

Reading Empowers Development (RED) Program

The goal of the RED Program is to educate parents on the importance of reading to their children and providing them with age-appropriate books for children 6, 12, 18, and 24 months of age and 3 and 4 year olds.

Studies have shown that reading books aloud to children stimulates their imagination and expands their understanding of the world. It helps them develop language and listening skills and prepares them to understand the written word. Your baby's ability to learn grows from interacting with you, not a screen or educational toy. Taking the time to read with your children on a regular basis sends an important message: Reading is worthwhile.

The Health Department is pleased to be able to provide a RED bag which includes a book appropriate for your child's age. A staff member from the health department will be contacting you in approximately one month to complete a post-questionnaire and get feedback on the program.

For additional information on the importance of reading to your child, visit:

Department of Public Instruction: <http://growingwisconsinreaders.org/>

Reach Out and Read: <http://www.reachoutandread.org/>

American Academy of Pediatrics: <https://littoolkit.aap.org/forfamilies/Pages/home.aspx>

Reading is Fundamental: <http://www.rif.org/books-activities/tips-resources/reading-with-your-child/>

**Thank you to *Theisen's More for Your Community Grant* and
Remembering Jesse Parker, Inc. for helping to fund the
purchasing of books!**

