



## South Dakota First Lady Launches Statewide ROR Effort

**Matthew Veno, Director of External Affairs**

On June 26th, before a crowd of hundreds of healthcare professionals who had gathered for a statewide public health conference, Jean Rounds made her first public speech as First Lady of South Dakota—and launched a coordinated effort



**"South Dakota's children are our future and as First Lady and a mother of four children, I believe we need to do everything we can to make their future better. I am inviting physicians throughout the medical community to join me in offering the Reach Out and Read program."**

**Jean Rounds, First Lady of South Dakota**

## From the Medical Director

**Perri Klass, MD**

The Reach Out and Read National Conference in Boston this past June was a remarkable mix of education, fervor, and even some sentiment. There was the opening reception, at which we honored ROR coordinator extraordinaire Georgia Flowers of Cumberland Diagnostic Center in Brooklyn, New York, with the Richard Robinson Award. There were thought-provoking plenary presentations on the developing brain from Professor John Gabrieli, and on early environmental supports for literacy development from Professor David K. Dickinson. There was a range of provocative workshops, on topics from literacy in child development, to creating and orchestrating a successful media event, to anticipatory guidance in the pre-kindergarten health supervision visit, to volunteer recruitment—truly something for everyone. As in years past, we at the National Center were all struck by the dynamic contributions that ROR representatives, coordinators, and medical leaders

from around the country made at these workshops; participants bring a tremendous amount of information and experience with them to this conference, and,

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**Georgia Flowers is congratulated on her award at the National Conference. L-R: Robert Needlman, MD, Georgia Flowers, Denise Brown, Trish Magee**



to bring Reach Out and Read to all at-risk children across the state.

As she invoked personal experiences of reading aloud to her own children when they were young, Mrs. Rounds made it clear that her effort on behalf of ROR and the children of South Dakota, is more than just a passing interest. "My youngest is now 14 years old," said the First lady, "but I still look back fondly upon the time when our children were young and we had our bedtime ritual—reading books before they fell asleep. Those times are so precious and so important. Every child deserves those special moments."

And Mrs. Rounds is doing more than just spreading the word about ROR. In her words, "The Governor and I are committed to supplying the clinics with the necessary books to participate in the program." The First Lady's passionate appeal, paired with funding support offered by the state and

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# Reach Out and Advocate!

**Kelly Place Taranto, External Affairs Associate**

**A**s many of you know, the Reach Out and Read National Center has received federal funding through the U.S. Department of Education over the last several years. The importance of this funding is clear—it allows us to make book grants to ROR programs, like yours, throughout the country.

The ROR National Center continues to be very active on Capitol Hill advocating for this funding, but our direct efforts can only go so far. Federal elected officials must hear from you, their constituents, about the importance of Reach Out and Read for the children and families in the communities they represent.

Whether you are a health care provider, coordinator, or volunteer, your personal, local stories about ROR make a lasting impression on Members of Congress. You know the anecdotes: the child's face that lights up when he receives a brand-new book or the parent that is now more comfortable reading aloud to their child because of the guidance and encouragement you have provided. You are the best person to talk about how ROR fits into the work of your clinic, and the effect ROR has on the children and families you serve.

So, help us help you by getting involved today—join the ROR Advocacy Network! As you are probably aware, the ROR External Relations staff organizes 4 campaigns each year to help secure ROR's federal funding. As part of these campaigns, we send out action alerts to the ROR community about the current campaign and how you can get involved. The ROR Advocacy Network is our vision of a new and improved vehicle through which we can communicate these action alerts to our sites, while also helping you build skills to become a more effective advocate. If you choose to take part in the ROR Advocacy Network, you will join a core group advocating for our legislative agenda. This network is exclusively for individuals affiliated with Reach Out and Read.

To join the ROR Advocacy Network, or for more information, please contact **Kelly Taranto**: [kelly.taranto@reachoutandread.org](mailto:kelly.taranto@reachoutandread.org) or **617-629-8042, ext. 224**. Remember to include your contact information (name, health center, and address including zip code) so that we can identify your legislators.

