

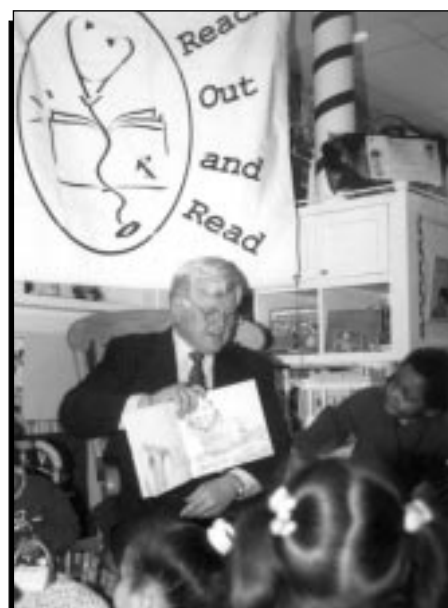
Reach Out and Read



From the Medical Director

Perri Klass, MD
Medical Director, Reach Out and Read
Assistant Professor of Pediatrics,
Boston University School of Medicine

Everyone in the pediatrics biz is naturally enthusiastic about growth and development. These are exciting times at Reach Out and Read as we grow and develop—and if you think I am always saying that, then you have some idea of the often heady atmosphere in this program over the past couple of years. The enthusiastic response of sites and of supporters, of collaborators and of coalitions, has made life at the National Center often unpredictable, always educational, and occasionally delirious (in the metaphorical, not the medical sense). But the last couple of months may beat all—except perhaps for the next couple of months! As you will read in this newsletter, we have recently received federal and state appropriations which will allow us to



US Senator Edward M. Kennedy shares a story with children at Boston Medical Center after announcing a \$2 million appropriation to expand Reach Out and Read.

expand more rapidly even as we are finally able to offer more support to strong existing programs. We have become a non-profit corporation with a board of directors, and begun putting together a targeted expansion plan to get more providers trained and more books to more children—and quickly! And at the same time, we are trying to get the books you request into the catalogue (more baby board books! more Spanish

baby board books!) and trying to organize our first national conference. What we need now is the help and participation and advice of our sites and our supporters. All through this newsletter we will be asking you to contact us, to advise us, to try to come to the conference, to let us know your needs and to keep us informed of your activities. We would not be where we are without you, and together we can take pediatric literacy on beyond Zebra, and, now that you mention it, into the new millennium!

ROR
National
Secures
\$2.5
Million
from
Public
Sector

Matthew Veno, Assistant Director

“\$2,000,000 shall be for the Reach Out and Read Program to expand literacy and health awareness for at-risk families.” With these words, which appear in the FY 2000 Federal Appropriations bill, the ROR National Center has received the largest award in its ten-year existence.

This appropriation will allow ROR to (1) continue its national expansion to serve hundreds of thousands more children by making start-up book grants to new sites, (2) for the first time provide tangible, monetary support for existing ROR programs to purchase books, and (3) build some capacity to support this level of growth.

Several US Senators, particularly Ted Kennedy (D-MA), as well as Arlen Specter (R-PA), Ted Stevens (R-AK), and Tom Harkin (D-IA) played crucial leadership roles in making this happen. We strongly urge sites in these states to contact their legislators to thank them for their support.

Clearly, we would not have succeeded without the active participation of ROR coordinators and providers across the country, who helped educate legislators in Washington about this program that is making such an impact in their states and districts. Thanks to all—and congratulations!

This development came very close on the heels of ROR being awarded \$500,000 in matching funds from the Commonwealth of Massachusetts to facilitate statewide expansion. Many sites in other states have asked me about this—e-mail me if you would like more information. We’re hoping that this will serve as a model for those interested in pursuing similar funding.

“This really is a watershed event in the history of the program,” commented Dr. Barry Zuckerman, Founding Director of the program, and Chief and Chairman of Pediatrics at Boston Medical Center. “We’re already busy making plans on how to ramp up the national expansion, and provide further support to our sites. What this all means, in the end, is that families will go home from the doctor’s office better equipped to get their kids ready to enter school.”

National Center staff is currently in the process of designing guidelines for distribution of this funding. If your site has been considering expanding into additional locations, we encourage you to contact us and complete the new site application process. In addition, all existing sites will receive information on the application process for book funding once the guidelines have been determined.



BOOK NEWS



Patricia Cowan, RN
National Program Officer

The winter catalogue insert is a response from Reach Out and Read and Scholastic to repeated requests for new board books from our site friends. The insert will be in the mail by the end of January. We think that sites will be as pleased as we are to see 16 beautiful new board books including ten Emergent Readers in board book form. Best-selling Peek-A-Boo and Smile are a welcome addition, translated into Spanish.

Our favorite bookmarks, each one offered in a wrapped pack of 250, are also translated into Spanish. The brand new order form is the final item we added.

