



## OUR MISSION

REACH-A-Child provides children's books and drawstring backpacks to First Responders around Wisconsin, so they can better comfort children in crisis situations.



If you would like to bring the REACH BAG program to your department, please contact us at the information below:

### Mailing Address

6501 Watts Road Suite 217,  
Madison, WI 53719

info@reachachild.org  
608-285-5221

## HOW?

Since 2007, REACH-A-Child has partnered with First Responders (Police, Fire, EMS, Sheriffs, and State Patrol) to provide them REACH BAGs at no cost. The REACH BAGs contain books to deliver to children in crisis.



linkedin/company/reach-a-child



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**HELPING FIRST  
RESPONDERS COMFORT  
CHILDREN-IN-CRISIS**



## THE PROBLEM

*"1 in 4 youth will experience a traumatic situation before their fourth birthday"*

National Center for  
Mental Health Promotion

Children often can face long-term, adverse psychological effects as a result of traumatic events like car accidents, domestic disturbance, and fires. First Responders are generally the first to come in contact with children when these unfortunate events occur, and have the first chance to step in and offer support and help.

## THE SOLUTION

Research shows that the brain can only concentrate on one thing at a time. Providing a book to a child in crisis immediately redirects their attention away from the crisis to the book in hand. For this reason, giving the children's book has a more positive impact than items like teddy bears because teddy bears do not redirect the child's eyes away from the crisis.



## THE REACH BAG PROGRAM

REACH-A-Child works with community supporters to ensure the REACH BAG program is provided to First Responder Departments at no cost.

- Each squad or emergency vehicle is equipped with a REACH BAG containing 10 children's books and 10 drawstring backpacks
- When First Responders encounter a child in crisis, they offer the child a book which the child gets to keep.
- The First Responder also gives the child a drawstring backpack to put the book in, along with any of their personal belongings they'd like to keep.

## GET INVOLVED

### VOLUNTEER

Help at the REACH Office, special events, or fundraisers!

### SPONSOR

Each REACH BAG costs \$150. Many businesses and community groups help us with the cost to sponsor a First Responder Department.

### DONATE

All smaller donations help us purchase books and other supplies.

