

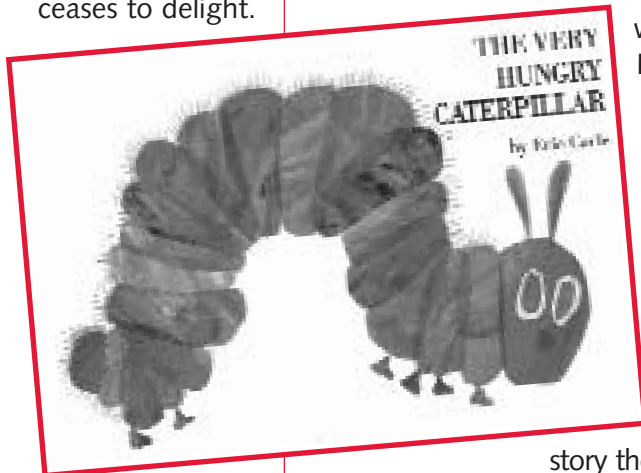
# Developmental Tools Workshop

## Why We Like This Book

**Jackie Miller, MLS,**  
National Programs Coordinator

### ***The Very Hungry Caterpillar* by Eric Carle (Philomel Books) 18-24 Months**

- *The Very Hungry Caterpillar* is a wonderful book to read to children at different ages. At each developmental stage, a child will gain something new from the book.
- A fun game for parents to play while reading this book is: "Would that taste good?" Or "What would you want to eat if you were the caterpillar?"
- Eric Carle's illustrations are luscious and the colorful ending of the book never ceases to delight.



## Books Update

Look for the soon-to-be unveiled Books page on myror.org for easier access to special offers! ROR National Center is working to make the Books area more attractive and easier for coordinators to use.

Some of the terrific offers include:

- Gareth Stevens Publishers has an offer on collections of books.
- Byeway Books has a bilingual board book for under a dollar.
- Scholastic has a bulk book offer on Spanish and bilingual ROR favorites until the end of January 2007.

These offers and more are available to ROR programs at [myror.org](http://myror.org).

## Books in the Exam Room: *The Very Hungry Caterpillar*:

**Diane DerMarderosian, M.D.,**  
Medical Director and ROR Regional Trainer, ROR Rhode Island

**M**y first experience with the ROR model was during my pediatric residency training. It is for this reason, I believe, that I don't know how to see patients without it. ROR has remained an invaluable part of my own pediatric practice for 10 years. However, I find myself experiencing the program's magic in a new way on a regular basis.

I recently saw a 3-year-old that I have known since birth for a well child check. A bright, magnetic child, she is an experienced ROR consumer. I arrived in the room with an age appropriate paperback book, and proceeded to sit down with her to share the beginning of the story. As soon as she saw the cover, she realized that she already had the book in her own library and quickly asked, "Do you have *The Very Hungry Caterpillar*? I read it at school." And in fact, we did.

In my experiences, *The Very Hungry Caterpillar* can be useful for many ages. Younger children enjoy the book because it can go in their mouths, of course, and has bright beautiful colors with lots of familiar pictures. For the 3-year-old, it is perfect as well.

They love the repetition, the counting, and being able to tell the story themselves (often with their own twists) to parents and on their own.

Using books in general as part of the 3-year-old visit is extremely helpful. Of course it helps with building rapport with both the patient and parent, helps gauge development, including early letter recognition and text comprehension, and facilitates discussion regarding important topics, including bedtime routines and pre-school opportunities. I use the book to model important concepts such as dialogic reading, by asking open-ended questions and helping the child become the "teller of the story". As with all age groups, I find the book benefits everyone involved: the medical provider, the parents, the children, and the community as a whole.



**Reach Out and Read**  
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# Call for Abstracts

**T**his year's conference will feature a poster session devoted to two topics:

- Creating Literacy Rich Waiting Rooms
- Strategies for Volunteer Recruitment and Management

Please download the application form from the ROR Conference website:  
[www.bu.edu/cme/seminars/ROR07/index.html](http://www.bu.edu/cme/seminars/ROR07/index.html)

If you have questions please email [nancy.berman@reachoutandread.org](mailto:nancy.berman@reachoutandread.org).

## SAVE THE DATE!

### ROR National Conference

**May 4 - 5, 2007**

**Westin Harbour Castle Hotel  
Toronto, Canada**

Registration information will be posted by  
January 1, 2007 on the ROR Home Page.

