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Original Article

A pediatric clinic-based approach to early literacy promotion - experience in a well-baby clinic in Taiwan

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Background/Purpose

Reach Out and Read (ROR) is an evidence-based intervention situated in pediatric offices and can help pediatricians to promote parents' reading to their children. The objective of this study was to determine if the program could also achieve good results in different culture, such as in Taiwan.

Methods

The intervention group ($n = 205$) was enrolled from a well-baby clinic participated in a program modified from ROR (receiving anticipatory guidance and an appropriate children's book at a well-baby clinic) at a mean age of 9 months. The control group ($n = 210$) was recruited from a general pediatric outpatient service at the compatible

($n = 210$) was recruited from a general pediatric outpatient service at the compatible age. Both groups were queried about the reading habits of primary caregivers and the frequency of book sharing with their child. When children were at aged 12 to 18 month, follow-up questionnaires were collected.

Results

At follow-up, ANCOVA analysis indicated that the intervention group exhibited significantly greater increase in child-centered literacy scores (frequency of shared reading, reading as one of their three favorite interaction activities and child interested in shared reading). Caregivers were willing to accept their pediatrician's advice to read to their infants.

Conclusion

In this study, the simple intervention, implemented at a well-baby clinic in Taiwan, changed Taiwanese parents' attitudes toward the importance of reading with their infants and toddlers. As primary health care providers, pediatricians are in a unique position to affect and encourage parental behaviors that foster early literacy development in children.



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Keywords

literacy promotion; pediatrician; Reach Out and Read; shared-book reading

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