



City's First Readers

An initiative of the New York City Council

A Year In Review

City's First Readers
FY 2023

APTER & O'CONNOR



A Year In Review



City's First Readers

An initiative of The New York City Council
led by LINC

FY 2023

January 2024

CFR is facilitated by
Literacy in Community (LINC)



APTER & O'CONNOR

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Overview of City's First Readers

City's First Readers (CFR) is an initiative of the New York City Council comprised of nonprofits and public libraries that offer early childhood literacy programs across all five boroughs.

- In fiscal year 2023, there were seventeen CFR partners, led by Literacy in Community (LINC) as the recognized backbone organization.
- The initiative is designed to support the development of literacy-rich ecosystems.
- The overarching goal is to ensure that young children (from birth through age 5) and their families receive needed supports to become successful readers.

CFR Partners



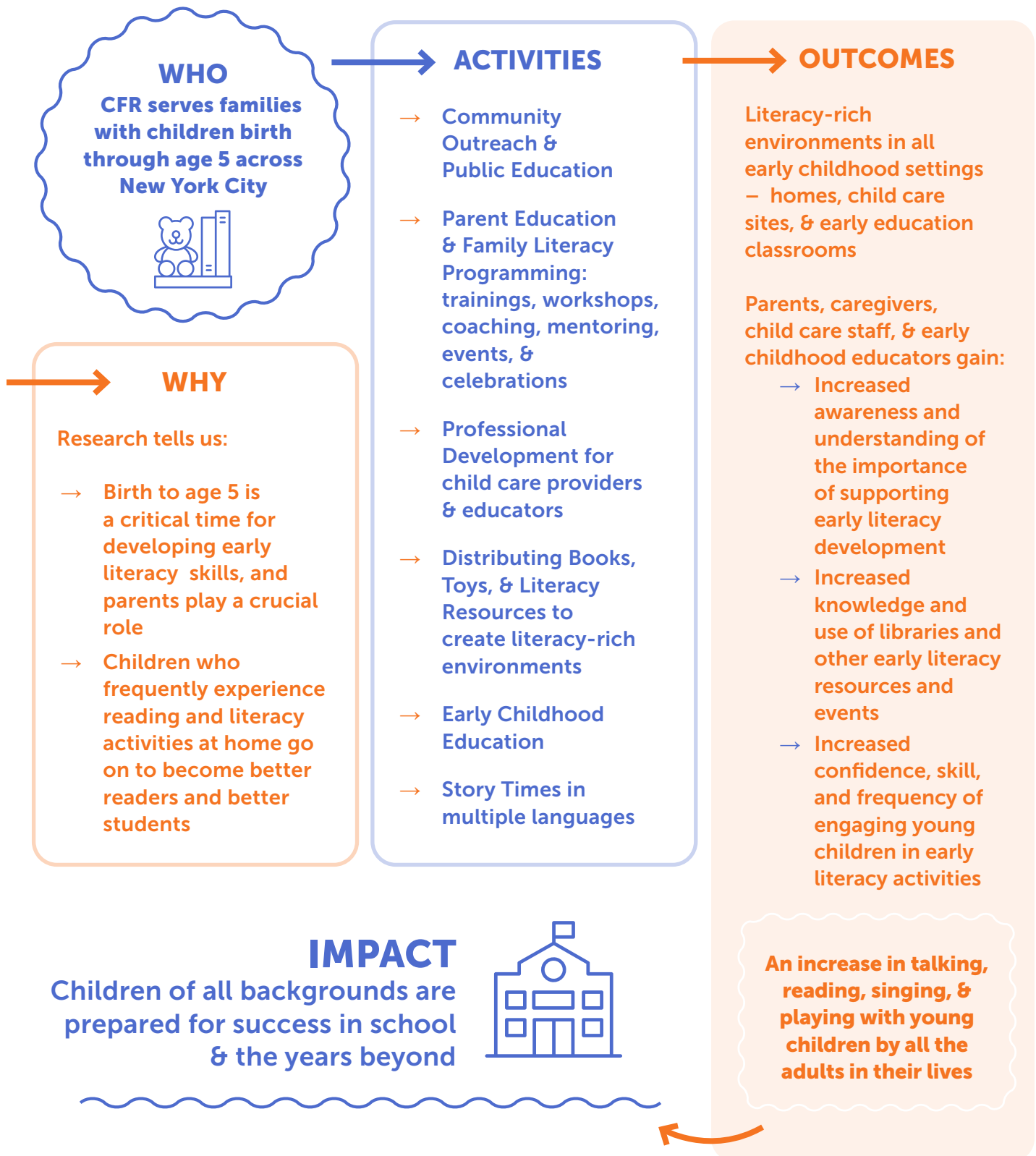


The Mission of City's First Readers

Using the power of early literacy and the strength of collaboration, the New York City Council's early literacy initiative, City's First Readers, creates equity for children in every New York City neighborhood. Together, the CFR partners ensure that children from all backgrounds have a solid foundation to start school successfully, thrive academically, and succeed beyond their school years.

