



## 2004 Literacy Champions Honored

# Charting Reach Out and Read Program Growth

**Ron Bailey, National Programs Director**

**W**e should all take a moment and congratulate ourselves. Last year Reach Out and Read approved applications from more than 325 new clinical programs. This growth of nearly 300 new sites per year has been accomplished for each of the last three years, and it has been a truly remarkable collaborative achievement of many members of the ROR family: Coalitions staff, trainers, multi-site program coordinators, public and private funders, and National Center staff. We are now delivering ROR to families in more than 2100 clinical locations across the country. Hear that applause!

But of course our growth is still very much a work in progress. There are many thousands of families who do not yet have a trusted partner to help with their children's earliest literacy skills. And there are many clinics and practices where providers do not know the power and pleasure of offering early pediatric literacy intervention. So the ROR community has ahead of us the challenge of shaping a focused campaign for reaching new families and new providers who do not yet know about the work we can do together. What are the best next steps for ROR growth? And how do we create a strong and coordinated outreach campaign? We will be asking ourselves, and you, in the coming months, as we engage in a structured strategic planning process across all of the layers of ROR programming.

Our current size gives us evidence of many successful strategies we've employed (for the past 15 years), in which we will want to reinvest. Presentations in pediatric and family practice residency programs have always been enormously helpful in reaching thousands of new providers who are heading into practice carrying ROR in their exam-room toolkit. ROR Coalitions, usually representing from 50 to 150 sites, have created centers for ROR information and program support in their states, and are responsible for recruiting a very large percentage of new ROR sites. Strong ROR multi-site program coordinators have reached out into their local communities and nurtured new affiliated and satellite ROR programs with an amazing array of organizational skills.

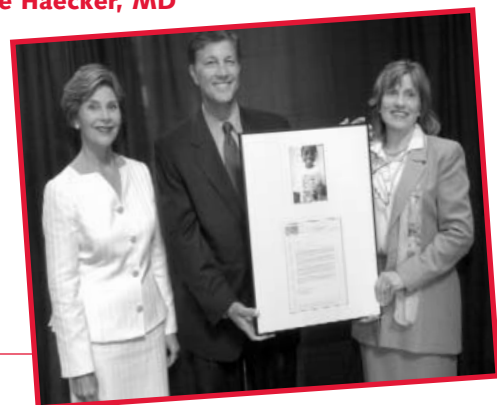
In the past few of years, a more targeted group of "ROR Initiatives" have been implemented to

**T**he 2004 ROR National Literacy Champion Awards were presented to CVS/pharmacy and Target on June 17 at the Greater Philadelphia Friends benefit for pediatric literacy. The ROR Literacy Champion Award is given to an individual, corporation or foundation who exemplifies the mission of Reach Out and Read through a steadfast commitment to early literacy.



**Jennifer Veilleux, Director of Community Relations, accepts the award for CVS.**

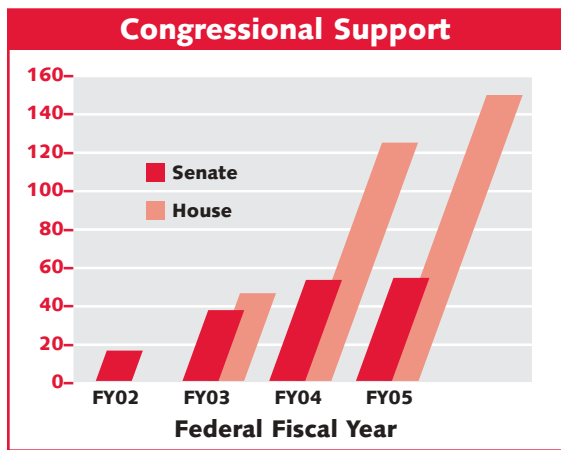
**Gregg Steinhafel, President, Target Stores, receives congratulations from Laura Bush and Trude Haecker, MD**



# ROR Advocacy: 5 Years and Running....

In the fall of 1999, external affairs staff at the National Center got word that ROR was to receive nearly \$2M in federal funding which we knew, when combined with our growing private sector support, would open up tremendous opportunities to reach more children.

But with the opportunity came a challenge—to build from scratch a broadly national and bipartisan network of supporters in both the House and Senate to support this funding in the coming years. Our early Senate champions had opened the door



for us in 1999, but made clear what we needed to do keep this opportunity alive.