**1. Rep. Susan Davis (D-CA-53) shares a story at her August 28, 2003 visit to the Linda Vista Health Center in San Diego.**

**2. Rep. E. Clay Shaw, Jr (R-FL-22) reads aloud to a group of young children during his visit to a ROR program at the Children's Office in Atlantis on August 19, 2003.**

**Representatives Davis and Shaw are new supporters of ROR on Capitol Hill who recently signed on to a "Dear Colleague" letter to the appropriations committee urging them to support \$6 million for ROR in FY2004.**

## Thank you Scholastic!

During the month of August, ROR sites across the country have opened up their doors to their U.S. legislators. As an incentive to participating programs, Scholastic Inc. pledged a donation of 1,000 new books to any ROR site that hosted a US legislator. That commitment has resulted in the donation of over 12,000 brand new books. During a site visit, the U.S. Representative or Senator reads aloud to a group of children in the waiting room and then distributes the books from Scholastic. The remainder of the books are used as developmental tools and given to children during their well-child visits, as part of the ROR model.

### SD FIRST LADY LAUNCHES STATEWIDE ROR EFFORT CONTINUED FROM PAGE 1

the ROR National Center federal funds, are proving irresistible to healthcare providers throughout South Dakota. Since Mrs. Rounds' speech, doctors and nurses from 52 clinical sites have responded in writing that they would like to be involved with ROR, and a training session is already being planned for late September in Rapid City.

This initiative is an important and very successful example of ROR's commitment to enlist the energies, talents and passion of healthcare providers serving at-risk children in rural America. The ROR National Center is also very involved in emerging efforts to grow ROR in rural areas of Alaska, North Dakota, Kansas, Nebraska and South Carolina. Stay tuned for more successes!



# Development Update

## Partnering with the Junior League Yields Big Benefits

Are you working with your local Junior League? If not, now is the perfect time to form a partnership.

The ROR National Center was one of five organizations invited to have a booth at the Association of Junior Leagues International annual conference in May. Many Junior League leaders stopped by to learn more about ROR and were excited to learn about the many ways in which they can work with their local ROR programs.

The Junior League's mission of promoting volunteerism and building strong communities is a perfect fit for ROR, particularly since many Junior Leagues have chosen literacy, child development, health or school-readiness as one of their target issues.

Partnership success stories have been reported from across the country including:

- ROR Kansas City which has had a long-term relationship that has generated books, volunteers and donated goods
- Harborview Medical Center in Seattle which has received donated books
- New Orleans which has benefitted from grants for book purchases
- Tallahassee Memorial Hospital which has welcomed volunteer readers

ROR National encourages you to make the most out of Junior League's interest in Reach Out and Read. Contact your local Junior League to find out how you can work together. Note: each League has a different review process, and you may need to submit an application. To find the Junior League closest to you, go to the Association of Junior Leagues International's website: [http://www.ajli.org/league\\_directory/public\\_select.php](http://www.ajli.org/league_directory/public_select.php) or call Kelly Taranto, 617-629-8042, ext. 224.

## Scholastic's ClassroomsCare Project Generates Book Donation

ClassroomsCare is an annual philanthropy-based literacy campaign designed to teach children about the joy and importance of reading and giving. For each class that reads 100 books by December 31, 2003, Scholastic Book Clubs will donate 100 new books to one of its charity partners. It is anticipated that the book donation program will generate up to 2 million new books.

This year, Reach Out and Read joins First Book, the I Have a Dream Foundation, and Save the Children as a Scholastic charity partner. ROR programs in Colorado, Louisiana, Kansas, Arizona and Greater Chicago will be participating in this book distribution process.

## Polo Initiative Benefits ROR

Now you can shop and support Reach Out and Read at the same time! Polo jeans has launched a new style of jeans called "G.I.V.E." jeans. G.I.V.E. stands for "Get Involved. Volunteer. Exceed." The jeans are their tribute to volunteerism and 10% of the sales of these jeans will go to a number of outstanding non-profit organizations selected by Polo, including Reach Out and Read!

Here's how it works—each pair of jeans has a booklet in the pocket that explains the campaign, lists the non-profits, and has a code that you can enter on the Polo jeans website to vote for Reach Out and Read to receive the proceeds!

