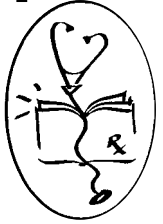


Reach Out and Read



ROR National Center Grant from John S. and James L. Knight Foundation

Elaine Grossman, Knight Initiative Project Consultant

In April, 2000, the ROR National Center was awarded a one-year grant from the John S. and James L. Knight Foundation to support the promotion of literacy initiatives in three Knight communities: Charlotte, North Carolina; Philadelphia, Pennsylvania; and Palm Beach County, Florida. Collaborating with ROR on the project is the National Center for Family Literacy (NCFL). ROR and NCFL are charged with developing strategies to increase the awareness of and foster implementation of the two national literacy programs in the local communities. Each community initiative, lead by a local team, was awarded funding to expand Reach Out and Read.

Expansion efforts are designed to build upon existing ROR programs. In Charlotte, three additional programs will begin in January and in Palm Beach County seven programs have been added. In Philadelphia, the grant has provided funding to support the addition of a fourth program, and for the development of a plan to work with the City's Department of Public Health clinics.

It is our hope that our partnership with the Knight Foundation and many of its 26 cities will continue into the future. Our goal is to work with each community for at least three years, providing support for expansion and assistance in identifying local, long-term partners to support the ROR program. For example, in Palm Beach County, a local agency, the Children's Services Council, has pledged to make ROR universally available to all children in the county for the next six years as part of a school readiness initiative. In Charlotte, a city-wide literacy effort, including ROR, is being led by the Chamber of Commerce.

New collaborative efforts with the National Center for Family Literacy are being developed and piloted throughout the grant period. There has been a training of NCFL providers that included a presentation on ROR pediatric literacy strategies by Lee Saunders, M.D. from the University of Miami. In Charlotte and Philadelphia, efforts are underway to develop strategies for effective referrals to and from local ROR and family literacy programs. NCFL is designing materials on family literacy programs for ROR information packs for pediatricians. And the ROR website now features a link to the NCFL program site-map for physicians seeking to make an adult literacy referral.

The National Center is honored to work with the John S. and James L. Knight Foundation, a leader in the promotion and support of literacy in the United States. The National Center has developed a proposal to the Foundation to continue and expand the work in Charlotte, Philadelphia and PBC in the coming year, and to begin additional work in Broward and Miami-Dade counties in Florida.

ROR Gains Bipartisan Support

Matthew Veno, Director of Government and External Affairs

On December 21, 2000, the Omnibus Consolidated Appropriations Act of 2001 became law, and Reach Out and Read was awarded its second year of federal support - in the amount of \$2,000,000. This award was secured with the leadership of Senators Ted Kennedy (D-MA), Ted Stevens (R-AK), Arlen Specter (R-PA), and Tom Harkin (D-IA), as well as Congressman David Obey (D-WI). I encourage all of our sites in these areas to write and call to thank them for their support, which will mean so much to ROR sites across the country, and the families we serve.

This is the second year ROR has received federal funding through appropriations, highlighting the growing recognition in policy circles of the national scope and impact of the program. This is due in no small part to the active and expanding participation of ROR clinicians and coordinators across the country, who have been keeping their elected officials informed of ROR's growth and success in their districts and states. Thank you!

In our ongoing effort to raise the profile of the program among legislators, we are strongly encouraging ROR sites to invite legislators, particularly members of the House of Representatives, to visit their program this year - to see how it works, and how it's making an impact on families in their districts. This is a high priority for me, and I'd be delighted to guide any site in the planning and orchestration of such an event. Let me know how I can help!



Children and AmeriCorps members gather in celebration of the expansion of ROR in Palm Beach County.

Creative State Partnerships

Matthew Veno, Director of Government and External Affairs
matt.veno@reachoutandread.org

At the ROR National Center we are regularly reminded of the resourcefulness that ROR coalitions and sites display in securing funding and other support from a wide array of sources, both public and private. Here are a few recent examples:

- **Reach Out and Read of South Carolina**, with its hub at Palmetto Richland Memorial Hospital in Columbia, recently secured a \$280,000 grant to support ROR sites across the state, particularly in rural areas. The grant came from the TANF program (Temporary Assistance to Needy Families), which is administered through the state's Department of Social Services. TANF, created through 1996 welfare reform legislation, provides block grants to states to help reduce adult dependency on public assistance. According to a report from the National Governors' Association, states have had significant success in moving families into the workforce, "and are now able to focus on preventing welfare dependence in future generations... finding creative uses for TANF funds to promote... programs that aim to give children and youth the support and care they need for healthy development." Any ROR coalition or site interested in learning more about TANF should contact me at my email above.
- **Reach Out and Read Texas** continues to tap a wide array of private sector resources to support ROR across the Lone Star State. Led by Dr. Susan Cooley, statewide project director, ROR Texas has developed a partnership with the Texas-Oklahoma District Kiwanis, through a project called the "Special Project for Young Children - Priority One," inspired by Kiwanis District Governor Randy Delay. Through this initiative, local Kiwanis groups are assisting with program expansion, helping sites maintain supplies of new children's books, and volunteering in a wide array of capacities to help local ROR sites. ROR Texas is also working closely with the Texas Association of Community Health Centers (TACHC), based in Austin, to develop resources to support ROR in community and migrant health centers across the state, and provide training to pediatric clinicians in early literacy guidance. TACHC has already secured a \$10,000 grant from the Tocker Foundation and is developing strategies with ROR Texas on how to bring ROR to more health centers. ROR Texas has also recently secured grants from both the Jackson Foundation and the Meadows Foundation. Great job, Susan!
- **The California Reach Out and Read Coalition** was recently awarded a \$25,000 Library Services and Technology Act grant from the California State Library, which is an umbrella group for all public libraries in the state. With this grant, the coalition will enhance its capacity to train more pediatric providers throughout the state and foster partnerships with library-based adult and family literacy programs. "The vision of the ROR coalition and the vision of the state library program are the same, and the library system already has a system of adult and family literacy," says Sandi Tost, who manages literacy programs for the Solano County Library System. "This grant helps us to formalize and solidify the relationship between ROR sites and these programs."
- **The Earl K. Long Pediatric Clinic** in Baton Rouge, Louisiana recently secured an \$8,800 Safe and Drug Free Schools and Communities grant from the office of Governor M.J. "Mike" Foster, Jr., enabling the clinic to purchase all the books needed for the year. Angela Ferguson, a registered nurse at the clinic who wrote the proposal to the Governor, says that "the application was not difficult at all to complete, I just used the basic programs descriptions" that appear on the ROR website - www.reachoutandread.org. Congratulations, Angela!
- **University of North Carolina Pediatric Clinic** in Chapel Hill recently received a \$10,000 grant from the Orange County Partnership for Young Children, through a statewide program called Smart Start, to support ROR throughout the county. Karen Wysocki, the clinic's ROR coordinator, tells me that this grant will help the clinic, working in close collaboration with a countywide literacy initiative called Orange County READS, to purchase books for three operating ROR sites and one site that is in the planning stages. Smart Start is "a public-private early childhood initiative to help ALL North Carolina children enter school healthy and ready to succeed." It is a state-funded program that supports a broad array of local early childhood programming through county-based partnerships. Other states have similar early childhood initiatives, which are great resources in leveraging funding raised from local, private donors. To find out if your state has such an initiative, drop me an email!

Reach Out and Read
is supported by:

- ❖ Around New England Book Fair
- ❖ Joan and Steve Belkin
- ❖ Boise Cascade Office Products
- ❖ Dorothy Jordan Chadwick Fund
- ❖ Cordelia Corporation
- ❖ CVS/pharmacy
- ❖ The Charles Hotel
- ❖ Dolphin Trust
- ❖ Sandra and Paul Edgerley
- ❖ Fraser Family Foundation
- ❖ Friends of Reach Out and Read
- ❖ The Gillette Company
- ❖ Beth and Lawrence Greenberg
- ❖ Barbara and Steven Grossman
- ❖ Henry Bear's Park
- ❖ The Highland Street Connection
- ❖ Karen and Andy Hirschberg
- ❖ Houghton Mifflin
- ❖ Robert Wood Johnson Foundation
- ❖ John S. and James L. Knight Foundation
- ❖ Lorna and Stephen Kogon
- ❖ John P. Laucus Foundation
- ❖ Lisa and Stephen Lebovitz
- ❖ Carol and Douglas Linde
- ❖ Mellon New England
- ❖ Pfizer Pediatric Health
- ❖ Pritchard Family Charitable Foundation
- ❖ Pritzker Cousins Foundation
- ❖ The Frank Reed and Margaret Jane Peters Memorial
- ❖ Mabel Louise Riley Foundation
- ❖ The Salmon Foundation
- ❖ Kathy and Michael Stansky
- ❖ The Taylor Foundation
- ❖ Turner Construction Company
- ❖ Warner Lambert Consumer Healthcare
- ❖ Verizon Reads
- ❖ Penny and Jeffrey Vinick
- ❖ The Weezie Foundation

- ❖ Commonwealth of Massachusetts Department of Education
- ❖ US Department of Education

Pritzker Cousins Foundation Grant Provides for Development of Online Training Opportunities

Nancy Berman, Development Officer

The Pritzker Cousins Foundation has awarded a two-year grant to the ROR National Center to develop a computer-based distance learning training option for ROR providers. Year One of the project will involve the development of a CME accredited online training program for pediatricians. It is anticipated that the online training module will complement traditional ROR training sessions, and address the challenge of reaching the nearly 3,000 doctors who will join the ranks of ROR providers over the next two years. Year Two of the initiative will involve the development of computer-based instruction for ROR coordinators and volunteers, bringing important informational resources to those managing ROR programs.