*Please Note: Passports are required  
for travel to Canada.*

*For details visit  
<http://www.travel.state.gov/>*



PROGRAMS NEWSLETTER

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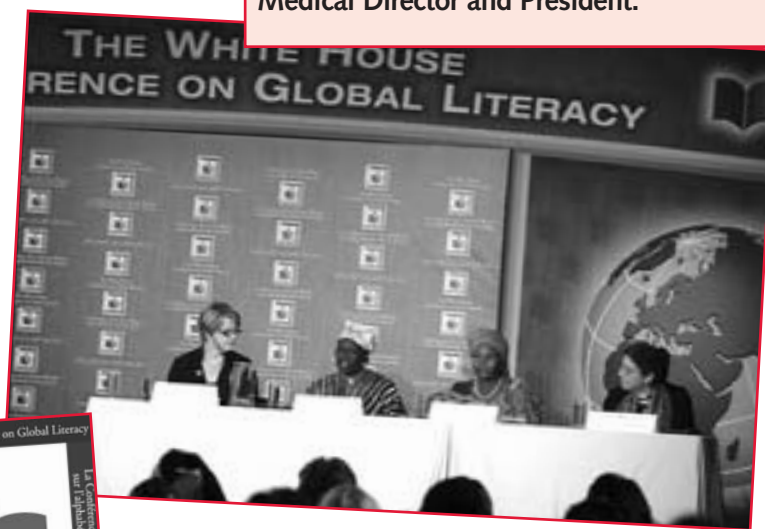
Secretary of Education Margaret Spellings participated in a panel discussion on Mother-Child Literacy and Intergenerational Learning during the White House Conference on Global Literacy Monday, Sept. 18, 2006, at the New York Public Library. Joining Secretary Spellings from left are: Maria Diarra Keita, Founding Director, Institute for Popular Education in Mali; Florence Molefe, Facilitator, the Family Literacy Project in South Africa, and Dr. Perri Klass, ROR Medical Director and President.

## ROR Featured at White House Conference on Global Literacy

**O**n September 18, 2006, Perri Klass, MD, ROR medical director had the unique honor to represent Reach Out and Read as the only U.S. program highlighted at the first White House Conference on Global Literacy held at the New York City Public Library during the opening week of the United Nation's 61st General Assembly. As Honorary Ambassador for the United Nations Literacy Decade, Mrs. Bush hosted the White House Conference on Global Literacy in partnership with the U.S. Department of State, U.S. Department of Education, U.S. Agency for International Development and U.N. Educational, Scientific and Cultural Organization.

The conference was an outcome of Mrs. Bush's visits to countries around the world where she witnessed the power of literacy to improve lives, especially for women and girls. She hoped that by sharing best practices, nations would learn from each other, turning good ideas into successful programs and encouraging sustained global and country-level leadership to promote literacy.

Dr. Klass joined representatives from Afghanistan, Bolivia, Brazil, Burkina Faso, Egypt, India, Mali, and South Africa in the conference proceedings. They addressed an international audience which was comprised of First Spouses from over 30 nations and Ministers of Education from over 40 countries.



Dr. Klass, who spoke on the Mother-Child Literacy and Intergenerational Panel, was introduced by U.S. Secretary of Education Margaret Spellings. Secretary Spellings mentioned her first-hand knowledge of ROR, having just visited the UMPC-Lawrenceville ROR program the week prior to the conference. She commented, "Dr. Klass from the U.S. reminds us that it is incumbent upon all of us to break cycles of poverty and dependence and reinforce the importance of a mother's attention, voice, time, and ability in building critical literacy skills in the early years of a child's life."

The conference focused on what all ROR providers know – that mothers who read to their children from a young age start them on a path to learning that will ultimately benefit them for the rest of their lives. At the National Center, we take great pride in the fact that your accomplishments are being promoted globally, and we will keep you posted as we see the program replicated throughout the world.

For more information on the White House Conference on Global Literacy please visit [www.globalliteracy.gov](http://www.globalliteracy.gov).

# ROR Intensifies Efforts to Restore Federal Funding

## Sites are urged to help by hosting Congressional site visits

**A**s many of you know, this was a very challenging year for Reach Out and Read's efforts to secure federal funding. After a \$10M federal award in FY06 enabled us to build a number of exciting new expansion initiatives while growing our support for existing ROR programs and coalitions, our FY07 funding was cut to less than \$4M -- the lowest level of federal funding for ROR since FY03.

Needless to say, a 60% cut in federal funding has forced us to take a number of serious steps to balance our books. Sustainability funding for local sites will be returned to our earlier level of support (25% of each annual book budget) and infra-structure support for coalitions and special initiatives is being reduced. In addition, several promising new expansion initiatives will be put on hold until federal funding is restored. We recognize that these measures will make it harder for us all – local ROR programs, municipal and state coalitions, and the ROR National Center – and will leave many opportunities to reach more children in need unfulfilled or delayed.