The jeans are currently available at all Polo stores and in department stores where Polo is sold. The next time you are out shopping check them out! For more information go to [www.polojeans.com](http://www.polojeans.com).



## A New Fundraising Opportunity—ROR Notecards

Reach Out and Read has created a unique collection of notecards for our programs and coalitions to use in their fundraising efforts. The colorful cards, featuring the work of David Shannon, Michael Emberly, Nancy Tafuri and Todd McKie, can be purchased directly from the National Center. Each set contains 8 cards, 2 of each image. For an order form please email: [communications@reachoutandread.org](mailto:communications@reachoutandread.org) or call 617-629-8042, ext. 225.

# Programs' Highlights

**R**each Out and Read Metropolitan D.C. recently hosted a training for more than 60 medical providers. Led by long-time ROR regional trainer, Kyu Rhee, M.D., the training was held at Unity Health Care, Inc., Washington D.C.'s largest non-profit health and social services organization. Although many of the clinics within the Unity system are established ROR sites, this training was also planned as an important "re-training" opportunity, ensuring that medical providers new to the Unity system understand the strategies of offering anticipatory literacy guidance to parents.

The Metropolitan D.C. coalition has recently relocated to The Mary's Center, a dynamic non-profit clinic established to provide maternal and pediatric services to primarily Spanish speaking families. In the coming months new coalition leader Trevor Rigger will be scheduling a number of ROR trainings and re-trainings.



**Ann and Hal Logan were among the 18 Denver Health volunteers who teamed up with the Colorado Rockies Wives Club to support ROR. The August 10th event at Coors Field included a book drive and an opportunity for local ROR volunteers to distribute information about the program.**

## From a Pediatricians' Perspective

### Physicians Talking the "ROR Talk"

**Leann Kridelbaugh, MD**

**P**ediatricians in the real world of practice often take on tasks that were not taught in medical school or residency training. Certainly until the past few years, including anticipatory guidance about reading with children was not something we knew how to do with our families. Thanks to ROR and the provider training that comes with becoming a ROR site, many more pediatricians now know how to talk with families about the developmental milestones of literacy. Another skill that I would encourage my ROR colleagues to develop is that of talking the "ROR talk" around our communities to make sure that the program is known and supported in every area where ROR programs exist.

**Pediatricians are ideal spokespeople for ROR because our occupation lends credibility and importance to our message—people do listen to us!** ROR has instant appeal as many adults have wonderful memories of being read to as children and reading with their own children. Our communities need to know about ROR in order to help us sustain our programs on a long-term basis. The message is ours to share, and everyone needs to hear it; potential donors, potential volunteers, community leaders, schools, libraries, newspapers, the list goes on. The ideal person to talk about ROR is one who knows and loves the program, someone that sees the smiles on the faces of the children when they are given a brand new book!

It is surprisingly easy to find opportunities to talk about ROR. From informal social situations in response to "what's new at work," to formal invitations to speak at a local civic organization, never discount the networking potential of a speaking opportunity. The librarian you meet at your child's school may call her friend who has an interest in literacy and wants to give millions to ROR!

What should be included in a formal ROR talk? Target your audience. Think about the size of the group and their familiarity with the topic. Educators and large donors will want to hear evidence of benefit, so share the research slides that can be obtained from the ROR National Center. All groups respond to pictures, video clips, and heartwarming ROR stories from your practice. The provider training slides and videos produced by Reach Out and Read at the national level are wonderful, and your state coalitions may have produced local materials. People love to see examples of the books that you use, and smiles abound when you pull out a book that the audience remembers fondly. Always give groups the ROR one page program model sheet (you can download it from the website) and your contact information, so they can find you to donate books or volunteer to read in your waiting room.

Not all opportunities to speak will bring you benefit directly, but never feel that you have wasted time. The more people in the community hear about what we are doing and why, the more support we will gather over time. Maybe because you mentioned ROR informally today to someone, tonight a child will be cuddled on that parent's lap and hear the familiar words "In the great green room there was a telephone and a red balloon and a picture of—" Doesn't that make it worthwhile to "talk the talk?"

