



HASSENFELD
**CHILDREN'S
HOSPITAL**
AT NYU LANGONE



2 in 5

Number of children living
in low-income households
in the U.S.

50%

Number of children living
in poverty who lack skills
needed for learning at
school entry

25

Minutes required for
each PlayReadVIP session

22

Number of age-specific
PlayReadVIP sessions
available between birth
and age 5

~ \$250

Approximate cost of
PlayReadVIP per child,
per year

15

Number of locations
delivering PlayReadVIP in 2024

PlayReadVIP

***Previously Video Interaction Project (VIP)**

PlayReadVIP is a **unique, impactful, low-cost** program that uses pediatric health care to prevent achievement gaps before they occur by supporting parent-child early relational health. PlayReadVIP has strong evidence based on 3 randomized controlled trials, has grown to 15 sites in 4 states, and is ready for **large-scale expansion**.

Poverty And The Achievement Gap

Decades of research all point to the same conclusion: Poverty and racism cause significant barriers to a child's scholastic success and reduce opportunities for early learning, social-emotional development, and educational achievement. These poverty-related gaps in achievement originate in infancy, continue into early childhood, and grow wider over time in the absence of intervention. **Although the causes of disparities are complex, children from poor and low-income households often face two challenges:**

1. Lack of readiness to learn (e.g. inability to pay attention or control behavior)
2. Lack of attainment of early reading and math skills

Parents Hold The Key

Poverty and racism result in "toxic stress" for families, creating barriers to strong parent-child relationships and reducing opportunities for early learning activities such as talking, teaching, playing, and reading.

The PlayReadVIP Solution

PlayReadVIP **reduces** educational achievement **gaps** before children reach the classroom by **utilizing pediatric primary care** to help parents:

1. Understand their critical role in their child's development
2. Strengthen their relationships with their children
3. Build mastery of skills in activities that will stimulate brain development and foster children's regulation of behavior needed to learn effectively

Research Findings

PlayReadVIP is especially helpful for *preventing* child behavior problems that interfere with learning. For example, the percentage of families with significant child hyperactivity at school entry was *reduced* from 9.1% to 2.8% overall and from 15.8% to 0% for those at the highest risk —a reduction of between 70 and 100%. PlayReadVIP has a **strong body of evidence** showing large and sustained benefits for parents and children, including:

1. Increased Reading Aloud, Play, and Talking
2. Enhanced Parent-Child Relationships
3. Improved Child Language, Literacy, and Social-Emotional Development
4. High Level of Family Participation and Engagement

For a list of publications visit: www.playreadvip.org/publications

How PlayReadVIP Works

PlayReadVIP is an **individualized program** delivered at the time of **every pediatric well visit** from birth - five years.



At each session:

1. A PlayReadVIP Coach leads a 5-10 minute discussion of child development, including suggested activities & goal-setting with the parent
2. Families receive a developmentally appropriate toy or book to take home
3. A short video is made of the parent(s) interacting with their child during reading or play
4. The coach watches the video with the parent, reinforcing strengths and identifying opportunities for further interaction

Why is PlayReadVIP Unique?



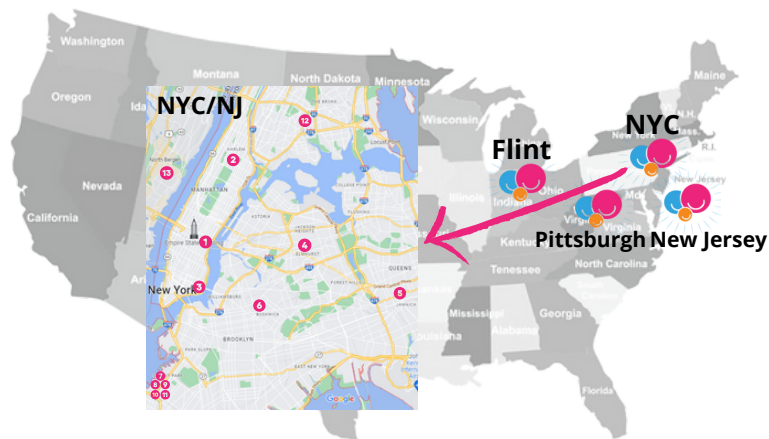
Although a host of programs exist to support early learning through enhanced parenting, *few of them*

have PlayReadVIP's level of evidence, and the cost of those programs can be a barrier for widespread dissemination.

1. PlayReadVIP is designed to take place in **pediatric health care**, with seamless integration into existing clinical services and flow
2. PlayReadVIP is **primary prevention**, preventing problems in early relational health and child development **before** they occur
3. PlayReadVIP is **evidence-based**, and has already been shown to have impacts in randomized controlled trials
4. PlayReadVIP **costs less** than 1/10 of many home visiting programs at approximately \$250 per child per year
5. PlayReadVIP **operationalizes strengths-based support** for building early relational health

PlayReadVIP is a critical piece of pediatric health care transformation, and we are working to expand it across the country.

Current PlayReadVIP Locations in 2024



PlayReadVIP National Center

Launched in 2016 at NYU Grossman School of Medicine, guided by a business plan for initial expansion. The PlayReadVIP National Center provides centralized support for all locations, including program implementation, training, supervision, and maintenance of fidelity.

In addition, the National Center works centrally to continuously study and optimize PlayReadVIP, and adapt to the needs of new sites and populations. The National Center has developed a comprehensive implementation package so that PlayReadVIP can be delivered anywhere with quality and fidelity.

The Road Ahead: 2023 - 2028

Over the next 5 years,
PlayReadVIP's goal is to expand
the program nationwide,
reaching thousands more
children per year.

5-year Strategic Plan includes:

- Site Expansion
- Delivery Optimization
- Financial Stability
- Infrastructure Development
- Research & Quality Improvement

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