



ROR Responds to Hurricane Katrina

Sean Songer, Manager of National Expansion

In the wake of Hurricane Katrina, many ROR sites and Coalitions contacted the National Center offering help to affected areas through book and monetary donations. Because of that generosity, along with several large private donations, the National Center was able to coordinate the purchase and distribution of over 35,000 books. We operated through our many contacts within the medical community: ROR sites housing evacuees, ROR doctors and nurses volunteering in the region, ROR Coalition Leaders and mobile medical units handing out ROR materials. We distributed books to thousands of displaced families in Alabama, Arkansas, California, Louisiana, Massachusetts, Michigan, Mississippi, Pennsylvania, South Carolina, Texas and Virginia.

As the Gulf Region recovers, we hope to provide additional support by replenishing book supplies lost in the storm and



continuing to give age-appropriate books to families that need them most. In that spirit the National Center will be

working with Ellen Beyer, our Louisiana Coalition leader, to coordinate these efforts. For more information about our Hurricane Relief efforts please contact us at growth@reachoutandread.org. Thanks for your continued support.

Scenes from the Houston Astrodome

Provider Re-training Ideas for Clinic Meetings

Ron Bailey, National Programs Director

For many years, Reach Out and Read has been preparing experienced primary care providers, our "regional trainers," to deliver curriculum-based ROR training to other providers. Once a new program leader has been trained by a regional trainer or through a ROR Conference workshop, we ask the on-site Medical Director to assure that each new provider at the clinic will be trained. This plan has worked well, especially with the addition of the web-based CME course which offers new providers a convenient training option. Ongoing annual provider training meetings or grand rounds have also been delivered enthusiastically by ROR Medical Directors in large teaching hospital programs.

But we have heard in progress reports from some mid-sized health care centers that if the original ROR Medical Director leaves the clinic, the passion and thoroughness of the original ROR training message can become somewhat diluted for the new generation of providers. This has prompted us to talk more with our medical champions, our coalition leaders, and our regional trainers about strategies for ROR re-training.

In discussing on-site re-training, two premises stand out: (1) there is very limited time in which to deliver the message to the group—however passionate the messenger, and (2) physicians and all staff bring very rich experience which they passionately want to share about early literacy guidance in their clinic.

So as we make long-term plans for ROR re-training systems, we want to offer four easy suggestions that seem to be effective in a 40 minute "noon-time clinic meeting," which is one common training opportunity for



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ROR Welcomes Post Alpha-Bits as New National Sponsor

“Eat, Play, Learn”

Reach Out and Read is proud to announce a new multi-year partnership with **Post Alpha-Bits**. The cereal has just been reformulated to be a nutritious choice for parents with toddlers, is WIC approved, and contains zero grams of sugar.

“Alpha-Bits is thrilled to be a partner of Reach Out and Read,” said Theresa Choh-Lee, Brand Director of Alpha-Bits cereal. “When re-launching Alpha-Bits, we wanted to work with an organization that promoted early literacy through a letter-rich environment. The partnership was a natural fit because new Alpha-Bits is ideal for the children who participate in ROR. We are impressed with the commitment of the doctors who put so much effort into educating the minds of young patients.”

Alpha-Bits is donating 100,000 books to Reach Out and Read, including a beautiful ABC board book published by DK that is ideal for the ROR nine-month health supervision visit.

ROR and Alpha-Bits have also created a series of age appropriate letter recognition activities for parents to introduce to their pre-schoolers. That information is available on Alpha-Bits’ website at www.alpha-bits.com.

