



Reach Out and Read
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Promoting ROR's National Identity

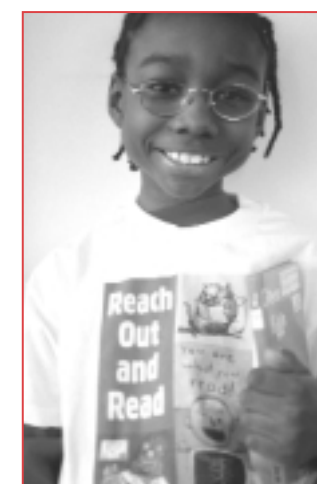
The growth of Reach Out and Read over the past few years has been nothing short of phenomenal. Our expansion to 1,400 program sites, coupled with our increasing involvement in the national literacy scene and a growing body of peer-reviewed research supporting the ROR intervention, have prompted us to think long and hard about the Reach Out and Read image and mission and how we support it on the national level.

Branding

Over the past year, we have spent a great deal of time developing a new ROR logo and "look," designed to strengthen our graphic image and make Reach Out and Read more readily identifiable throughout the country. Our Reach Out and Read name and logo is now trademarked, and we are about to launch a brand new website.

While branding strategies have long been the norm in the corporate sector, it is only recently that nonprofit organizations have adopted the same strategies to support our work. We recognize the complexity of affiliations that ROR programs have within their individual medical settings, as well as the fact that many ROR programs, particularly those functioning for a number of years, have worked creatively to establish a variety of graphic images. But we also have come to recognize the importance of public awareness, particularly as we all proceed in our fundraising and advocacy work. Being part of an organization with a growing name recognition on the national level helps us all: individual programs, coalitions and collaborations and the National Center as well.

In order to make this process as simple as possible, we are intro-



CONTINUED ON PAGE 2

Letter from the Medical Director

Perri Klass, MD

Report from the Pediatric Academic Societies' Conference



It's not hard to remember—because it isn't very long ago—when the whole subject of early literacy seemed kind of peripheral in pediatrics. When you might go to the big pediatric research meetings and, unless you went looking for that one particular session, never hear any discussion to suggest that giving out books and advising parents about reading aloud was part of the natural likely domain

Perri Klass and patient at the Dorchester House Multi-Service Center in Boston.

of pediatric practice—or pediatric research—or pediatric professional discourse. Well, we've come quite a long way. At the Pediatric Academic Societies meetings in Baltimore in May, there were any number of posters and presentations that touched on literacy promotion, ROR programs, and related research.

To give you a few examples, there was a dedicated Literacy Promotion poster session, AND two other, separate Literacy poster sessions. At the Literacy Promotion session, the abstracts focused on parental outcomes of pediatric literacy promotion, with abstracts on "The impact of parental literacy support in infancy on language development and early intervention referral at 21 months," (Alan L. Mendelsohn, Benard P. Dreyer, Suzy Tomopoulos, Charissa PeBenito, Irene Rovira, Wendy Tineo, Virginia Flynn, Arthur Fierman, Lauren Brennan, Yvette Thompson, Linda vanSchaick); on "Evaluation of an established clinic-based literacy promoting program for low income urban families," (Pamela

CONTINUED ON PAGE 3

Book News

The Reach Out and Read 2002 Book Catalog will be available this summer, bringing:

- more of your favorite friends, Clifford, Max, and Spot!
- the addition of *Smile and Peek A Boo* in 12 languages!
- reduced prices on some of our most popular titles!

If you need a replacement for your existing catalog, please call 1-800-SCH-2222.



Thank You to Our Supporters

Verizon Continues its Support: Reach Out and Read is delighted to announce a new grant of \$150,000 from Verizon which will be used to fund the start-up for 30 new ROR program sites throughout the country. As the requests for start-up from hospitals and health centers throughout the country continue, we are grateful to Verizon for this generous gift.

