring, Motherread/Fatheread, and Birth and Beginning Years (B.A.B.Y.). Counties also implemented Reach Out and Read.

## Literacy Strategies

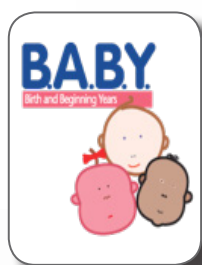
### Motherread and Reach Out and Read



The Story Exploring curriculum provides teachers, parents, and caregivers with strategies to increase children's reading comprehension, vocabulary and translation of spoken language to the written word. Children learn vocabulary and how to interpret stories. The curriculum uses props, games, songs and other activities to make reading fun.



The Motherread/Fatheread curriculum has parents of young children at risk for low literacy skills participate in a series of group sessions with a certified trainer to increase their reading confidence, and learn the importance of shared reading and use of reading strategies to help their children be better prepared for success in school.



The B.A.B.Y curriculum follows a developmental approach from conception through the first year of an infant's life to include instruction that focuses on empowering women to take control of their lives, so they can eventually overcome destructive behaviors related to drug use and abuse; provides teaching strategies to meet the learning styles of teen/very young parents; and focuses on developing emergent literacy skills with infants, creepers, and toddlers.

# Literacy Strategies

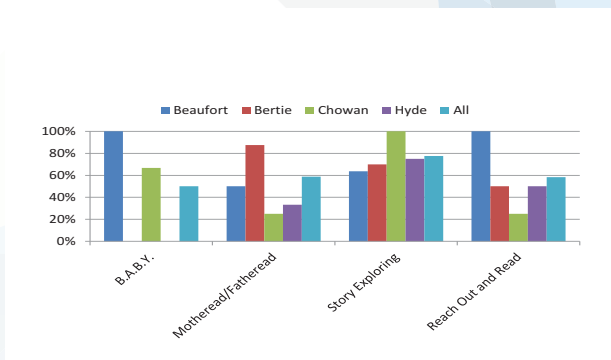
## Motheread and Reach Out and Read



Reach Out and Read is an evidence-based program that promotes early literacy and school readiness. Doctors, nurse practitioners, and other medical professionals incorporate Reach Out and Read’s model into regular pediatric well-child visits by advising parents about the importance of reading aloud and giving developmentally-appropriate books to children. N.C.’s Race to the Top-Early Learning Challenge grant funds helped medical practices implement Reach Out and Read by creating literacy-rich waiting rooms and purchasing developmentally appropriate children’s books.

All of the literacy strategies were installed in most counties, though not all strategies matched the needs and capacities of each county. Story Exploring was implemented in more than 50 percent of sites across the counties as of December 2015. Implementation of Reach Out and Read varied by county and was limited by the number of medical clinics available in the counties. The figure below presents the percentage of sites implementing each component relative to total potential sites identified for recruitment by county leaders in December 2015.

**Percentage of Implementing Sites Relative to Total Possible Sites**



Source: Adapted from Gallagher, K.C., Fleming, W.O., Bond, S., DiSalvo, C. (2016, May). “Implementing Powerful Early Childhood Literacy Strategies: What Does it Take? A Transformation (Zone) Story.” Presentation at the Annual Smart Start Conference, Greensboro, N.C.

### Reach Out and Read Key Outcomes by County

<u>Counties</u>	<u>ROR Practices at start of TZ (2014)</u>	<u>ROR Practices at end of TZ</u>	<u>Total Number of Children Served</u>
<b><u>Beaufort</u></b>	<b><u>1</u></b>	<b><u>4</u></b>	1,330
<b><u>Bertie</u></b>	<b><u>0</u></b>	<b><u>1</u></b>	12
<b><u>Chowan</u></b>	<b><u>1</u></b>	<b><u>3</u></b>	388
<b><u>Hyde</u></b>	<b><u>0</u></b>	<b><u>2</u></b>	Expected 103

For more information about Literacy Strategies in the Transformation Zone, go to <http://earlylearningchallenge.nc.gov/activities/early-literacy-transformation-zone-reach-out-read-and-motheread>