

BOOKS FROM BIRTH

Program Updates

Where We Started: Maynard Children's Hospital

Book Harvest's Books from Birth program at Maynard Children's Hospital in Greenville, NC, launched on October 1, 2024. Since then, over 4,500 families with newborns have received the Books from Birth starter home library.



Reach

Among the **4,500 participating families**, roughly 1,300 had babies in the NICU, highlighting the program's ability to support families during challenging medical situations. The remaining participants received the literacy resources directly on the birthing floor.



North Carolina Statewide Impact

Participating families are from **46 counties** across North Carolina. The participation of families from both urban and rural communities underscores the program's scalability and adaptability.



Where We've Grown: Scaling Success to Date

Books from Birth is being implemented across the country.



Clatsop County, Oregon

Launched in January 2025 at Columbia Memorial Hospital, reaching 250 newborns per year



Decatur, Georgia

Launching at Emory Decatur Hospital in spring 2026, reaching 3,300 newborns per year



South Bend, Indiana

Launching at Memorial Hospital in spring 2026, reaching 2,500 newborns per year



Four additional NC hospitals are expected to join the Books from Birth Network in 2026, reaching an additional estimated 3,500 newborns per year.



As a proud Book Harvest Champion for ECU Health, I'm over the moon to share what we're doing right here in ENC! Thanks to our Books from Birth program, every newborn at Maynard Children's Hospital is already heading home with the sweetest gift—a box of 10 board books, educational goodies, and even a onesie!

This incredible partnership between Book Harvest and ECU Health is helping families across Eastern NC kick off a lifelong love of reading from Day 1. Why is this so important? Because half the kids in Pitt County aren't reading at grade level, and together, we're flipping the script—one baby and one book at a time! Let's celebrate the power of stories, baby snuggles, and brighter futures!

J. Nicole, NICU Nurse, Maynard Children's Hospital