CVS/pharmacy and Warner Lambert Consumer Healthcare team up to support Reach Out and Read: CVS/pharmacy and Warner Lambert Consumer Healthcare have worked on a creative project designed to put more books in the hands of ROR children. Their most recent marketing initiative provided copies of the popular ROR title, "*Is Your Mama a Llama?*" in both English and Spanish, to ROR sites in selected CVS market areas. Thank you to both of these partners for their enthusiasm and active support.

ROR Runs the Boston Marathon! For the first time, ROR had an entrant in the legendary Boston Marathon. Lisa Lebovitz of Weston, Ma, one of the Friends of Reach Out and Read and a dedicated volunteer, successfully completed the Boston Marathon on Patriots Day, April 15, 2002. Not only did she cross the finish line in fine form—but she also raised over \$31,000 for ROR! Congratulations, Lisa and thank you to all her supporters.

Success in the House – Onto the Senate!

Thanks to your enthusiasm and support for ROR, we have come far in raising awareness in the United States Congress about the important impact Reach Out and Read has on the children we serve. More legislators, in both the House and Senate, now know about the unique and powerful early literacy program that is ROR – and we hope to expand this awareness to include every member of Congress this summer.

The U.S. Congress has supported ROR for the past three years at \$2 million in the Labor HHS, Education appropriations bill. In a very difficult year last year, we were successful not only in maintaining level funding, but also in getting the U.S. Senate to support ROR for the first time as a national program. But as the program continues to grow, so does the funding need. This year we are asking the U.S. Congress to support ROR as a national program at \$5 million – and we need your help.

Securing \$5 million for ROR as a national program requires building a network of supporters in both the House and Senate – so we have organized a two-pronged campaign. In May we completed a very successful campaign in the House of Representatives, building a network of 55 members backing our \$5 million request, including 39 signers on the appropriations letter. Many thanks to all the ROR friends across the country who called your members of Congress to get them onboard in support of this effort.

On June 18 we launched our Senate letter campaign, which will run through the end of July. Your participation in this campaign is absolutely essential to get the funding we need to make book grants to local ROR programs nationwide. I hope that you will join us in this campaign to secure ROR champions in the U.S. Congress, so that we can keep this movement in pediatrics rolling.

For information on how you can participate, visit the grassroots action center on our website at <http://www.reachoutandread.org/senateappropsletter.html>, or email me at matt.veno@reachoutandread.org.

Matthew Veno, *Director of Government and External Affairs*



Report from Programs

ROR Focus Groups **Lea Janelle, National Programs Coordinator**

In late February and early March, the National Center conducted focus groups with program coordinators in Boston, MA and Houston, TX. We had the pleasure of working with Lydia Volaitis, a professional focus group facilitator with over 15 years of experience, including large clients such as Microsoft. Lydia shared her expertise with the entire national programs team and facilitated the Boston group. The focus groups included questions and discussion topics related to all aspects of implementing a quality ROR program. Results were similar in both cities and yielded valuable information about the joys and challenges of running a ROR program. Overall, participants had very positive comments to share about the ROR model. Some concerns raised included finding and keeping volunteers,

and fundraising. The discussions in the focus groups validated assumptions that have been made about program quality, and generated new ideas to be incorporated into an online **program coordinator** and **volunteer orientation**, which will be launched in June on the redesigned ROR website.

CONTINUED FROM PAGE 1

High and Victoria Dalzell); and on "Parental report of reading to young children," (Alice Kuo, Todd Franke, Michael Regalado, Neal Halfon). At another poster session, there were abstracts which measured the effect of training in literacy promotion on pediatric interns, family practice residents—and looked at pediatricians' involvement in early childhood education. And at the third, we at the National Center presented our data from programs reporting back to us in a poster "Reach Out and Read: implementation of a pediatric literacy promotion intervention" designed by Lea Janelle—and we were surrounded by literacy-related posters: "Response to a clinic-based literacy intervention: immigrant status as a predictor," by Tosan Oruwariye, Iman Sharif, Sara Caldararo, and Mutya SanAgustin, "The association between maternal literacy and birthweight," by Shalini Forbis, A. Andrew Aligne, Peggy Auinger, and Robert Byrd, and "A comparison of child centered literacy promoting activities in two types of pediatric primary care settings" by Victoria Dalzell and Pamela High.