- City's First Readers website

City's First Readers - Theory of Change



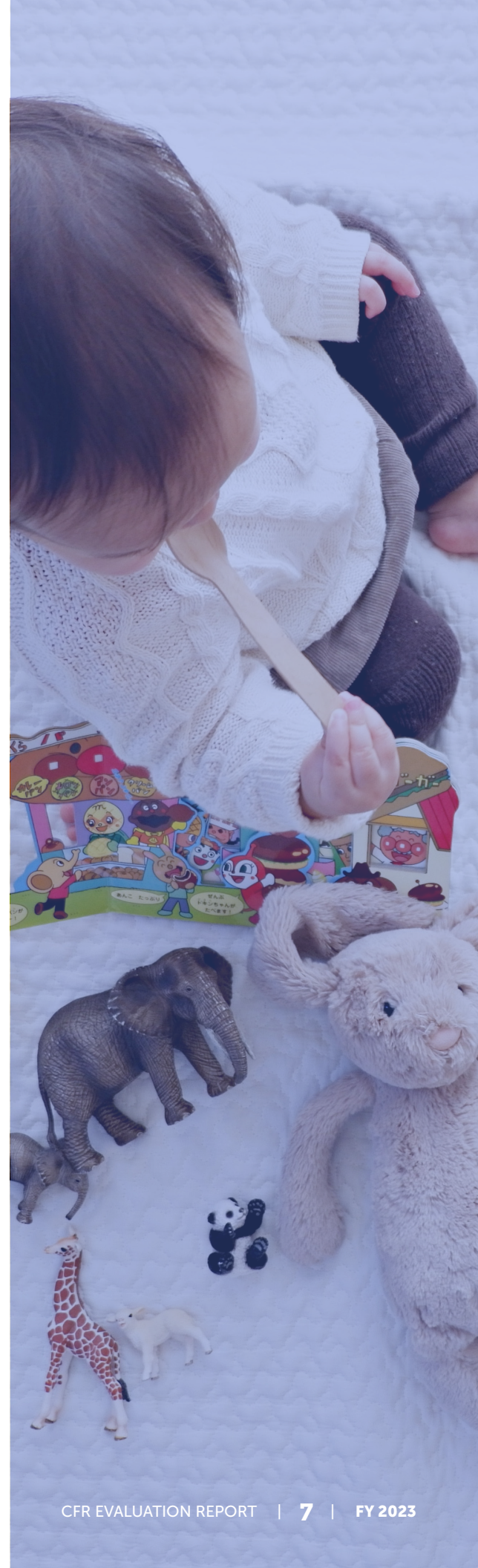
Research Findings on Early Literacy

Too many low-income children in NYC are facing a literacy crisis. Compared to their higher-income peers, they enter school with fewer of the early literacy skills that children can gain from talking, playing, drawing, singing, and reading with their families. As a result, they do not read on grade level as they grow. This gap is difficult to close and has long-term fiscal, social, and health implications.¹

To address this problem, CFR partners employ an array of approaches, methods, and interventions designed to reach underserved families in New York City, with the goal of promoting early literacy skills that are associated with positive developmental outcomes. Research underscores the critical importance of early literacy skill development, family-based reading routines, and the literacy-promoting interventions that CFR partners implement and support. Specifically, the current literature has established:

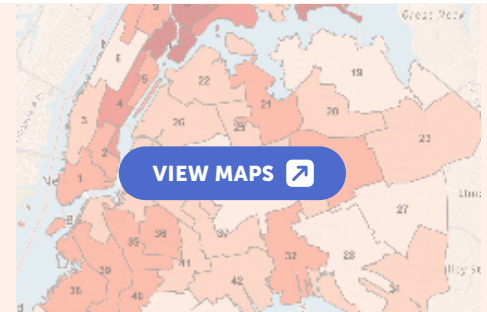
- Literacy-rich environments during early childhood are associated with academic achievement.
- Exposure to a literacy-rich home environment is associated with a child's reading motivation.
- There is a positive relationship between parent-child book sharing and children's later reading achievement.
- A strong home literacy environment impacts a child's performance in other academic areas, including math.
- Family involvement in literacy activities has been found to improve children's skills in several domains, including phonological awareness, print awareness, spelling, overall reading competency, language development, vocabulary, and listening comprehension.
- Parent-child reading is associated with heightened social understanding, the ability to focus, and prosocial behavior.

1. [City's First Readers](#) website



Maps of Community Need

This series of maps illustrates several indicators of community need. The targeted interventions provided by the CFR partners are designed to serve children and families in high-need neighborhoods to mitigate adverse outcomes, and to build early literacy skills critical for positive development throughout the lifespan.