# Highlights of the 2003-2004 ROR Book Catalog

**Patricia Cowan, R.N.**

**O**ur new catalog is again filled with wonderful books for babies, toddlers and preschoolers. Thank you to the many programs that provided suggestions for new titles and old favorites. Catalogs should arrive at sites by early October.

**Polar Babies**, written by Kristen McCurry and Aimee Jackson, Board Book Series – 12-24 months, published by NorthWord Word Press

Toddlers will love the full page photographs of baby animals in their native habitats. This series covers four regions: polar, prairie, desert and forest are all winners.



**Fiesta**, written by Giner Foglesang Guy, illustrated by R.K. Moreno, paperback 24-36 months, published by Harper Festival

Listeners can count with the children in English and in Spanish as they explore the fiesta. Horns, airplanes, whistles and piñatas are among the wonders to count and choose.



## Staff Notes

**W**e bid farewell to **Beth McGuire** and wish her well on her move to Chicago, as we welcome **Beth Krueger**, our new Development Assistant. Beth graduated from Ithaca College with a degree in Organizational Communications, and recently completed a year of service with AmeriCorps where she was involved in community development research, event planning and grant writing. Many of you will be hearing directly from Beth in the regular development emails.

In the Programs Department, we have said good-bye to **Elisabeth Gish** who has returned to graduate school and welcome **Joel Statz**. Joel recently graduated from Northeastern University with a B.A. in English and assisted the Development Department with their Annual Giving campaigns. Joel will be working with all the valuable information gathered in progress reports and other ROR surveys, doing data entry and database queries.

We would also like to thank our intern, **Leanna Cote**, from Mt. Holyoke College, for her assistance this summer.

## New ROR Merchandise

**C**onference attendees were introduced to a new line of ROR merchandise currently available from the National Center. Help promote ROR's visibility by purchasing these attractive items for your donors, your volunteers and yourself!



- Red Volunteer Smock with logo – \$15
- Red Double Pocket ROR Tote Bag – \$15
- Long Sleeve Beefy T – \$18
- Short Sleeve Beefy T – \$12
- Red Logo Cap – \$15
- Picture Frame Magnet – \$10/dozen
- ROR Red Balloons – \$5/dozen

Quantity discounts are available to ROR programs; shipping and handling is extra. To request an order form on-line, contact [communications@reachoutandread.org](mailto:communications@reachoutandread.org) or call 617-629-8042, ext. 225.



**University of Illinois-Chicago's ROR program participated in the successful Taste of Chicago. Here, UIC Hospital Director, John DeNardo reads to children as part of the celebration which attracted thousands.**



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**FROM THE MEDICAL DIRECTOR CONTINUED FROM PAGE 1**

as always, we are left wishing we had more time for informal talking and exchanging ideas. The 2003 conference concluded with a remarkable research plenary session, followed by a speech by the one and only Judy Blume, who made us laugh and made us cry, and then patiently signed books—new books, treasured childhood copies—until she almost missed her train.

We have been talking for a while about shifting conference locations, particularly in response to our many colleagues west of the Mississippi who have made the trip east for four years. This year, two additional forces are guiding us west. First, we are delighted to recognize all the activity in California—Suzanne Flint and the California Coalition and the work she has done, pulling together people from all over the state; Dr. Barbara Carnes and her colleagues at Southern California Kaiser Permanente, the first insurer to make ROR a formal standard part of pediatric care; and a Los Angeles initiative, conceived by Dr. Barry Zuckerman, reaching out to more at-risk children in the LA area. The second is the opportunity to affiliate with the Pediatric Academic Societies', and schedule our conference in conjunction with their annual meeting in San Francisco in May. The ROR conference will be one of the preliminary meetings, allowing the many doctors and nurses who attend PAS to include the conference by dint of coming to San Francisco a day or two early. We hope this will make our conference more convenient and offer us all a new west coast experience in the city by the bay. We look forward to seeing you there.

**SAVE THE DATE!**  
**Reach Out and Read**  
**National Conference**

**April 30 – May 1, 2004**

San Francisco Hilton,  
San Francisco, CA

*Details will be posted on*  
**[www.reachoutandread.org](http://www.reachoutandread.org)**  
*in early October!*