And then there were the two platform presentations in the plenary session on Underserved Populations (Alan Mendelsohn, Benard Dreyer, Virginia Flynn, Charissa PeBenito, Suzy Tomopoulos, Irene Rovira, Wendy Tineo, Gilbert Foley, Lauren Brennan, Yvette Thompson, Arthur Fierman, Evelyn Dickey) and on "Identifying children at risk for illiteracy in an inner city clinic population," (Susan Berry, Ngoc T.B. Huynh, Pam High). And finally, and most gloriously, Robert Needlman presented the results of the BABAR study, with before and after data from a wide range of ROR programs, at the Ambulatory Pediatric Association Presidential Plenary session. This multi-year-multi-site study is an outgrowth of the Special Interest Group, or SIG, which has been meeting every year at this big pediatric research meeting, and the BABAR study offered evidence—in this large and prestigious forum—that the effects of ROR on parental practices have translated well as the program has disseminated. The abstracts are available on-line at the PAS site: www.pas-meeting.org

And the SIG held another good meeting this year, with over 25 ROR leaders considering next steps in ROR research. Ron Bailey presented a summary of the ideas and challenges in creating a site-specific ROR evaluation "toolbox," with questions for the group about experience with QI tools and immunization-compliance surveys. Pam High, whose longitudinal studies on her Read To Me program in Providence, Rhode Island, have meant so much in the examination of pediatric literacy promotion, gave a very thorough and thoughtful presentation on the range of issues that will be encountered in future longitudinal research. Alan Mendelsohn, whose work on child language outcomes and ROR continues to yield intriguing data, deftly synthesized a large number of brain research and maternal-child language studies that could enlighten and broaden the ROR research agenda.

The group discussed other research directions, and looked at both the practical issues and the theoretical complexities of moving off into such areas as the effect of literacy promotion on patient compliance with well-child visits and immunization. It was a vigorous discussion, sparked by the excellent presentations, but also, I think, by the whole atmosphere of the meeting, at which literacy seemed so much a part of the pediatric research enterprise. It was exciting to participate in a poster session and see people going from literacy-related poster to literacy-related poster, asking questions and continuing the dialogue. It was exciting to hear Robert present our group data to the Presidential Plenary. And it was also exciting to take part in the SIG and feel sure that the energy is high, and the conversation will continue and broaden, within the meeting and beyond, within the profession and beyond.

New Reach Out and Read Website is Launched

Thanks to support from Verizon, the Reach Out and Read National Center has redesigned its website. The address (www.reachoutandread.org) remains the same – but everything

else is new! The site is scheduled to be launched in mid-June.

As Reach Out and Read continues to grow, communicating with our programs through the website becomes more important. Highlights of the new site include:

- Updated **research** and references to peer-reviewed studies supporting the ROR intervention
- An easy to use **map** to identify the location of ROR programs and coalitions
- An **announcement section** with current news for programs and coalitions
- A **branding section** with logos and templates to download
- A **resources section** with reading tips, annotated bibliography and developmental milestones

CONTINUED FROM PAGE 1

cluding a branding section as part of the newly revised ROR National website. Included will be style guidelines, logos and text references for programs to use if you wish to create materials. We will also continue to create template materials for program use and welcome suggestions from programs as to what would be most useful.

In addition, all ROR sites will receive a package in early summer, including a style guide, logo sheet, welcome sign and a colorful poster, provided with support from Verizon. We recognize that most of our programs are operating with limited budgets and we encourage you to use the materials already developed at the National Center and channel your fundraising energies towards the purchase of program books.

In the end, a recognizable brand identity will benefit everyone associated with Reach Out and Read. If you have questions or concerns, please contact Nancy Berman at the National Center.

Nancy Berman
Manager of Communications