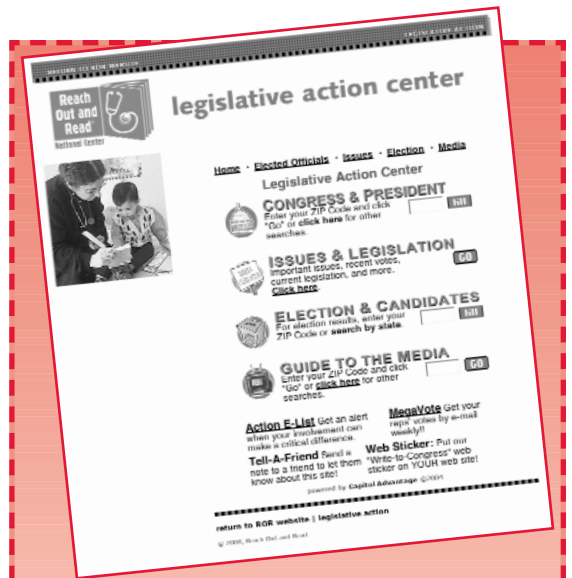
In response to this challenge, in FY2002 we initiated our first “letter to the appropriators” stating our case and making our request. We met

with modest success for a first try—securing signatures from 18 members of the United States Senate. In FY2003, we broadened our effort to include a letter in the House of Representatives, and met with more success—with 37 members of the Senate and 46 in the House.

In FY2004, we had a major breakthrough when we launched a coordinated, targeted campaign unleashing the energies of grassroots support. At the end of the campaign, a majority of the Senate and nearly 1 in 3 members of the House were on the record in support of a significant increase in ROR’s funding. As is illustrated in the graph above, this upward trend continued into FY05, with modest gains in both the House and Senate despite a very tight fiscal climate in Washington, DC.

Through our appropriations campaigns, year-round efforts to educate Members of Congress about ROR in their states and districts, and frequent visits by Members to ROR sites, we continue building and expanding the base of support for ROR on Capitol Hill.

To all of you across the country who have played a part in this success story, by calling or writing your elected officials, by visiting them in their offices, or hosting them on a visit, we thank you. You have played a key role in making ROR what it is today!



## Now it is even easier to advocate for Reach Out and Read!

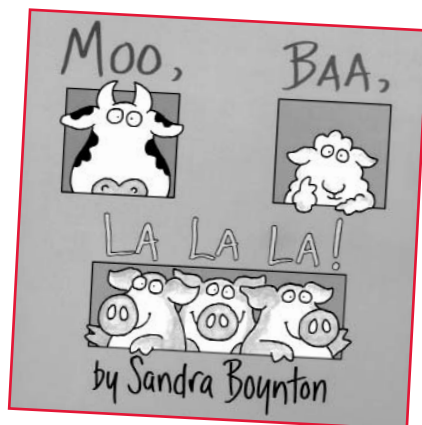
Through our new, interactive Legislative Action Center, powered by CapWiz.com, you will be able to contact your Members of Congress and urge them to support Reach Out and Read directly through our website—in one easy step! You can take action through our website by going to [www.reachoutandread.org](http://www.reachoutandread.org) and clicking on *Legislative Action*.

**Arizona Governor Janet Napolitano reads to children at the Maricopa Medical Center, Phoenix, in celebration of a donation of 50,000 books through Scholastic's ClassroomsCare initiative.**



# The 2004-2004 ROR Book Catalog Features Exciting New Selections

**T**wo books from the ever popular Sandra Boynton are being offered in the 2004/2005 Reach Out and Read catalog thanks to Ms. Boynton herself. The books, *Blue Hat*, *Green Hat* and *Moo Baa La La La*, in both Spanish and English board book editions, were made available to Reach Out and Read by the famed author/illustrator. Thank you to Sandra Boynton and her publisher, Simon & Schuster, for the terrific new additions to the ROR catalog. Look for the books on page 37 of your new catalog!



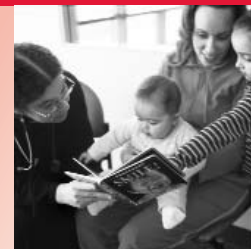
**amazon.com**

## Your Holiday Giving Can Begin Here

Make your holiday giving go further when you make purchases on Amazon.com. Simply enter Amazon.com through the ROR Home Page: [www.reachoutandread.org](http://www.reachoutandread.org), and ROR will receive 5% of the purchase.

## ROR's Book Group Project Set to Launch

### PASS THE BOOK



**Pass the Book** is an initiative of Reach Out and Read designed to raise \$3 million from individuals who love reading to provide new, culturally and age appropriate books for the more than 2 million young children ROR serves annually.

If you belong to a book club, you can help ROR spread the word about **Pass the Book!**

For an information packet, please contact **Beth Krueger** at 617-629-8042, ext. 240 or email [beth.krueger@reachoutandread.org](mailto:beth.krueger@reachoutandread.org)

#### CHARTING REACH OUT AND READ PROGRAM GROWTH – CONTINUED FROM PAGE 1

address challenging outreach opportunities. Some of these initiatives have engaged exceptional public partnerships, especially Alaska, South Dakota, and Palm Beach County and Miami-Dade County. Others, like our current initiative in Los Angeles County, have far-sighted partners like the California Endowment and Disney and Southern California Kaiser Permanente, which have been willing to invest substantially in outreach and training. The Hasbro Foundation has been a leader in supporting training the National Center's rural outreach. The Pritzker Cousins Foundation invested specifically in the ROR on-line CME training for new providers in remote clinic locations.