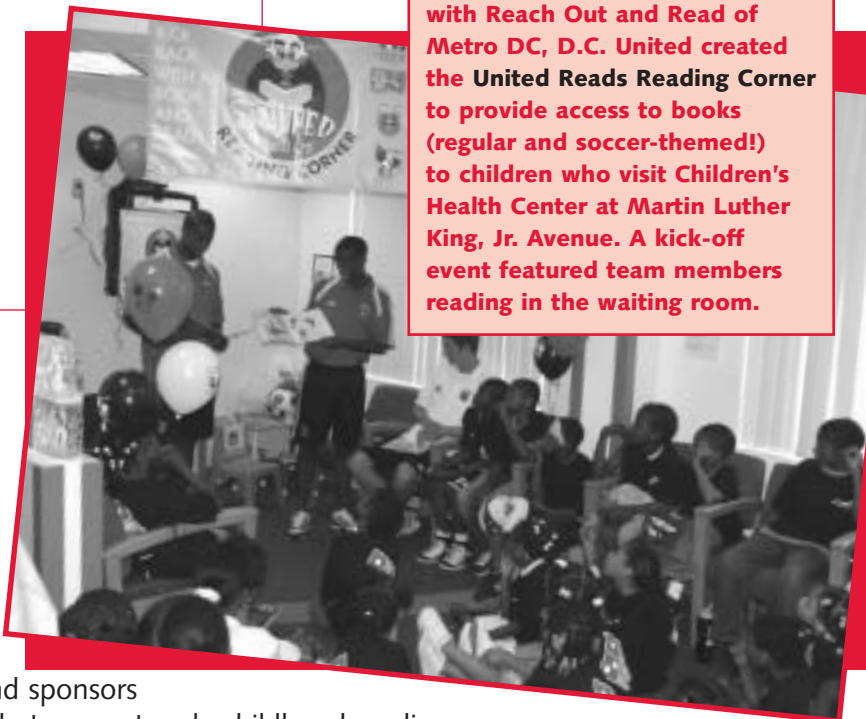
Be on the look-out for a newly designed Alpha-Bits box on supermarket shelves in early 2006 prominently featuring Reach Out and Read.

Thank You Target!

ROR is proud to once again partner with **Target®** and their **Ready, Sit, Read!** Initiative.

Ready, Sit, Read! encourages parents to foster a love of reading early in their children’s lives and sponsors innovative programs that support early childhood reading throughout the country.

In addition to supporting ROR/Target sites, Target has distributed literacy-themed materials, designed by popular children’s illustrator J. Otto Seibold, to all directly funded ROR programs. We hope your patients enjoy them.



Last summer, in partnership with Reach Out and Read of Metro DC, D.C. United created the United Reads Reading Corner to provide access to books (regular and soccer-themed!) to children who visit Children’s Health Center at Martin Luther King, Jr. Avenue. A kick-off event featured team members reading in the waiting room.

We are delighted to welcome four new staff members.

Alison Driscoll is our new National Programs Assistant. Alison works with all the progress reports and is the person to talk to if you have questions about your site contact information.

Jennifer Fitch is our new Accounting Assistant.

Malka Friedman-Rosner is our front office Administrative Assistant. She can help direct your calls to the National Center and takes requests for ROR merchandise and materials. She replaces **Sabreena Punwani**, who has moved into the Programs Department.

Sean Songer is our first Manager of National Expansion. Sean is actively involved in working with new programs in targeted expansion areas.

Staff Notes

Focus on a Trainer:

Ken Fox, MD has been a ROR trainer for several years. In the following article, Dr. Fox offers readers insight into why he includes ROR's model of pediatric literacy in his medical practice.

Clifford's Bedtime

This was a day like any other at Erie, a federally-qualified community health center where nearly 35,000 pediatric primary care visits happen each year to serve poor Latino children on Chicago's near northwest side. The families are predominantly bilingual, of Mexican descent, working poor, and engaged in robust social networks that support and buffer them against the health consequences of low literacy and the grinding ugliness of poverty served up on a daily basis.

Serena and Eduardo (not their real names) had traveled by city bus with their three young children all the way down the long length of Chicago Avenue—its gritty bleakness wide as a river. They'd crossed against the steady flow of traffic to get to baby Jorge's well-child care appointment right on time. He was due for six-month shots and lead and anemia screening.

Life in America is both more and less than what Serena and Eduardo had dreamed. More threat and struggle and bitter cold. Less beauty and mercy and opportunities to get ahead. To have work at all, they'd admit, is a blessing but life in the city can be unforgiving. Neither reads well even in Spanish, but getting by in the day to day is tougher still in English. "Doctor, we've learned the hard way that a first grade education does not get you very far." Both dream of better for their children.