Coming at the end of February! Look for ROR catalogue pages on the new and improved ROR web site: www.reachoutandread.org.

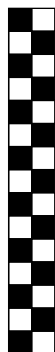
Reach Out and Read Names Its First Board of Directors

Elaine Grossman, Director of Development

Reach Out and Read is very proud to introduce the members of the Board, each of whom has played and continues to play a key role in ROR's success:

- Chairman, Barry Zuckerman, MD, Founding Director, ROR; Professor & Chairman, Department of Pediatrics, Boston University School of Medicine
- Treasurer, Joanne Jaxtimer, Vice President of Corporate Affairs, Mellon Financial
- Clerk, Joan Belkin, Weston, MA
- Steve Cohen, Managing Director, Scholastic, Inc.
- Jeffrey Robbins, Esq., Mintz, Levin, Cohen, Glovsky and Popeo
- Board Advisor, Benita Somerfield, Executive Director, Barbara Bush Foundation for Family Literacy

Our Board is a small group of individuals who are highly committed to the growth and development of ROR. The focus of the Board at this time is the approval of a plan that will address the challenges of the recently awarded federal and state appropriations. Perri Klass, MD, will present a draft plan to the Board at its January 31, 2000 meeting, in anticipation of the arrival of the funding. Expansion and sustainability are the key elements of the plan.



Reach Out and Read
Book Partners

- ❖ Bantam, Doubleday, Dell
- ❖ Candlewick Press
- ❖ Dorling Kindersley
- ❖ First Book
- ❖ Houghton Mifflin
- ❖ Lyric
- ❖ Random House
- ❖ Scholastic, Inc.

ROR Welcomes New Staff

The National Center is delighted to introduce you to staff members who have recently joined us.

Ron Bailey, M.Ed., our new National Program Administrator, is an educator with more than 25 years of experience in nonprofit early education initiatives and instructional design for non-profit training programs for teachers.

Helen Roberson, our Office Manager, has worked in the community health care setting in Boston for many years. She comes to us from the Dorchester House Multi-Service Center.

Lisa Schwarz has joined us as a consultant to our corporate and foundation fundraising efforts. She has been a professional fundraiser at Johns Hopkins University, Boston University and Dana-Farber Cancer Institute. In addition, she has been an active ROR volunteer and helped to start the Friends of Reach Out and Read, a group of young professionals who have created a book endowment for Boston.

And we would like to thank **Ellen Rice**, a psychology major at Wheaton College, who interned at the National Center during January. Ellen hopes to work in the area of child development upon graduation in May, 2000.

ROR BESTSELLER LIST

ROR sites purchased 364,579 books through the Reach Out and Read Book Catalogue from June through December 31, 1999.

The most popular titles were:

- 📖 Peek-A-Boo
- 📖 Smile
- 📖 Goodnight Moon
- 📖 Clifford the Big Red Dog
- 📖 Old MacDonald
- 📖 Counting Farm

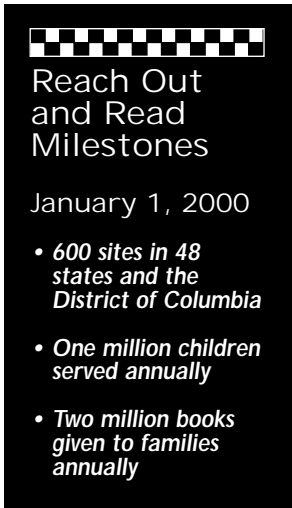
Reach Out and Read Receives Non-Profit Status

**Elaine Grossman,
Director of Development**

On December 23, 1999, the ROR National Center became a 501(c)3, or nonprofit corporation. Incorporation papers were filed with the Massachusetts Attorney General on July, 29, 1999, the preliminary step in the application process. As part of the incorporation, the first national ROR Board of Directors was chosen. These events coincided with two major developmental milestones for ROR—reaching one million children annually, and celebrating the end of our tenth year of operation.



The reason for taking this step was due to the growth of the program and its budget. In the past three years ROR has grown from 36 to 600 sites! Until this time, the ROR National Center had operated within Boston Medical Center. However, the number of donors and the potential for public funding dictated that we establish separate accounts. The National Center is extremely fortunate to have Attorney Nancy Prior, from the Boston firm of Mintz, Levin, Cohen, Glovsky and Popeo handle all of the work pro bono. In addition to the incorporation and 501(c)3 filing, Nancy has also applied for a trademark for the Reach Out and Read name! If you have any questions about this process, please e-mail elaine.grossman@bmc.org.



Reach Out and Read Milestones

January 1, 2000

- 600 sites in 48 states and the District of Columbia
- One million children served annually
- Two million books given to families annually

Training

Ron Bailey
National Program Administrator

One of the largest challenges for the successful nationwide expansion of Reach Out and Read is making sure that clinicians who are new to our programs know the elements of the

ROR model of pediatric literacy and learn to integrate the most effective exam-room techniques into well-child visits.