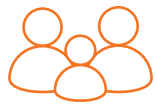


- 1. THIRD-GRADE ENGLISH LANGUAGE ARTS (ELA) PROFICIENCY SCORES:** Proficiency in ELA during third grade has been found to predict future academic performance. Lack of proficient literacy is associated with long-term adverse outcomes, including unemployment and underemployment, dropping out of school, and incarceration.
→ This map illustrates third-grade ELA proficiency rates by New York City school district.
- 2. POVERTY RATES:** Children growing up in poverty are less likely to experience literacy-rich home environments and are exposed to less language compared with their peers from higher-income backgrounds. Children from low-income backgrounds hear fewer words during infancy and toddlerhood, are less likely to be exposed to complex words and phrases, and experience fewer “back-and-forth” responses with caregivers, which contributes to early literacy disparities.
→ This map illustrates the percentage of households living in poverty by New York City Community District
- 3. ENGLISH AS A SECOND LANGUAGE:** Research indicates that family literacy programs for bilingual families can result in early literacy gains that promote the second language while maintaining the home language. Bilingual family literacy programs have been found to positively impact children’s language and early learning, including in receptive vocabulary. Bilingual family programs have also been found to influence families’ participation and engagement in their child(ren)’s education.
→ This map illustrates the percentage of families who speak a language other than English in the home, by New York City Community District.
- 4. POPULATION AGE 5 AND BELOW:** Birth to age 5 is a critical time for developing early literacy skills. During the first five years of a child’s life, providing young children with cognitively stimulating activities and interactions is crucial. Cognitive stimulation leads to the development of neuronal connections in the brain critical for language and literacy development.
→ This map illustrates the number of children age 5 and below by New York City Community District.



Research indicates that family literacy programs, particularly those that pair book distribution with guidance on early literacy strategies and activities for families, can effectively promote early literacy while mitigating the risk factors encountered by children from disadvantaged backgrounds. **CFR partners provide many such programs, which are well-aligned with these research findings!**

The CFR partners support early literacy development in children from birth through age 5. Services include:



1 PARENT EDUCATION & FAMILY LITERACY PROGRAMMING

Delivery methods include home visits, online videos and classes, interventions at pediatric visits, one-on-one teaching and coaching, workshops, and community literacy events.



2 EARLY CHILDHOOD EDUCATION

Direct education for children from birth through age 5.



3 PROFESSIONAL DEVELOPMENT

Workshops, classes, coaching, and trainings for CFR staff, child care providers, and other early childhood educators.



4 LIBRARY STORY TIMES

All 3 public library systems offer story times every day of the week and in multiple languages.



5 COMMUNITY OUTREACH

A public education campaign that brings families early literacy messages from familiar faces in familiar places (FY 22 CFR Final Report, Shared Value Media).



6 RESOURCES FOR LITERACY-RICH ENVIRONMENTS

Books, toys, and literacy kits for families and child care providers.

