

BOOKS FROM BIRTH

Maynard Children's Hospital Implementation Update

Book Harvest's Books from Birth program at Maynard Children's Hospital launched on October 1, 2024. By December 31, 2024, a total of 929 families with newborns had participated in Books from Birth.



Reach

Among the **929 participating families**, roughly one-third had babies in the NICU, highlighting the program's ability to support families during challenging medical situations.

The remaining two-thirds of participants received the literacy resources directly on the birthing floor.



95-100% Acceptance Rate

Clinical implementation leads/nurses have embraced the program enthusiastically.

An impressive **95-100% of families offered the program have accepted it**, reflecting the program's relevance and the value families place on early literacy resources.

More than 50% of participating families are insured by Medicaid.



Statewide Impact

Participating families are from **33 counties** across North Carolina. The participation of families from both urban and rural communities underscores the program's scalability and adaptability.



Implementation Blueprint

A detailed and actionable guide has been created for other hospitals interested in replicating the program.

The blueprint includes step-by-step processes for integrating the program into hospital workflows, training staff, and engaging families effectively.

Due to the program's demonstrated success, numerous hospitals in North Carolina and across the United States have expressed interest in adopting the program.

“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 at Maynard Children's

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For more info, please contact Book Harvest COO, Jeff Quinn, at jeff@bookharvest.org or at (919) 824-0743.