So a great deal was at stake when I went for broke by presenting the little blue board book, *"Clifford y La Hora de Dormir"* (*Clifford's Bedtime*), and everyone in the room knew it. I'd already completed a WIC referral and talked about Head Start and Early Intervention for Jorge's sibs. We'd connected the family with our Health Promotoras program and referred them to other community resources. I took pride in reassuring Eduardo and Serena about the health center's mission: "Quality health care is a right, not a privilege." And since we see patients regardless of ability to pay, I added: "Don't ever let lack of money keep you away from here."

But then it was back to more serious business. Eduardo struggled with the first words of the story: "Es la hora de dormir de Clifford." The two-year-old sib drew nearer and pointed to the little red dog, "Wow-wow." "That's right!" I cheered. And turning to the three year old I asked, "What do you think happens next?" The boy helped his mother turn the page as she shifted baby Jorge from her hip to a seat on her lap as she sat.

"Show Jorge the pictures and make up your own story if the words are too hard. Or just sing to him as you go through the book at bedtime," I urged. Adult literacy programming offered by Literacy Chicago is an option for those who can carve out the time. But for now, Eduardo just smiled as his wife's beautiful voice floated through the sudden quiet of the room like a lullaby. She turned the stiff pages slowly as she sang about what she saw. "He needs his doll and his blanket."

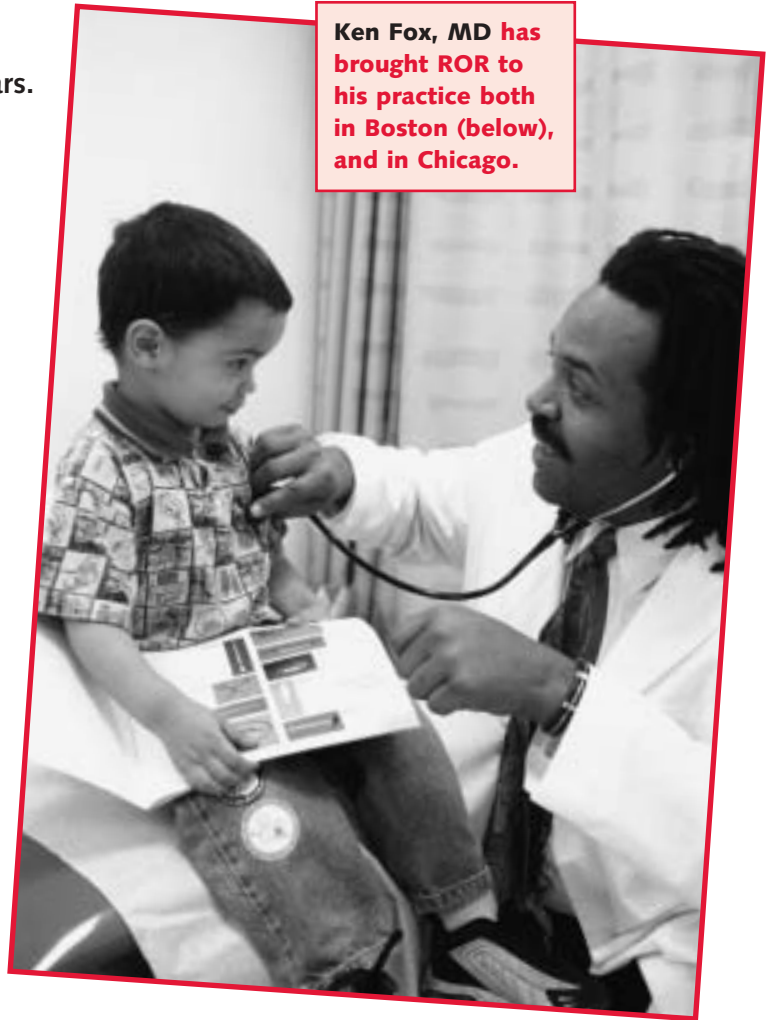
Dad added, "He needs his kiss goodnight."

"And he needs his book, yes?" Mom and Dad looked at me and nodded. "Gracias, Doctor."

"Dulce sueños, Clifford," ("Sweet dreams, Clifford"), Serena whispered as she kissed the thick, shiny shock of Jorge's black hair. The baby drooled as he leaned forward to plant the soft "O" of full lips against the sturdy curved edge of the book. "Y dulce sueños, mi hijo." ("Sweet dreams, my son").

