



PROGRAMS NEWSLETTER

## ROR focuses on Spanish-speaking families

**D**id you know that 86% of ROR programs in the U.S. serve children of Spanish-speaking families?

In the past year, ROR has undertaken a number of initiatives designed to help you in your efforts to serve children and their Spanish-speaking families in your clinic or practice.

Nearly a year ago, ROR and Scholastic launched the ROR Spanish & Bilingual Catalog featuring over 200 developmentally-appropriate titles and collections making the selection of books for Spanish-speaking families as easy as possible. ROR is also offering sites two Spanish and bilingual bulk purchasing offers from both Scholastic and Byeway Books. If you would like more information about Spanish or bilingual books for your ROR program, contact Jackie Miller at [books@reachoutandread.org](mailto:books@reachoutandread.org).

The 8<sup>th</sup> Annual ROR Annual Conference in Toronto in May will feature a panel discussion on the topic of Anticipatory Guidance for Spanish-Speaking Families. Led by Mariana Glusman, MD, the panel will include non-Spanish speaking physicians with large Spanish-speaking patient populations.

One of the most exciting recent developments has been the awarding of a grant from the Ludcke Family Foundation to the ROR National Center to develop a 'ROR for Spanish-speaking Families' pilot project in Massachusetts. The goal of the project is to develop sample scripts that ROR providers and medical interpreters can use when delivering anticipatory literacy guidance to Spanish-speaking adults at well-child visits of ROR-eligible children ages 6 months to 5 years. These scripts will provide a model that can be adapted into other languages, giving ROR providers more resources for serving children and their families even more effectively, regardless of language. For more information or to contribute to this important project, contact Barbara Ducharme via email at [barbara.ducharme@reachoutandread.org](mailto:barbara.ducharme@reachoutandread.org).

## Scholastic On-Line Store

You can now purchase a wide assortment of high quality children's books at discounted prices through your Scholastic pre-paid account on [myror.org](http://myror.org).

See the Books tab for more information.



## Dr. Perri Klass honored for literacy contributions

**C**ongratulations to ROR Medical Director Perri Klass, MD who recently received two national awards. The first was the 2006 Women's National Book Association (WNBA) Award. Originating in 1940, the prize "has been bestowed on bookwomen who have made extraordinary contributions, over and above their primary professional career, to the world of literacy and books."



**Dr. Perri Klass** accepts her WNBA award in December.

Previous award winners include Pearl Buck, Eleanor Roosevelt, Doris Kearns Goodwin, and the Honorable Patricia Schroeder.

Dr. Klass was also named one of the "2006 Women to Watch" award winners by Jewish Women International. Ten women were recognized for "making significant contributions in the world of art, culture and social action...business, politics and the media...science, music and spirituality."



PHOTO BY HEIDI HEIMSAL

Visit [myROR.org](http://myROR.org) and check out the "Read and Romp in a Box" section under "Fundraising Resources" for basics on how to get started. Or, contact Kelly Taranto at [kelly.taranto@reachoutandread.org](mailto:kelly.taranto@reachoutandread.org) for more information.



PHOTO BY RUBY TULL

## Read and Romp: A 'fun'draiser for ROR

The Reach Out and Read National Center recently held its 3<sup>rd</sup> annual Read and Romp fundraiser on November 19, 2006 at the Seaport Hotel in Boston, and it was a huge success. The event grossed \$72,700 and introduced over 400 guests to the program, selling out a week before!



PHOTO BY HEIDI HEIMSAL

**Above:** Ja Brown plays with building blocks at Mike Mulligan and his Steam Shovel. **Below:** Benjamin Wood gives a kiss to a bunny at Runaway Bunny.

With ten activity-filled storybook stations and a fantastic performance by the popular rhythm group, *Sol y Canto*, adults and kids alike had a great time.

Children had a chance to meet Clifford the Big Red Dog and Peter Rabbit, and have books signed by Clifford creator, Norman Bridwell. There were eight new book stations this year, including *Charlotte's Web*, *Caps for Sale*, and *Mike Mulligan and His Steam Shovel*, among others.

Read and Romp is a great fundraiser for Reach Out and Read that was "founded" by the Friends of ROR Texas in 2004 and has since become a model event for ROR sites and coalitions throughout the country. We encourage multi-site coordinators or coalition leaders to consider planning a Read and Romp event to support their ROR programs locally. Event planning can be time consuming, but Read and Romp is an event that can be adapted to fit any venue (a large hotel ballroom or a hospital auditorium).