One new outreach strategy has begun to emerge. Most of the ROR programs approved in our 15-year history have been composed of more than 80% of client families living in poverty. But we are hearing repeatedly from many state ROR leaders that in many geographical areas—rural counties or urban neighborhoods—pediatric care is provided by one sole practice, clinic, or hospital, which therefore serves a

more economically mixed patient population. We have begun to actively identify and seek applications from providers who are the sole practice offering pediatric services to young children at risk for reading failure in their communities, including significant numbers of children at economic and social risk.

We know that ROR will continue to grow, and also know that the ROR National Center Board and staff hold fast to our mission to make literacy intervention a standard part of all pediatric primary care. We expect that our strategic planning will help us use new resources to locate hard-to-reach small practices and recruit providers who do not yet know about ROR. We also expect significant new partnerships that will focus on targeted outreach to the few large-hospital pediatric and family-practice residency centers which do not yet offer ROR. We will be asking for your help to engage these new ROR providers, along with asking about your best practices to assure sustainability and quality of ROR in exam rooms at each step of this growth.

# Focus on a Trainer:

## Jackie Miller talks with Cathy Wiley, MD

Catherine Wiley, MD is a pediatrician at the Connecticut's Children's Hospital in Hartford. She has been a Reach Out and Read regional trainer since 2002. Dr. Wiley also oversees a successful ROR program, started in 1999, where over 7500 children are given books annually. With her knowledge of the ROR model of child development and pediatric literacy intervention, experience as a lecturer, and her long-standing work with pediatric residents, Dr. Wiley has become an accomplished ROR trainer.



Catherine Wiley, MD

### What do you enjoy most about training new ROR sites?

I learn something new every time I do a ROR training. A Reach Out and Read training is a little like a pep rally—I go home reinvigorated and enthusiastic about my own program.

### What difference has giving books made in your own practice?

An example—a very challenging mother complained that her developmentally delayed and medically involved 18 month old son's only word was "shut up." As on cue, he said "ut-ut" and Mom said "Bad Baby!" It was my lucky day because I had "Have You Seen My Duckling?". I started to read a few words, point and exclaim "Duck!" and he would respond "Ut-ut!" Soon Mom noticed what was going on and said "He can say 'duck'!" She left with a smile, and we had made a nice connection for the first time.

Even when things don't go so well, I learn something about the family. Once a mom took the beautiful new book, folded it and put it in her diaper bag. I knew I had a lot of work to do...

Some families tell me that they have kept every book we have ever given them, and that the older children now read to the younger ones. Twice I have had a parent cry when I've given them a book in their native language (one in Creole, one in Serbo-Croatian). Both parents said they have never seen a children's book in their language before.

It is wonderful when the older children ask for a book—they really do remember and look forward to getting a book at each visit.

### Does being involved in a ROR program help residents during health supervision visits?

Yes—residents really catch on to the concept of using the book as a tool to assess development. They enjoy being able to have a happy interaction with the child—and even residents without children of their own learn to model reading for parents and gain credibility in the parent's eyes.

### What two things, in your opinion, should a new site, about to host a ROR training, know?

Two things—invite everyone in the clinic to the training who will be important to the success of the new ROR program—and be sure that one or two key people have time set aside before or after the formal training session for practical questions (where should we keep our books, how do we keep inventory etc). Often the programs do not have their questions formulated until after they've heard the presentation, gotten excited and started to think about the logistics of getting materials/training items.

## Staff Notes

**Administration and Finance**—This summer we bid farewell to **Nancy Hickey** and welcomed **Sabreena**

**Punwani** as our new office coordinator. Sabreena will help direct your calls and will also work with programs purchasing ROR merchandise. **Min Jiang** has also joined the department as staff accountant.

**Programs**—**Emily Gallagher** has returned to school for a master's degree, but continues to work with ROR as a consultant on special database and information challenges, especially on the new design of the ROR application on-line. She has been replaced by **Eric Belford** who brings a wealth of experience working with data in large SQL databases, and who will help us graduate from Access to a much more sophisticated way of gathering and analyzing information electronically.

# A Review of ROR Site Observation Forms

**Barbara Ducharme**  
**National Programs Project**

One of the National Center's projects in the past year has been to provide programs with evaluation tools for assessing compliance with the ROR model. Our goal has been to help programs acknowledge those areas where the model is working well and to identify areas where additional attention or resources may be needed.