CFR Results & **Reach** - FY 2023

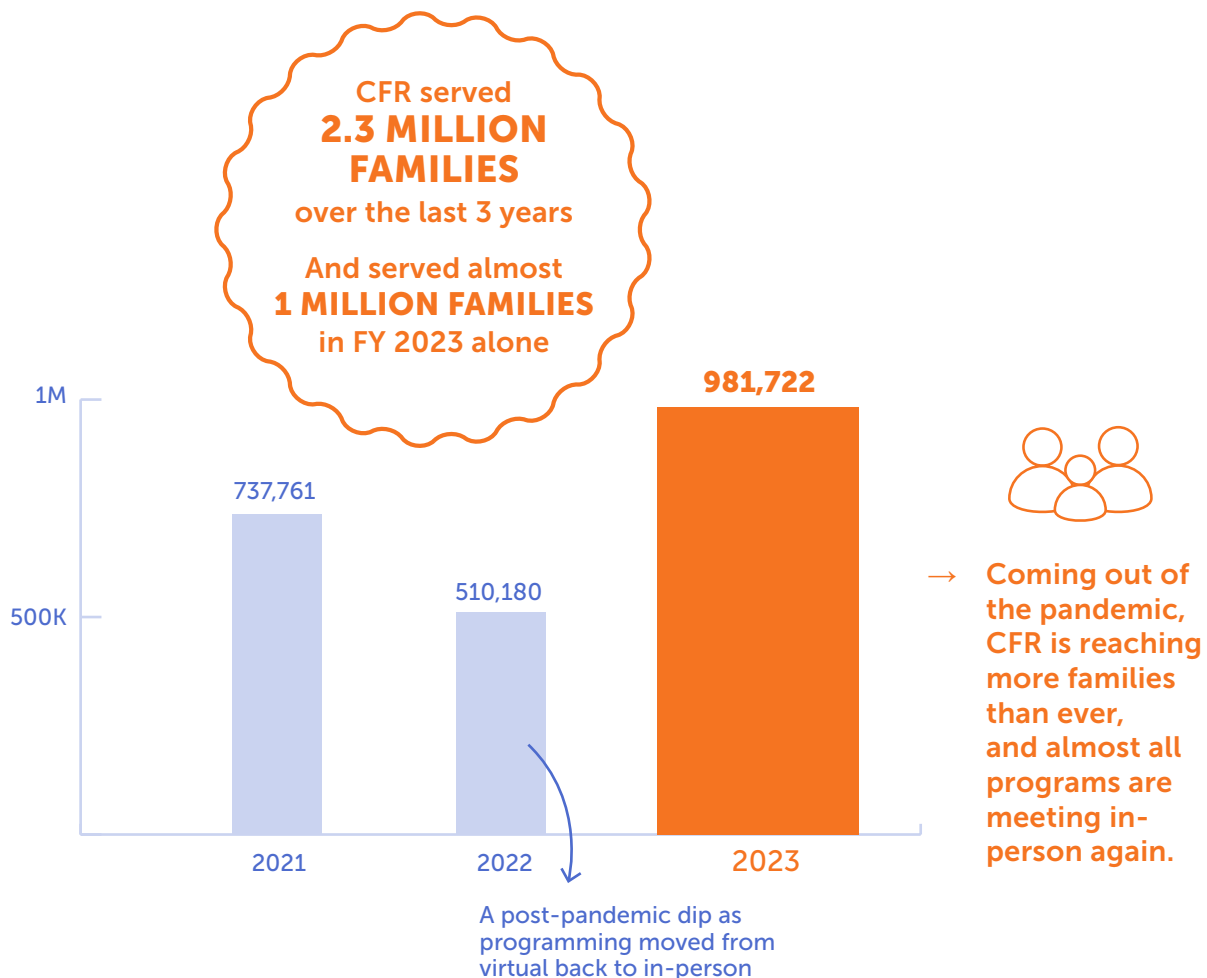
CFR reaches millions of families with early education programs and is building strong literacy foundations for children from birth through age 5.

CFR DELIVERED PROGRAMS & SERVICES
BOTH VIRTUALLY AND IN-PERSON AT

**544 LOCATIONS
CITYWIDE**

Together, the 17 CFR partners served families in **every one of the 51 NYC Council Districts** across all 5 boroughs.

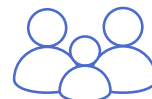
[VIEW MAP](#)



CFR Results & **Reach** - FY 2023

CFR served almost **1 million** families in FY 2023!

[VIEW MAP](#) 



1 PARENT EDUCATION & FAMILY LITERACY PROGRAMMING



447,000 FAMILIES

served through interactive & research-based workshops, classes, home visits, coaching sessions, and interventions at pediatric appointments.



2 EARLY CHILDHOOD EDUCATION



2,000 CHILDREN

received evidence-based educational programming and supports in early childhood classrooms.



3 PROFESSIONAL DEVELOPMENT



**1,100+ EARLY
CHILDHOOD
EDUCATORS**

and child care staff received professional development for early literacy and child development.





4 LIBRARY STORY TIMES



506,000 PARENTS & CHILDREN

attended story times across
207 library branches and
in multiple languages.



5 COMMUNITY OUTREACH



32,000 FAMILIES

participated in literacy events.

42,000+ NEW LIBRARY CARDS
issued to children 0-5.

2 CFR WEEKS
promoted programming
and connected families
with targeted services.



6 RESOURCES FOR LITERACY-RICH ENVIRONMENTS



504,500 BOOKS & LITERACY KITS

distributed, a 28% increase over
the 394,000 last year.

133 LIBRARY BRANCHES
enhanced their
early childhood spaces.



CFR Results & **Impact**

Q: Do families who participate in CFR programs talk, read, play, and sing more often with their children?

A: YES! The evaluation team conducted a study from 2021 to 2023, and found that, after participating in CFR programs, parents are:



1. READING MORE BOOKS

and reading more often
with their children



2. CREATING REGULAR READING ROUTINES.



3. USING BEST PRACTICES WHILE READING WITH CHILDREN:

- Pointing to pictures
- Asking questions
- Talking about characters
and feelings



4. PROMOTING COGNITIVE DEVELOPMENT:

- Teaching letters, sounds,
numbers, counting, colors,
shapes, and sizes
- Playing and pretending
- Singing songs



5. TALKING ABOUT THE WORLD AROUND THEM:

- Pointing to things around
the house
- Describing chores as they
do them
- Asking about objects in the
grocery store



6. USING MORE LEARNING MATERIALS:

- Toy letters
- Toy numbers
- Matching games

The study, conducted from 2021 to 2023, used the StimQ¹—a valid and reliable tool to study the impact of CFR programming on family reading and literacy routines and the home environment. The results reported here are based on pre-post assessments and are statistically significant.