As the number of new program sites has grown dramatically, we have expanded our training resources and are now depending on a wonderfully skilled group of ROR regional trainers located across AAP regions; they are pediatric practitioners who have worked

directly with the National Center, and who have also managed all parts of a successful ROR program.

One area of very rapid growth in our programs has been the cultivation and support of smaller "satellite sites" by larger, established ROR programs. Often these neighborhood clinics are staffed with two to four pediatric practitioners. The established ROR program usually provides initial technical assistance and training. To facilitate new provider training for these smaller sites, in 1998 the ROR National Center funded and developed a 22-minute video which demonstrates exam-room interactions with parents and children that have proven effective in very diverse ROR clinical settings.

With the support of the Pritzker Cousins Foundation, the video was disseminated widely in 1999, and we have had a great deal of very positive feedback about its effectiveness in informal presentations, especially for busy new residents in clinics which are new to the ROR model.

We recently reprinted this ROR training video, and will continue to make it easily available to both existing sites and new ROR programs. We believe that sharing the video with each clinician who joins a ROR program will help us to keep the best exam-room strategies of pediatric literacy thriving in programs we support.

(Some sites have also expressed interest in creating a brief training video for ROR volunteers, an idea which we might be able to explore with national funders.)

Please let us know if you need a copy of the ROR training video to enhance your program's professional development plan for new clinicians, or if you are helping a new ROR site during its application for start-up funds from the National Center. I can be reached at 617-638-3462 or e-mail me at ror@bmc.org.

Volunteer News

Sue Stephens was a volunteer at Reach Out and Read during its early years at the Pediatric Primary Care Clinic at Boston Medical Center. She returned to Boston for a lengthy visit in the fall of 1999, and found herself back at the clinic, sporting a new volunteer badge, and eager to read again.

Changes were obvious when entering ACC 5, from the murals on the walls to the attitudes of the people I found there. The aesthetic changes made the clinic a more pleasant place to visit, but the changes in the people were what impressed me most. The biggest difference I found was with the families in the waiting room. Reading has become a natural part of their clinic visits. Parents were reading to their children without my urging each time I returned to the clinic. During one of my regular reading times, I actually had no one to

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- Reach Out and Read is supported by:
- ❖ American Booksellers Association/Rebecca Wells
 - ❖ Annie E. Casey Foundation
 - ❖ Association of American Publishers
 - ❖ The Paul and Edith Babson Foundation
 - ❖ Joan and Steve Belkin
 - ❖ The Boston Foundation
 - ❖ The Charles Hotel
 - ❖ Cordelia Corporation
 - ❖ CVS/pharmacy
 - ❖ The Dreyfus Corporation
 - ❖ Enron Corporation
 - ❖ Friends of Reach Out and Read
 - ❖ The Gillette Company
 - ❖ The Harris Foundation
 - ❖ Hasbro Children's Foundation
 - ❖ Henry Bear's Park
 - ❖ Hirsh Family Foundation
 - ❖ Mabel A. Horne Trust
 - ❖ It Takes A Village/Hillary Rodham Clinton
 - ❖ Robert Wood Johnson Foundation
 - ❖ John S. and James L. Knight Foundation
 - ❖ Mellon Financial Corporation
 - ❖ Pfizer Pediatric Health Team
 - ❖ Pritzker Cousins Foundation
 - ❖ The Mabel Louise Riley Foundation
 - ❖ Reader's Digest Foundation
 - ❖ Rhode Island Foundation
 - ❖ The Sawyer Foundation
 - ❖ The Taylor Foundation
 - ❖ Warner-Lambert





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read to because each child was being read to by his own parent. This would never have happened in 1992, when the program was relatively young. From the distance of seven years I was able to see that the tiny steps taken each day have added up to a huge success. The hope that modeling reading aloud would influence parents has become a reality.

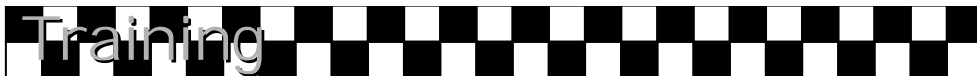
Reach Out and Read National Conference

March 3–5, 2000 • University Park Hotel • Cambridge, MA

It's not too late to register! The first ROR National Conference will be an opportunity to learn more about research, early reading problems and links to family literacy as well as discuss best practices with colleagues from throughout the country.

In addition, there will be an optional Training Session for new providers before the start of the conference on Friday afternoon.

To view a complete brochure or register on-line, please contact the BU School of Medicine web site at www.bumc.bu.edu/busm/cme or to register by phone, call the BU Continuing Medical Education office at 1-800-688-2475. This conference is supported by an unrestricted educational grant from Pfizer Pediatric Health allowing us to charge a reduced fee of \$25.



Please check the Reach Out and Read web site at www.reachoutandread.org for future training opportunities.

The Reach Out and Read Program is endorsed by the

American Academy of Pediatrics