So, while we hunker down to get through a difficult year ahead, we are also hard at work in Washington DC to restore ROR's funding to the \$10M level. In this effort, as always, your continued advocacy is critically important. A key element of our strategy continues to be our campaign to get legislators to visit ROR programs in their districts so they can witness firsthand the program serving their constituents and helping prepare children to enter school ready to learn.

While nearly 50 ROR sites have hosted such events this summer, this is below last year's number – and insufficient to meet our goal of restoring significant federal funding for ROR in the

coming years. **If you have not yet reached out to your Member of Congress with an invitation, we strongly encourage you to do so now.** These site visits strengthen our efforts to support you, so please play your part today.

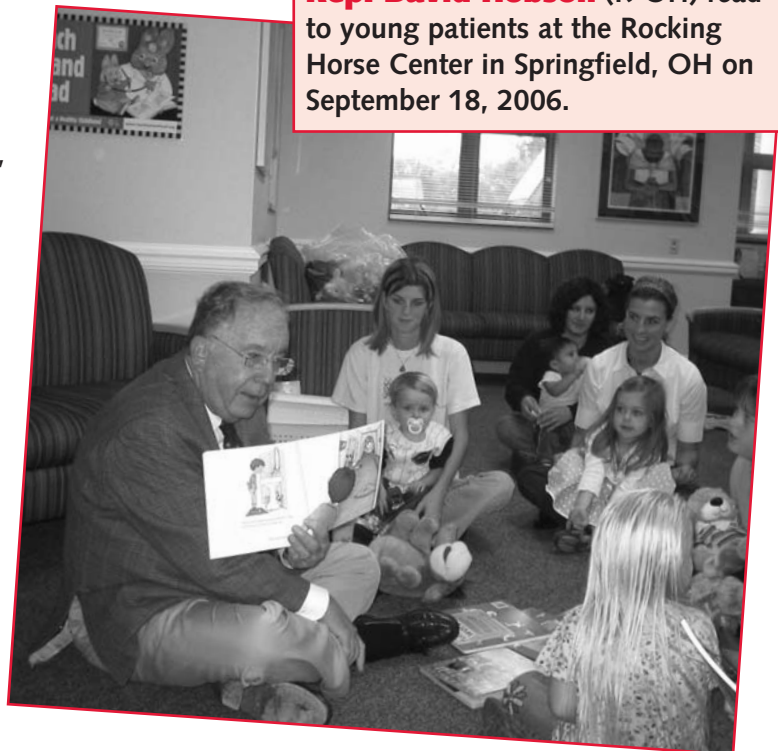
We have seen time and time again that when a legislator sees ROR in action in their district or state, they are much more likely to support the program in specific, tangible ways when they return to Congress to act on funding measures. You – the thousands of nurses, doctors, other healthcare providers, coordinators, and coalition leaders around the country – are our best advocates. And we need you to advocate now.

To extend an invitation to your Member of Congress today, visit [www.reachoutandread.org](http://www.reachoutandread.org) and click on Advocacy Center. With a few clicks of the mouse, you can send off an email invitation and get the ball rolling. We will work with you to do the rest. For more information on site visits, contact Abbie Bloom at the ROR National Center at [abbie.bloom@reachoutandread.org](mailto:abbie.bloom@reachoutandread.org), or at 617-629-8042, ext. 242.

**myROR.org**  
offers step-by-step suggestions on how to prepare for a Congressional site visit. Log on and select "Host Your Legislator" from the Legislative Action area.



**Rep. John Spratt (D-SC)** visited Rock Hill Pediatric Associates - Fort Mill in Fort Mill, SC on August 23, 2006.



**Rep. David Hobson (R-OH)** read to young patients at the Rocking Horse Center in Springfield, OH on September 18, 2006.

# Corporate and Donor Updates



**Primrose children and franchisees hold up literacy posters in Atlanta on August 22, 2006.**

## Thank you, Primrose!

Reach Out and Read recently received a \$100,000 donation from Primrose Schools, a leading franchisor of early childhood education centers. More than 18,000 students from 150 Primrose Schools nationwide participated in school-based fundraising events, and together, they raised \$100,000 for ROR.

We celebrated the donation with a series of kick-off events in Denver, Omaha, and two locations in Texas.

Funds from the Primrose Schools donation will help ROR programs in 19 Primrose communities located across the country.



