

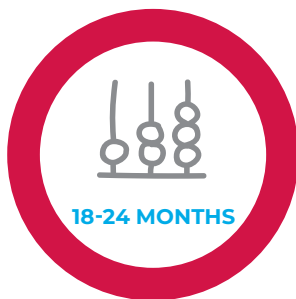


## REACH OUT AND READ COUNTS

A NEW WAY FOR YOUR PATIENTS AND FAMILIES  
TO HAVE FUN WITH MATH



Pointing and  
Counting



Numbers and  
Quantity



Comparison



Prediction





## WHY REACH OUT AND READ COUNTS?

- Expands classic Reach Out and Read to include more possibilities for parent engagement.
- Encourages parents to recognize and share “Math Talk”—which is already a part of their everyday speech.
- Invites children to play with math as an enjoyable and familiar part of their daily lives.
- Reduces math anxiety that may interfere with enjoyment and learning for parent and child.



## HOW TO BRING ROR COUNTS INTO YOUR CLINIC

- Reach Out and Read Counts can be incorporated into any primary care visit.
- Timing is flexible, and concepts may be introduced earlier or later, depending on the child.
- No additional books are required: Math Counts concepts can be found in any book!
- For practices that want them, supporting materials—bookmarks, posters, handouts, stickers—are available for download, along with a suggested booklist that includes many titles that are available in the Reach Out and Read catalogues.
- Concepts include:
  - **Pointing and Counting:** “Let’s Count and Point!” Important in both language and math development
  - **Numbers and Quantity:** “How Many?” Recognizing small numbers and what they stand for
  - **Comparison:** “Which is Bigger?” Learning about relative sizes
  - **Prediction:** “What’s Next?” Developing the math foundational skill of prediction