[More details can be found here](#)



[VIEW VIDEO](#)



The CFR Impact Study demonstrated that Families who participate in CFR programs talk, read, play, and sing more often with their children.

1. Alan L. Mendelsohn, Carolyn B. Cates, Matthew Jonson, Adriana Weisleder, and Bernard Dreyer, NYU School of Medicine 2016.

Program Highlights from CFR Partners, FY 2023

Expanding Capacity

Several CFR partners utilized CFR funding to expand the reach of their services:

- **BPL** served 133,356 people with their FY 2023 story times, early literacy workshops, and literacy events. This is a significant increase from 53,000 served the year before.
- **CHCF** enrolled 45 home-based providers and enhanced its literacy coaching model.
- **JCCA** expanded programming and literacy events, almost doubling their numbers from 796 in FY 2022 to 1,472 in FY 2023.
- **Jumpstart** continued to train Corps members, preparing them to enter the early education workforce. Children benefited from the return of these Corps members' in-person visits to their classrooms. Each member served 200 to 300 hours. Jumpstart reported significant impact, with nearly two-thirds of their children demonstrating gains in their definitional vocabulary skills, as measured by the TOPEL.
- **LINC** experienced significant growth, with increases in the number of sites, families served, early literacy events held, and book and literacy kits distributed.
- **Literacy Partners** served 100 more parents in FY 2023, conducted 5 additional family literacy workshops, and increased their book distribution by 500 books.
- **NAC** added home visits to their programming to complement their other supports to parents, including literacy resources and book deliveries.
- **NYPL** offered high-quality professional development opportunities to library staff to support their work and skills, including topics such as improv skills in early literacy programming, the importance of diversity, and building social-emotional skills through dynamic storytelling.
- Together, the **ParentChild+ partners (SCO, The Child Center of New York, and Sunset Park Health Council)** served an additional 66 families this year for a total of almost 1,700 in FY 2023.
- **Reach Out and Read of Greater New York** reached almost 300,000 families through various program sites and coordinated a CFR book order for 400,000 books. Aligned with CFR's commitment to diversity, equity, and inclusion, the order included an increase in bilingual English-Spanish books.
- **VIP** grew to 12 locations across NYC, with centralized leadership and supervision for all locations provided by the VIP Center of Excellence at NYU Grossman School of Medicine. VIP also translated and adapted the program into Mandarin Chinese and Portuguese.

"I received the early literacy outreach kits. They are exactly what we need to introduce families to the NYPL and to build in reading activities into their daily routines-thank you so much!"

- Montefiore Medical Center, Family Care Center

"I'm so happy that the library offers this program! I went through the program with my older son, and they learned so much. I had forgotten about reading with my younger son. This program gave me so much to do with him."

- Parent at a Queens Public Library

Collaborations

To expand collective impact, CFR partners worked together on several projects and engaged new community partners:

- **Jumpstart** collaborated with community-based organizations to hold family engagement events, including Reading Saturdays, literacy celebrations, and the Read for the Record event.
- **NYPL** partnered with **Reach Out and Read of Greater New York** and pediatric clinics in Harlem and the Bronx to offer children's books in multiple languages, as well as early literacy outreach kits with Get Your Library Card information. NYPL created a reading space within a community health center in East Harlem and provided read-alouds at several additional neighborhood health centers.
- **NAC** partnered with **BPL** for a monthly virtual Read and Grow workshop. Books and other supplies were sent to parents before each workshop.

Innovative Offerings

CFR partners introduced new programming and activities to build family enthusiasm for reading.

- **The Child Center of NY** ParentChild+ program offered a hybrid (in-person and virtual) model to better accommodate families, which has increased attendance in the home visiting program.
- **LINC** reinvigorated its use of "literacy zones" to provide free books to communities.
- **LINC** redesigned its parent workshop series to be grounded in the science of reading, customized to specific age ranges and topics.
- **NAC** created a group for caregivers of children aged 0 through 5, aimed at improving early literacy. Topics included how to build and develop early literacy skills, how to create reading routines and habits at home, and ways to incorporate literacy into daily life within a community.
- **NYPL** hosted a new performer-in-residence series at 24 branches, in which local teaching artists led eight-week series of programs. One series held at the Harlem Library featured musician and social justice artist Fyütch, who focused on empathy, songs about Black culture, and visual storytelling. Another partnered with Jazz at Lincoln Center's WeBop program to provide their award-winning early childhood jazz education program at 96th Street Library in Manhattan and Jerome Park Library in the Bronx.
- **VIP** accomplished new research achievements, including publishing findings on the impact and effectiveness of the model.

Outreach

To introduce new families to CFR, partners participated in CFR weeks and held many events.