The Pritzker Cousins Foundation has provided crucial support to the ROR National Center in the development of its training delivery system. A two-year grant, awarded in 1998, provided the opportunity to build our regional and

national training capacity, as well as to develop and disseminate important information about pediatric literacy. The new online modality will enhance our outreach and training capabilities, while formalizing the curriculum and incorporating a valuable process of individual evaluation. We are most grateful to the Pritzker Cousins Foundation for their investment in this vital program component.



CVS/pharmacy

CVS/pharmacy has once again renewed its support for Reach Out and Read. In a pilot program, CVS/pharmacy will work with a number of ROR coalitions throughout the country to support their efforts and reward their hard work. We are thrilled that our relationship continues to grow and are grateful to CVS/pharmacy for their ongoing commitment to the program model. More details on this partnership will follow.

Verizon Reads and Reach Out and Read Form Partnership

Anne Marie Fitzgerald, Director of Development

Reach Out and Read is thrilled to announce our new alliance with Verizon Reads. Verizon has a deep commitment to literacy and Reach Out and Read is proud to be part of the Verizon Reads initiative. Verizon Reads is dedicated to the fight for a more literate America through meaningful programs that create awareness, raise funds, and encourage collaboration among literacy providers.

Verizon has awarded Reach Out and Read a grant to improve our printed and web-based communication materials. We will use this support to enhance our media materials and to update and manage our website. These tools are so important in keeping the more than one thousand Reach Out and Read sites and the National Center connected to each other.

Melody Gant, Verizon Community Affairs Officer, discussed Verizon's commitment to being a leader in America's campaign to raise literacy levels by orchestrating a national platform that will increase funding, community awareness and support for literacy programs like Reach Out and Read. She hopes that "Reach Out and Read and Verizon will have a long and successful relationship in the effort to have a more literate country."

Reach Out and Read and Verizon are planning an exciting recognition event for the spring, in Boston, to highlight the program and Verizon's support.



Laurie and Monty Haas, authors of "Read It Aloud," share a story with children at the Greater Roslindale Medical and Dental Center in Boston, in celebration of the opening of a Reading Corner funded by Mellon New England.

Provider Training

Ron Bailey, National Programs Director

As we begin work on the Pritzker-funded distance learning provider training course, conversations about the content of the new CME course online have provided the opportunity to look carefully at current ROR workshop sessions and videotaped trainings. After reviewing training sessions, we decided to pursue the question, "What important points might have been lost or added to the original content as a new generation of trainers adapted ROR training for their own clinical presentations?" A couple of things stood out:

One: Because the majority of ROR trainers are practicing pediatricians and nurses, sometimes concepts developed in the early education and literacy disciplines can seem a bit out of context. While ROR trainers all discuss the importance of physicians talking to the parent about reading aloud during the well-child exam, some important early literacy underpinnings used for our strategy of "anticipatory guidance" may get lost. In the development of the ROR training model, the senior regional trainers have always referred to the concept of "**dialogic reading**" as a frame for describing how parents can read aloud successfully with their children. This is one of the most important concepts for the trainer to convey to physicians new to ROR, who have usually had no training in early literacy development.

We would like to urge all trainers to review briefly the strategies of dialogic reading as originally presented by Dr. Grover Whitehurst at the Stony Brook Reading and Language Project. In his important and accessible article for the *Hartford Courant* in 1992, "How to Read to Your Preschooler," Whitehurst summarized the practical use of dialogic reading for professionals working with parents; that article can be read at <http://www.whitehurst.sbs.sunysb.edu/pubs/ctread.htm>.

Whitehurst notes that in traditional reading aloud, the parent reads and the child listens. In dialogic reading, "the

adult helps the child become the teller of the story. The adult becomes the listener, the questioner, the audience for the child." In his article, Whitehurst recommends the mnemonic **CROWD** to assist recall of ideas for dialogic reading: **C** for letting the child complete sentences in familiar books ("...and the cow jumped over the ____"); **R** for recall of what happened in the story already read; **O** for open-ended questions about pictures and story; **W** for what, when and why questions for preschool age children; and **D** for "distancing" or encouraging the child to relate the pictures or words to experiences outside of the story.