PHOTO BY HEIDI HEIMSAL

**Top Left:** Read and Romp 2006. **Left:** A young boy plays on the floor at Mike Mulligan. **Above:** Ragen Flaherty fishes for a prize at One Fish Two Fish.



PHOTO BY RUBY TULL

**Above:** Alexandra Roloff, Emerson Chandler, and Ellis O'Donnell decorate and mail postcards at The Jolly Postman.



PHOTO BY RUBY TULL

# ROR in the News



**L to R:** Joseph P. Campanelli, Sovereign CEO; Ellen Zane, Tufts-NEMC President and CEO; and Dr. Barry Zuckerman at the Sovereign presentation ceremony.

## Sovereign's holiday book drive a success

For the second consecutive year, Sovereign Bank sponsored a holiday book drive to benefit ROR. This year, each \$2 donation made at a Sovereign location will help to purchase a new copy of one of five classic children's titles – *Clifford, the Big Red Dog*, *Where the Wild Things Are*, *Tales of Peter Rabbit*, *Goodnight Moon*, or *Buenos Noches Luna*. Donations totaled \$45,000, and the funds raised will help purchase more than 20,000 books for ROR sites.



"We thank our customers and team members for their generosity in supporting our commitment to childhood literacy," said Joseph P. Campanelli, CEO of Sovereign Bank.

The ceremony took place at Tufts-New England Medical Center. Dr. Barry Zuckerman accepted the donations on behalf of ROR, saying, "Through the support of Sovereign Bank and their generous customers, thousands of families throughout the region will return home from their doctor visits with a beautiful new book. And the power of that book is enhanced by the message from their doctor about the importance of reading."

## Erik and Jon bike across the U.S. for ROR!

**A**fter more than four months on the road, Jon Natkin and Erik Balsbaugh rode their bikes into Key West, FL on Thursday, December 14, 2006. Despite 35 flat tires and a few wrong turns and fueled by a diet of Snickers bars and macaroni and cheese, these adventurers raised nearly \$8,000 in their 6,000 mile journey across the U.S. to raise support and awareness for ROR.

Jon and Erik began their journey in Jackson Hole, WY in August and traveled around the perimeter of the country, visiting ROR clinics along the way. "Though the [tourist] sites and the people have been truly amazing, it is really nice to see how well the Reach Out and Read program works," said Balsbaugh after their stop in Flagstaff, AZ. "It has given us a new sense of purpose as we continue to spin our wheels towards Key West, FL."

Thank you to all the ROR clinics and coordinators who supported Jon and Erik on their voyage:

- Harborview Medical Center – Children's and Teen's Clinic in Seattle, WA (special thanks to Deanna Clark)
- Mountain View Pediatrics in Flagstaff, AZ (special thanks to Kathleen Collins)
- Vista Verde Medical Plaza in Del Rio, TX (special thanks to Moria Graham)
- Miami Beach Community Health Center (special thanks to Alix Harper)



**Left:** Erik and Jon visited the Harborview Medical Center ROR program in Seattle, WA. **Bottom left:** Erik and Jon read to children in the Mountain View Pediatrics waiting room in Flagstaff, AZ.



**Above Right:** Erik and Jon visited the Vista Verde Medical Plaza ROR program in Del Rio, TX in November. **Left:** Erik and Jon reach the home stretch of their journey and read to children at the Miami Beach Community Health Center in December.



# Interview: Helen Harrow

## ROR National Site Coordinator

**W**e are pleased to announce that Helen Roberson Harrow, one of Reach Out and Read's first employees, has accepted a newly created position as ROR National Site Coordinator. In this new role, Helen will provide comprehensive support to new and existing ROR sites nationwide.

We thought you'd like to know more about Helen as she assumes this important role.



### 1. When did you join ROR?

I joined the staff of the ROR National Center in August 1999 – I previously worked for five years at the Dorchester House Multi-Service Center with Dr. Perri Klass. Interestingly, the Dorchester House was the first Community Health Clinic (after BMC) to participate in the ROR program.

### 2. What are some of the most significant changes you've seen in ROR during your tenure?

The biggest change has been the number of clinics and hospitals that participate in ROR. When I started in 1999 we had a little over 400 programs. Today that number has increased to 3,000+ programs in the U.S., Guam, Puerto Rico, The Virgin Islands and the North Mariana Islands. This year alone we approved 626 new ROR programs – extending our reach to at risk children across the nation. It has been awesome to see the number of children served by ROR steadily increase over the years.

### 3. What does your new role entail? How will ROR programs benefit from it?

My new role as National Site Coordinator is an expansion beyond program startup to full site support. I will also assist in the coordination of medical provider training; coordinate the twice-yearly progress reporting process; and answer questions about program startup and sustainability. I'll also work with ROR field leaders to assist them in meeting the needs of the ROR programs within their geographic regions.