- **CFR partners** participated in CFR weeks to deepen relationships with existing families and to promote family literacy and CFR offerings to new families.
- **CHCF** organized events for child care centers, schools, and home-based child care providers in Brooklyn, Manhattan, and the Bronx, and facilitated read-alouds in collaboration with other local daycare centers.
- **HPAC** partnered with neighborhood schools, Bronx Charter School for the Arts, and the Li'l Cubs program at PS48 to host a literacy fair, provide monthly book giveaways, and provide free board books and craft materials to families enrolled in hybrid programming.

- **NYPL** distributed 12,000 copies of a new trilingual literacy kit in English, Spanish, and Chinese to engage families in early literacy activities and offerings.

"Thank you for having this program online. We do this together after [her] school and it helps me to see how she is learning. I really like the activity cards and game that you sent. We do the home activity as a family and we all enjoyed this."

- Parent at a Queens Public Library program

Respondents to a NYPL parent survey gave the library services high marks.

Respondents reported the library is an important resource for their children to learn socialization skills (62%) and for parents to learn about reading with their child (54%).

Most respondents also reported that after attending story times they feel more comfortable engaging in learning activities (81%) and reading books (76%) with their child.

"We are grateful for all of the support and resources you have shared with us for our families. Parents and families are with glee to get the materials and engage with us on early learning events and activities."

- Bronx Healthy Start

The CFR Partners

CFR includes all three New York City public library systems and fourteen non-profits offering research-based early learning programs and activities for families and their children from birth through age 5. The CFR partners work collaboratively to reduce educational disparities and create equity for children in every New York City neighborhood. Each partner provides critical services and interventions to support early literacy development and to prepare every child in New York City to have a solid foundation to start school successfully, thrive academically, and succeed beyond their school years.



Arab-American Family Support Center

The **Arab-American Family Support Center (AAFSC)** empowers immigrants and refugees to successfully acclimate to the world around them and become active participants in their communities. The organization provides the tools for learners of every age to succeed and offers expertise in serving Arab, Middle Eastern, Muslim, North African, and South Asian (AMEMNASA) immigrant communities.

CFR funding supports AAFSC's Caregiver–Child Bonding Circles (CCBC) curriculum. CCBC teaches healthy parenting practices for the positive development and social-emotional well-being of young children from birth to age 3. The theme-based curriculum provides parents and caregivers with knowledge, tools, activities, and resources to promote bonding and early literacy.¹



→ In FY 2023, AAFSC served over **220 families** across **5 locations** in Brooklyn, Queens, and the Bronx with CFR-sponsored programming.

1. <https://www.aafscny.org>

Brooklyn Public Library

Brooklyn Public Library (BPL) is one of the largest public library systems in the nation and one of three serving New York City. BPL operates a branch library within a half-mile of the majority of Brooklyn's 2.7 million residents and is a recognized leader in cultural offerings, advancing literacy, out-of-school-time services, workforce development programs, and digital literacy. In 2016, BPL was awarded an IMLS National Medal for Museum and Library Service, the nation's highest honor for museums and libraries, in large part due to the work of its outreach services department and its efforts to serve Brooklyn's most vulnerable populations.²

CFR funding supports BPL's story walks, interactive literacy displays, early childhood programming, family literacy services, and annual updates to children's play spaces. To support early childhood literacy development, BPL offers community literacy events, story times, and parent/caregiver workshops in numerous languages. They also provide professional development for early childhood educators and library staff.



→ In FY 2023, BPL served over **133,000** parents and children across **59** library branches and a Kidsmobile with CFR-sponsored programming.

Committee for Hispanic Children and Families

Committee for Hispanic Children and Families (CHCF) strengthens the support systems and continuum of learning for children and youth throughout New York City. They offer a wide range of educational programs for underserved children and families and capacity building for the home-based child care providers who serve them.³

CFR funding supports CHCF's professional development services, including in-home education and coaching for Spanish-speaking family child care (FCC) providers. As part of CFR, CHCF also hosts community literacy events and distributes resources, learning activities, and a bilingual book of the month to FCC providers and the families of the young children in their care.



→ In FY 2023, CHCF served more than **50** family child care providers in their homes and reached over **1,300** families with CFR-sponsored programming.

². <https://www.bklynlibrary.org/about>

³. <https://www.chcfinc.org>

Hunts Point Alliance for Children

The **Hunts Point Alliance for Children (HPAC)** is a Bronx-based nonprofit organization that uses a multigenerational approach to build skills, instill confidence, and empower children and families to live healthy and productive lives. HPAC services include early childhood education, youth development, and supportive family services.⁴

CFR funding supports two of HPAC's early childhood programs that serve children up to age 4: Funtastic Reading, a weekly drop-in family literacy program; and Family School Skills, an eight-week program that prepares children for school and builds comfort with routine and social skills. CFR funding also enables HPAC to host literacy fairs and celebrations, offer school-based reading events for kindergarteners, and provide families with books and supplies to extend their learning and encourage pre-writing skills. All of HPAC's early childhood programs support early literacy and prepare young children for success in school.