Dulce sueños, indeed.

Ken Fox, MD has brought ROR to his practice both in Boston (below), and in Chicago.



Developmental Tools Workshop

Why We Like This Book

By Jackie Miller, MLS
National Programs Coordinator

Smile! By Roberta Grobel Intrater
Scholastic Inc.



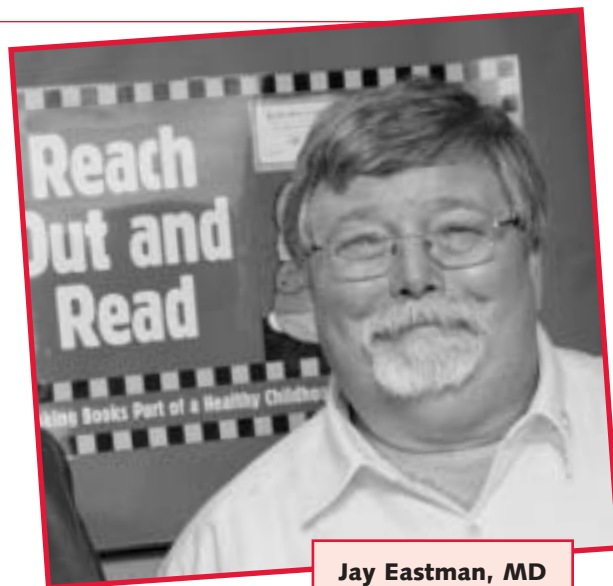
- The simplicity of the images and the limited text, make *SMILE!* an excellent first book for the youngest of ROR children.
- Bold photographs of smiling babies excite infants and encourage a positive reaction of patting the page or vocalizing.
- The design of the book, rounded corners and pages that turn easily, are perfect for babies' small hands!

ROR providers have a unique opportunity to make a real difference in the life of a child by giving a book and discussing literacy with the parent. We encourage you to share these suggestions with your colleagues. If you have a favorite book and tips about how you talk about it with families, please send your suggestions to training@reachoutandread.org

Using *Smile!* at the 6-Month Exam

Jay Eastman, MD
Chesterfield, Michigan

I love *Smile!*, the book with the photos of happy babies. It is an excellent way to introduce the Reach Out and Read program to parents of infants. Many parents are



Jay Eastman, MD

unaware that even in early infancy children can begin to pick up the visual cues that lead to reading readiness but when they see their baby respond to *Smile!*, parents start to understand the importance of sharing books with young children. And as a doctor, it's enjoyable to watch the parents and baby reacting to the book and each other!

The infant regards the faces attentively and usually smiles. Then he or she reaches for the book, grasps it, inserts a corner into the mouth and begins to chew on it. All the while the parents and I can talk about encouraging a love of books and shared reading. This discussion can serve as an introduction of other anticipatory guidance issues and developmental milestones.

Smile! is an excellent way to set the tone for subsequent visits especially as the next time I see the child, she may have developed stranger anxiety. Introducing the book at the start of the next visit will serve as a "warm-up" which often makes for a less fearful infant and a more productive evaluation.

SMILE!

We found a way to make your favorite ROR books even more affordable. Books bought by the carton make the price just right!

SPECIAL ORDER #-TITLE	SPECIAL SALE PRICE
ROR05899- <i>Smile!</i> (board)	\$1.49
ROR05896- <i>Peek-A-Boo!</i> (board)	\$1.49
ROR915522- <i>Big and Little</i> (board)	\$1.49
ROR34125- <i>Clifford the Big Red Dog</i> (board)	\$2.10
ROR44725- <i>Is Your Mama A Llama?</i> (paper).....	\$1.79
ROR71949- <i>Ten for Dinner</i> (paper)	\$1.19
ROR02043- <i>Curious George</i> (paper).....	\$1.49

You can use these special order numbers with your prepaid account.

many of the ROR sites challenged with in-house training for new providers:

(1) Using a case study for on-site ROR re-training

In most aspects of medicine (and law and business) a shared case study offers a framework for teaching and sharing experience and knowledge among peers. In many ROR clinics, the noontime meeting presents an opportunity to discuss a real or hypothetical family with young children and multiple issues related to children's language development, discipline and bedtime struggles, worries about school and parental or health literacy. One basic question to frame the provider discussion might be: How can introducing the book into this family's well-child exam lead us to more fruitful discussion of other important family issues?