### 4. Anything else you'd like ROR Programs newsletter readers to know?

It has truly been a pleasure these past seven years to work for Reach Out and Read – working with all types of programs from large university medical centers to small community health centers and public health departments. I am convinced that what we do makes a huge difference in the lives of children and am grateful for the work that we all do to make books part of a healthy childhood.

## Books Update

As Reach Out and Read expands and improves myror.org, the Books section now has its own tab.

Making the Books section more useful to you, ROR has updated and added new areas so you will now find more information and resources than ever before. The new material includes:

### New book distribution system

More bulk book purchasing options will soon be available through the National Center.

Check your ROR Progress Report for more information.

### Special Offers – books at great savings!

- Bulk book offers from Scholastic where prepaid accounts can be used
- Sales from publishing partners including Charlesbridge and Barefoot Books

### Book News

Offers from publishers such as free posters or First Book announcements

### ROR Catalogs

You can view the ROR Catalogs, order online, and download the order forms for the ROR Catalog and the ROR Spanish and Bilingual Catalog

### Resources

Information that will be useful for ROR sites including:

- Sources for books in other languages
- Downloadable book collection posters
- Color-coded shelf labels by age group
- Lists of books for parents

All this and more is now available to ROR coordinators and medical consultants at [myror.org](http://myror.org).

# Developmental Tools Workshop

## Why We Like This Book

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

***David Gets In Trouble***  
**by David Shannon**  
**(Scholastic Inc.) 3-5 Years**

- Everyone gets in trouble and reading *David Gets in Trouble* is a good way to help a child see that things can be made right and trouble doesn't last forever.
- The energetic drawings and hilarious situations that David gets into delight children as they enjoy the exaggerated scenarios.
- Children can tell stories about the illustrations or may "read" the limited text to parents – a developmental milestone for children ages 3-5.



## Books in the Exam Room: *David Gets in Trouble* (*David Se Mete En Lios*)

**Carole Stipelman, MD,**  
ROR Medical Provider,  
Central City Community  
Health Center,  
Salt Lake City, Utah

One of my current favorite ROR books is *David Se Mete in Lios/David Gets in Trouble* – a Spanish book and sequel to the popular *No, David!*. The majority of my patients are Spanish speakers so with the help of ROR and Target, my clinic is able to obtain bilingual and Spanish books from the ROR Catalog. When we provide linguistically and culturally appropriate books, the families' increased pleasure in reading together is obvious.



**Ashley and Dr. Stipelman** share a laugh over a good book in the clinic exam room.

*David Se Mete in Lios* will turn the shyest of 4-year-olds into an animated storyteller. At first I thought David would be good for 2- or 3-year-olds, because there are few words on each page and the drawings are colorful and compelling. With further use, I began to enjoy how this book reveals the early development of an understanding of social etiquette and the silliness of trying to deny one's own *faux pas*. While looking at the page where David is walking to school wearing only underpants, a 2- to 3-year-old will agree solemnly that David has no pants on, but not find it very unusual. Most 4-year-olds will giggle at David's oversight and point out that the other children in the picture are laughing as well. As each page is turned, the child explains with increasing delight why David is going to be in trouble. I don't know of many developmental exams that show an understanding of rules and humor so elegantly and that are so much fun to use. On the days that we are low on appropriate books, my developmental exams feel cold and awkward without the ROR moment, and I miss the intimacy of sharing a book with the families.

Ashley, the child in the photograph, is the older sister of a medically complex child. She has become an expert "sibling-in-waiting," reading the ROR books to her sister while the adults discuss prescriptions and referrals. It pleases me that our ROR program is teaching these girls to turn to books in difficult times. Those of us lucky enough to have a ROR program in our clinics get to watch this kind of magic every day.

## Thank You!

**T**hanks to all ROR site coordinators for submitting the January 2007 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!



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## Poster Session Submission

**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
- Posters will be on display on Friday, May 4 and Saturday, May 5. Authors must be present by their posters during the educational session: Saturday, May 5 from 7:30 – 8:30am.
- Deadline for submission is February 15, 2007.
- Tuition will be waived for accepted presenters.

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).

# Register ONLINE

## **ROR National Conference**

**May 4 – 5, 2007**

**Westin Harbour Castle Hotel  
Toronto, Canada**

Register online at [myror.org](http://myror.org)!

Click on the National Conference info box in the Announcements column to submit your registration.

Passports are required for travel to Canada. Please be aware that passport applications may take up to six weeks to process.

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