**A Primrose student introduces speakers from Primrose and ROR in Denver on August 26, 2006.**

## Saying Goodnight to Illiteracy

We are working with Half Price Books on a project that will feature an inscription recognizing Reach Out and Read in the 12th edition of *Say Goodnight to Illiteracy*, a collection of contributions from their annual Bedtime Storybook Contest. Proceeds from the sale of this favorite book and a generous donation from Half Price Books will benefit ROR programs nationwide. To announce this enhanced collaboration, Half Price Books and ROR are partnering to develop a number of exciting events in ROR communities across the country.



## Cardinal Health Partnership

We are pleased to announce a two-year partnership between the ROR National Center and Cardinal Health, a premier medical products and services company. Cardinal Health made a generous financial gift to ROR that will be used to support ROR programs in Cardinal Health communities, to develop a formal volunteer program for Cardinal Health employees who want to support ROR, and to support the National Center and our programs. ROR is grateful for Cardinal Health's support, and enthusiastic about this new and innovative partnership.



## Riding for ROR

Adventurers Erik Balsbaugh and Jon Natkin began their 6,000 mile bike ride to raise money for ROR in Jackson Hole, WY on August 20, 2006. They've traveled through Wyoming, Montana, Washington, Oregon and into California, visiting ROR sites along the way.

At their first stop, Erik remarked, "While we were in Seattle, we had the opportunity to tour the ROR program at the Harborview Medical Center, and to say that we were impressed is an understatement. It is amazing how enthusiastic everyone on the hospital staff is about the program, and even more amazing how the kids in the clinics are enthralled by the books they are provided with."

Their journey will end sometime in early November at Key West, FL. Their ride has already raised more than \$6,000 for ROR. Visit the ROR homepage, [www.reachoutandread.org](http://www.reachoutandread.org), for updates on their journey and to see if they will visit a community near you.

**Erik and Jon visited the Harborview Medical Center ROR program in Seattle, WA on September 14, 2006.**

# Tips for Effective Training

**Joan Wabschall RN**, Regional Trainer  
Inova Fairfax Hospital for Children

**T**o be most effective, ROR training should be tailored to the unique needs of each site and its medical and administrative staff. Following are some suggestions based on my experience; I hope you'll find them useful.

## 1. Do your homework.

Speak with the medical consultant prior to the training session. By learning about the site in advance, you can make specific suggestions for implementing ROR at the new site.

## 2. Vary your training method according to the audience.

For training sessions in an academic setting (e.g., Grand Rounds), ROR's PowerPoint training slides are wonderful tools. However, they may be less appropriate for a small group in the break room/kitchen area of an office, where attendees are more likely to respond to a discussion on how to include books during the well-child exam.

## 3. Make the training session interactive.

Research shows that learners remember only 20% of what they hear, 30% of what they see and 50% of what they both see and hear. By including a simulating experience such as role playing, you can help attendees remember up to 90% of the content of your presentation.

## 4. Use role playing to simulate ROR in the exam room.

Playing the part of a parent of an 18-month-old who doesn't read aloud because the child can't sit still

## New on Myror!

**N**ow you can view your program's ROR National Center funding history on [myror.org](http://myror.org)! Just log in to 'Program Administration' and click on 'Program Information'. Under your name and address, click on View Site Funding History.

## Spending Federal Funds in your ROR program's Scholastic prepaid account

**F**ederal dollars in Scholastic prepaid accounts are returned to ROR National Center if not used within a year of their award. This "sweep" will happen in October for any sites with funds remaining from the sustainability funds distribution that occurred in Fall 2005. This happens only once each year, and only after several attempts to reach the site and encourage spending of those federal funds. "Swept" funds are then distributed to other sites in need. If your program has "old" federal funds in a Scholastic prepaid account, please be sure to spend them as soon as possible. If you have any questions about these funds, please contact [info@reachoutandread.org](mailto:info@reachoutandread.org).



long enough, helps prompt the role playing provider to respond with questions such as, "Why do you think your child can't sit still?" Then describe how regularly reading to children can help to improve attention spans and establish beneficial routines.

## 5. Open the training with a story.

Reading a story aloud at the start of the training gets providers' attention and helps them understand how to use books in the exam room.

## 6. Use 'show 'n tell' techniques during the training session.

Use a variety of books from the ROR Catalog to give examples of books appropriate for different age groups and languages.

## 7. Provide written handouts.

Adult learners listen more attentively when they know they will receive the key points in writing for future reference.

## 8. Have fun!

Your enthusiasm for ROR is contagious. Once providers and staff learn how easy and fun it is to use books in the exam room, they are eager to make books part of a healthy childhood!

## Thank You!

**T**hanks to all ROR site coordinators for submitting the July 2006 progress report! We asked for additional data this time, including detailed demographic information for the children served by your ROR program, and appreciate your efforts to provide complete and accurate information. Thank you for all your hard work!