→ In FY 2023 Hunts Point Alliance for Children served more than **500 families** with CFR-sponsored programming at **3 locations**.

JCCA

JCCA strives to ensure the safety, stability, and well-being of some of New York's most vulnerable children and families. They provide a comprehensive array of services for both adult and child survivors of abuse, neglect, and trauma and families who are coping with poverty, developmental disabilities, and complex mental illness.⁵

CFR funding supports JCCA's early literacy education services for foster care families. Both JCCA staff and foster care parents are trained to identify early literacy needs in children aged 0 to 5. Parents / foster parents are coached on strategies to support early literacy skill development. Foster parents and families are invited to JCCA literacy celebrations, book giveaways, and back-to-school events. CFR also supports dedicated early literacy rooms in JCCA's Bronx and Brooklyn offices, where families participate in literacy activities and are able to access resources.



→ In FY 2023, JCCA served almost **1,500 families** with CFR-sponsored programming, including **65 asylum-seeking families**.

4. <https://www.huntspoint.org>

5. <https://www.jccany.org>

Jumpstart

Jumpstart advances early literacy in underserved communities by recruiting and supporting caring college students (Corps members) to deliver high-quality programming to children in a variety of settings, including Head Start programs, community-based preschools, child care sites, and public-school pre-K programs. The Jumpstart model provides language, literacy, and social-emotional programming for children aged 3 to 5 designed to close the kindergarten readiness gap.⁶

CFR funding supports the implementation of Jumpstart's evidence-based program across eighteen NYC early childhood sites, along with children's book distribution and community literacy event coordination. Additionally, Jumpstart hosts language- and literacy-focused family events and an annual *Read for the Record* day with 12,000 to 15,000 New York City participants each year.



→ In FY 2023, Jumpstart served almost **700 children** across **18 early childhood education sites** and a total of almost **15,000 families** across New York City with CFR-sponsored programming.

Literacy in Community

Literacy in Community (LINC) empowers families and mobilizes communities, particularly in high-need neighborhoods across New York City, to equip children with essential literacy skills and prepare them for academic achievement. LINC builds home libraries, trains parents to foster reading habits in young children, and creates a culture of literacy by developing literacy ambassadors among parents and community partners.⁷

CFR funding empowers LINC to implement their Read the City billboard campaign, host community literacy events, and distribute books and literacy resources. They conduct parent-and-child story times, literacy workshops, and family reading events, alongside celebrating the graduation of parents from the Very Involved Parents program.



→ In FY 2023, LINC served close to **3,700 families** with CFR-sponsored programming across **100 locations** throughout all five NYC boroughs.

6. <https://www.jstart.org>

7. <https://www.lincnyc.org/who>

Literacy Partners

Literacy Partners adopts a two-generation approach to education, focusing on both child development and parenting support tailored to the needs of low-income and immigrant families in New York City. They offer free classes, workshops, and educational media to low-income and immigrant families, concentrating on enhancing literacy and language skills. Their programs work in tandem to increase early reading, promote social-emotional growth, and ensure school readiness among young children.⁸

CFR funding supports Literacy Partners' La Fuerza de Familias Latinas (LFFL) program. LFFL engages Latino/a parents of children aged 0 through 5 in workshops that combine child development videos with literacy activities. Parents receive resources like parenting tip cards, five-book bundles, and access to digital read-alouds in Spanish. The program fosters early literacy and healthy development, with facilitators providing ongoing support via platforms like WhatsApp.

LITERACY PARTNERS

→ In FY 2023, Literacy Partners served about **500 parents** with CFR-sponsored programming across **35 locations** throughout all five New York City boroughs.

New Alternatives for Children

New Alternatives for Children (NAC) provides innovative services for families caring for medically complex children in poverty in New York City. Their mission includes comprehensive family supports to ensure children with severe physical, emotional, and behavioral challenges, as well as developmental disabilities, can live and thrive at home. NAC's approach integrates health and social services for the whole family.⁹

NAC's early literacy programming, supported by **CFR funding**, includes distributing books, early literacy kits, and backpacks to families. NAC's initiatives also feature community showcase literacy events, an array of parent workshops, and single-day workshops focused on early literacy.



→ In FY 2023, NAC served over **100 families** out of their Manhattan and Bronx offices with CFR-sponsored programming.