We hope that ROR trainers taking the extra moment to explain dialogic reading in each workshop will give physicians a framework for remembering important advice for parents. For the physician who has a deeper interest in this area, Catherine Snow's National Research Council book, *Preventing Reading Difficulties in Young Children*, has an excellent chapter (5) with a review of early literacy intervention strategies, including ROR. (A copy of this book was mailed to all ROR Medical Directors in October. Additionally, it can be accessed at <http://books.nap.edu/catalogue/6023.html>.) And, says Whitehurst, "Keep it fun!"

Two: For many ROR training sessions, there appears to be the need to keep PowerPoint presentations up-to-date on the current research directly related to ROR interventions. As promised in our summer newsletter where his research-in-progress was summarized, the article by Alan Mendelsohn, MD, "The Importance of a Clinic-Based Literacy Intervention on Language Development in Inner City Preschool Children," has just been published in *Pediatrics* (Vol. 107, No. 1: January 2001). You can write to us for a reprint of the article if you do not have the journal. This work will become very important in articulating the research findings on pediatric literacy and expressive and receptive language acquisition, and a great asset to the ROR model for resident training.



SPECIAL PRE-CONFERENCE TRAINING SESSION

"Implementing a Pediatric Literacy Program
in Your Practice"

with

Perri Klass, MD, ROR Medical Director

Robert Needlman, MD, ROR Senior Advisor

Designed for pediatricians and nurse practitioners who are new
to Reach Out and Read

Friday, June 1, 2001 ■ 4-5:30 pm

Kendall Square Marriott Hotel ■ Cambridge, MA

Pre-register by contacting
Ron Bailey at the National Center

617-629-8042, Ext. 230 or
ron.bailey@reachoutandread.org

Communications Update

Join the ROR ListServ

Nancy Berman, Development Officer

As the number of ROR programs continues to grow, we are faced with the challenge of communicating efficiently with our vibrant national ROR community. The ListServ is the most effective way of rapid communication and we encourage you to subscribe by contacting Carolyn Fuller at Fuller@MITVMA.MIT.EDU. The ListServ is one of the best ways to bring you timely information regarding funding opportunities, special book offers, and other important initiatives. We are conscious of keeping message volume down and will work to make certain that content is program specific.

In addition, our ROR website, www.reachoutandread.org, provides a wealth of information. The site is updated regularly and will house copies of important reporting forms, as well as research updates and links to other valuable literacy sites. We hope that you check the site regularly, and welcome your feedback and suggestions.

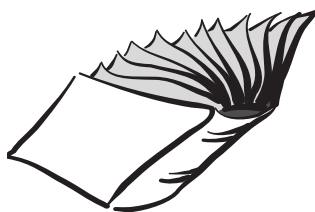
ROR National Staff Update

ROR welcomes the following new staff to the National Center:

Anne Marie Fitzgerald is our new Director of Development. She comes to ROR with ten years of fundraising experience, most recently as Director of Development at Dance Umbrella, a Boston-based presenter of contemporary and culturally diverse dance.

Karol Flannery is Manager of Finance and Administration, responsible for financial reporting and office administration. She comes to us from CCBN.Com, where she was the Controller.

Jackie Miller is our new National Programs Officer. Formerly with Charlesbridge Publishing, Jackie is responsible for national site support, including the coordination of training.



THE REACH OUT AND READ NATIONAL CONFERENCE

June 1-3, 2001

**Kendall Square Marriott Hotel,
Cambridge, MA**

CONFERENCE HIGHLIGHTS

FEATURED CONFERENCE SPEAKERS:

- ✦ **Eden Ross Lipson**
Children's Book Editor of
The New York Times
Author, "The New York Times
Parent's Guide to the Best Books
for Children"
- ✦ **William H. Teale**
Professor/Director,
UIC Reading Clinic
College of Education
University of Illinois at Chicago
- ✦ **Judith Viorst**
Author, "Alexander and the
Terrible, Horrible, No Good,
Very Bad Day," and a new book
of poems, "Suddenly Sixty and
Other Shocks of Later Life"

PLENARY SESSIONS:

- ✦ **Brain Research**
- ✦ **Communicating with Low Literacy
Parents**
- ✦ **ROR Research Updates**

FRIDAY EVENING COCKTAIL RECEPTION WITH INVITED GUESTS:

T. Berry Brazelton, MD

The Honorable Edward M. Kennedy

**FOR MORE INFORMATION CONTACT
Nancy Berman, 617-629-8042, Ext. 225**

**Or go to the Boston University
School of Medicine website:**

**www.bumc.bu.edu/www/busm/cme/
and click on: Conferences**

(This will be posted on or before 3/1/01.)