ROR National Center staff reviewed 214 site observation reports from 197 programs (some sites had reported more than once already!).

- More than 90% show that age- and language-appropriate books are readily accessible, and are usually or consistently available to medical providers for well-child visits.
- Nearly all—94%—indicate that there is a strong ROR medical champion on-site, with similar impressive levels of new provider training, retraining and ongoing provider commitment to the ROR program.
- More than three-quarters of the site observations indicate that gently used books are usually or consistently available in waiting areas for siblings.

On the less impressive side, results of the site observations show that the most challenging aspects of the ROR program are getting and retaining volunteers, and finding additional dollars or in-kind donations to supplement the National Center's contribution to the program's book budget. Overall, these results from the recent site observation forms are confirmed by responses of the nearly 800 ROR Physician Surveys completed last year.

Jean Harty, MD, Executive Director of Reach Out and Read Kansas City, notes that the Site Observation Scale provides an opportunity for collaboration among on-site program coordinators, medical consultants, and multi-site coordinators or coalition leaders, since all these perspectives are necessary to really assess program compliance and strategize ways to improve a particular program's performance. The comments of Karen Toker, MD, who completed twenty site observations on behalf of the ROR Florida coalition, also contributed to our

understanding the usefulness of the Site Observation Scale in assessing ROR programs' strengths and challenges.

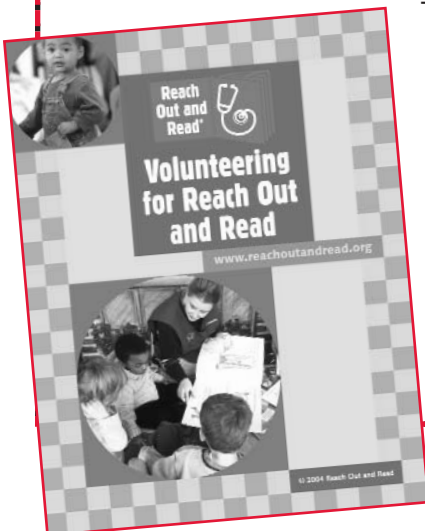
Of these 214 total observations, 47 (22%) were self-reports by program coordinators, fifteen (7%) were performed by multi-site coordinators, 71 (33%) were conducted by coalition leaders and 81 (38%) were made by a consultant or other individual not directly affiliated with the program being observed.

We thank everyone who participated in site observations and encourage others to begin; some of the questions do require input from both the program coordinator and medical consultant, and we appreciate the time and effort of all involved.

**To complete a Site Observation Scale report,** use your site ID and password to log onto the Program Administration section of the ROR website  
[www.reachoutandread.org/admin/observation\\_edit.aspx](http://www.reachoutandread.org/admin/observation_edit.aspx)  
and follow the links to Program Evaluation and the Site Observation Scale.  
Contact **Barbara Ducharme** ([barbara.ducharme@reachoutandread.org](mailto:barbara.ducharme@reachoutandread.org) or 617-629-8042, x243) at the National Center for more information.

## New Volunteer Brochure

This fall, each ROR program will receive copies of the new ROR Volunteer Brochure along with the 2004-2005 ROR Book Catalog. Please share these with your current volunteers or use them as you recruit new volunteers. Additional copies of the Volunteer Brochure may be purchased through the ROR Book Catalog.





**Reach Out and Read**  
29 Mystic Avenue  
Somerville, MA 02145

NON-PROFIT ORG.  
US POSTAGE  
**PAID**  
BOSTON, MA  
PERMIT # 54162

**Celebrating 15 years** of making books part of a healthy childhood.

## 2004 Richard Robinson Award Presented at ROR National Conference

**Daisy Kime** of Shreveport, LA was presented with the 3rd annual Richard Robinson Award at the ROR National Conference in San Francisco. The award is named in honor of

Dick Robinson, President and CEO of Scholastic, for his vision and support of Reach Out and Read.

A retired social worker, Daisy has been associated with the ROR program at Louisiana State University Health Sciences Center-Shreveport since 1998.

She has seen ROR through six successful years at that program, where she currently serves as its part-time coordinator. Daisy's creativity, energy, and passion for the program have served Reach Out and Read well, and we congratulate her on her achievement.



**Doctors Marlene Broussard, Paul Cooper, Robert McVie and Joseph Bocchini Jr. from LSUHSC-Shreveport congratulate Daisy Kime on her award.**

## Reach Out and Read National Conference

**In affiliation with the Pediatric Academic Societies' Annual Meeting**

**Grand Hyatt  
Washington, DC**

**May 12 – 14, 2005**

*Details will be posted at*

**[www.reachoutandread.org](http://www.reachoutandread.org)**

*after January 1, 2005.*