8. <https://literacypartners.org/about-us/our-mission>

9. <https://nackidscan.org>

New York Public Library

New York Public Library (NYPL) is the nation's largest public library system, serving the boroughs of the Bronx, Manhattan, and Staten Island with 92 locations, including research centers and a performing arts building. It caters to more than 16 million in-person patrons annually and millions more online, boasting a collection of over 56 million items ranging from books and e-books to DVDs and globally utilized research collections.¹⁰

CFR funding supports NYPL's early childhood education department, enabling a variety of early literacy activities. These include story times for various age groups, family literacy workshops, outreach to early childhood settings, professional development for library staff, distribution of early literacy books and kits, and updating the early literacy spaces at each branch. Key initiatives include expanded early literacy kit distribution, the Little Learners video series, and extensive engagement through story times, workshops, and play programs at numerous branches.



New York
Public
Library

→ In FY 2023, NYPL served nearly **300,000** parents and children with **CFR-sponsored** programming across **83** library branches.

Queens Public Library

Queens Public Library (QPL), one of New York City's three public library systems, serves the highly diverse community of Queens. The library provides free access to over 5 million books and materials in multiple languages, digital resources, and a wide array of educational and cultural programs. QPL operates through 66 locations, including branch libraries, adult learning centers, a technology center, pre-kindergartens, and teen centers.¹¹

With **CFR support**, QPL has been able to deliver robust early literacy programming at various branches. Collaborating with fellow CFR partner Literacy Partners, QPL hosted La Fuerza de Familias Latinas, a series of Spanish language workshops to assist parents and caregivers in supporting their children's early learning. Significant accomplishments include the distribution of children's books during the Kickoff to Kindergarten program; circulation of books across Toddler Learning Centers locations; widespread participation in early literacy programs, events, and story times; updates to library children's play spaces; and distribution of health and literacy kits to new parents.



QUEENS PUBLIC LIBRARY

→ In FY 2023, QPL served almost **240,000** parents and children across **65** library branches with **CFR-sponsored** programming.

10. <https://www.nypl.org/help/about-nypl>

11. <https://www.queenslibrary.org/about-us/queens-public-library-overview>

ParentChild+

ParentChild+ is a national program that delivers an evidence-based curriculum aimed at promoting early literacy and school readiness for children aged 18 months to 4 years. Utilizing a one-on-one model, early learning specialists from the community visit families at home twice a week to nurture parent–child attachment and model reading, playing, and talking with children. The program also provides parents with engagement tools, books, and literacy materials.¹²



CFR supports ParentChild+ across three partners in NYC: The Child Center of New York,¹³ SCO Family of Services,¹⁴ and Sunset Park Health Council.¹⁵

- In FY 2023, The Child Center of New York served **112 families** with the ParentChild+ model in the Astoria and South Jamaica neighborhoods of Queens.
- In FY 2023, SCO Family of Services served **36 families** with the ParentChild+ model in the Brownsville neighborhood of Brooklyn.
- Sunset Park Health Council, affiliated with NYU Langone in Brooklyn, serves **44 families** with the ParentChild+ model and reaches **over 1,500 families** through their book distribution collaboration with Reach Out and Read.¹⁶



12. <https://parentchildplus.org/our-work>

13. <https://childcenterny.org>

14. <https://sco.org>

15. <https://nyulangone.org/locations/sunset-park-family-health-center-at-nyu-langone-55th-street>

16. The numbers of families served by Sunset Park Health Council are estimates based on FY 2022 data submission.

Reach Out and Read

Reach Out and Read (ROR) is a national nonprofit organization endorsed by the American Academy of Pediatrics. It promotes the benefits of daily reading routines and engaging in language-rich activities with young children. ROR integrates book distribution and reading encouragement into pediatric care, with over 6,100 program sites nationwide, annually providing approximately 6.4 million free books.¹⁷

Utilizing **CFR support**, ROR of Greater New York operates in pediatric care sites across New York City's five boroughs. The program distributes books with early literacy information to parents and caregivers during pediatric well-child visits. ROR of Greater New York also participates in CFR literacy events and offers monthly read-alouds.



→ In FY 2023, ROR served close to **300,000 families** and distributed **400,000 books** across **99 locations** with CFR-sponsored programming.

Video Interaction Project

Video Interaction Project (VIP), developed at the New York University (NYU) Grossman School of Medicine, is a unique parent education program. It offers individualized thirty-minute interventions for parents and children in pediatric primary care settings. During these sessions, parents are guided through activities like pretend play, shared reading, and language- and literacy-building routines. The sessions are videotaped to record the parents interacting with their children. This is followed by a review and feedback session. Educational toys or books are provided to children based on their age and developmental level, and parents receive pamphlets with additional ideas for engaging with their children at home.¹⁸

CFR support has enabled VIP to enhance its presence in New York City with the addition of new sites and a collaboration with Reach Out and Read of Greater New York. This support also allows VIP to participate in literacy events and to distribute books and toys to families during both events and VIP visits.



→ In FY 2023, VIP served nearly **3,300 families** across **11 program sites** with CFR-sponsored programming.

¹⁷. <https://reachoutandreadnyc.org>

¹⁸. <https://www.videointeractionproject.org/what-is-vip.html>

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