(2) Using the ROR Site Observation Form as a re-training tool

The web-based ROR Site Observation Form has been used online for the last 18 months by Coalition and multi-site ROR leaders to assess site compliance to the ROR model. But some clinics have begun to download the survey as a PDF document and hand it out as a tool to spur group discussion about delivering literacy guidance more effectively. It can be filled out in a few minutes at the beginning of the provider meeting, and differences of opinions can prompt helpful discussion about ROR. The form can be downloaded at www.reachoutandread.org/downloads/ROR_Observation_tool.pdf.

(3) Using book selection to structure a re-training meeting

Some of the most passionate and effective learning moments in ROR training workshops at health centers involve providers and staff actually handling new books and making suggestions about why certain books are better than others for certain ages and situations. The elements of the "ROR Developmental Milestones" come to life! This rich discussion often expands to books and guidance appropriate to working with bi-lingual families. And this also engages providers in choosing which books the clinic actually buys for them to use in the exam room.

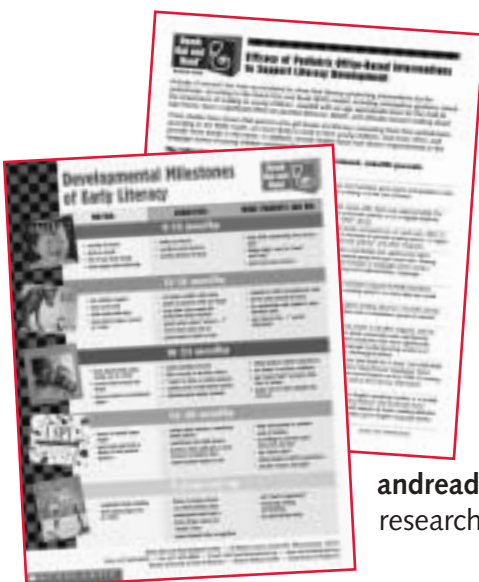
(4) Age-specific discussions for ROR re-training sessions

ROR on-site Medical Directors have sometimes focused an entire in-house refresher/re-training session on developmental skills at specific ages, especially the developmental milestones that can be discussed with anxious parents at the "Kindergarten Visit." Susan Cooley, PhD, RN, leader of the Texas ROR Coalition made a short re-training video that includes a demonstration of a skilled provider doing this four year old visit with a focus on literacy skills and readiness for kindergarten. It is available for \$15.00; please contact **Diane Latson** at **713-500-3836** for more information. In January, the National Center will be sending every ROR Medical Director a 25 minute re-training video focused on giving literacy guidance specifically to parents of infants and toddlers.

In each of these re-training meeting formats, on-site Medical Directors can download and hand out two important documents which reinforce the ROR literacy intervention strategies: the *ROR Developmental Milestones of Early Literacy* chart and the one page *ROR Research Summary* (www.reachoutandread.org/program_resource.html) which summarizes and updates the peer-reviewed research presented in the original training.

Farewell to Debra Shiau

After eight terrific years of helping Reach Out and Read grow, **Debra Shiau** is leaving Scholastic Inc. to attend graduate school and work as a publishing consultant. Debra has been a key person in the creation of all the ROR Book Catalogs, as well as many other ROR/Scholastic collaborations. We want to take this opportunity to thank Debra for all she has done for ROR over the years and wish her success in the future.





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Programs Announcement

**Alison Driscoll, National Programs
Assistant**

Over 90% of eligible Reach Out and Read sites nationwide submitted progress reports to the National Center this reporting round. Of those who submitted reports, 95% submitted online, a new record! Thanks to all the coordinators and providers who worked hard to get their reports in by the deadline!



SAVE THE DATE **ROR National Conference**

In affiliation with the
PAS Annual Meeting

**April 28-29, 2006
The Argent Hotel
San Francisco, CA**

Early Bird Registration through March 15, 2006

Please check the website:
www.reachoutandread.org
for detailed information.