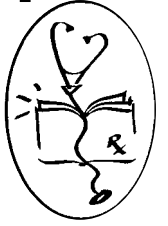


Reach Out and Read



Reach Out and Read Celebrates Its Growth

Perri Klass, MD, Medical Director and President

I know it will look like excellent strategic planning, on a postively millennial level, but Reach Out and Read is actually going to break the one-thousand-program mark by the end of the year 2000. If only we had actually planned this milestone, think what a brilliant fund-raising and publicity campaign we could have run! (1K by Y2K! Stockpile your board books now!) In fact, I have to admit, albeit with considerable pride and delight, this remarkable growth is due only in small part to our careful planning.

The growth comes about because of the vision and generosity of legislators and of donors, and the corresponding enthusiasm of pediatric clinicians. As the applications for new site start-ups come in – and we had 90 new applicants for our July round of funding – I continue to find them both striking and inspiring. We know that the doctors and nurses and clinic staff who are filling in these applications are all already overworked and overstressed. I know that many of these clinical settings serve challenging populations, populations facing complex problems and requiring many supports outside the strict medical model.

And yet, even so, clinical teams put together these impressive applications. They put thought and effort into constructing strong Reach Out and Read programs, asking the right questions, assembling the right team of people, putting the right pieces together, to create a ROR profile that is slightly different in every site. In Cincinnati, we welcomed a new ROR initiative at the Teen Pregnancy Center which will operate under the auspices of Babies' Milk Fund Pediatric Care, bringing their total number of programs to five. We also made awards to seven small public health clinics in South Florida which are truly a safety net for families living in poverty. Recruitment for those programs was part of a collaborative effort between the ROR, the Palm Beach Literacy Coalition and the John S. and James L. Knight Foundation.

It's exciting to see the dedication and creative energy that it takes to establish a successful program at a small neighborhood health center. It's also exciting, in a different way, to watch and help as more and more of the teaching hospitals and residency programs have incorporated Reach Out and Read, taking advantage of the boost that books give residents

photo by Ali Grossman



A young patient looks at her new book with her doctor and her mother at Bellevue Hospital's Pediatric Resource Center in New York City.

in understanding, assessing, and promoting children's development and family literacy needs.

So perhaps we didn't exactly plan to reach 1000 in 2000. But we can go ahead and put the candles on the cake (I just happen to have a lot of candles left over from Y2K). The number of ROR programs is increasing, which means more doctors are giving books, which means more children are getting them. Thank you to all our friends and supporters from around the country who have contributed to this remarkable growth.

National Center Announces Year 2000 Funding Awards

As the fall begins, and children across the country return to school, the ROR National Center marked the occasion by announcing nearly \$800,000 in awards to support sites in preparing our nation's youngest children to enter school ready to learn.

The majority of these funds, nearly \$600,000, will take the form of book

awards for more than 300 ROR programs across the country. The first of their kind, these awards will go to local ROR sites that received start-up grants more than one year ago, and have been successfully implementing all three components of the ROR pediatric literacy model.

The remaining \$200,000 will be awarded to twelve regional and state ROR coalitions, and will help expand ROR to serve more children in need while providing support and guidance to local ROR sites.

Support for these awards come from ROR's first public sector funding, from both the federal and state level.



ROR Celebrates Kickoff of New Programs at Indian Health Services Hospital and First Nations Clinic in New Mexico

By Patricia Cowan, RN • National Program Officer

There are currently over 20 ROR programs at Indian Health Services clinics in nine states across the country.

The Reach Out and Read program at Children's Hospital of New Mexico in Albuquerque is one of ROR's earliest success stories. Coordinated by Julia Grimes, Family Resource Librarian, she and Dr. Mareth Williams also serve as ROR regional trainers in the Southwest. Next door to this site is the Indian Health Services Hospital where senior pediatric clinician, Dr. William Green, and his staff provide care for Native American children and their families from many of the eight area Pueblos.

Thanks to the vision and hard work of Dr. Green, Julia Grimes, Cheri Lyon, Albuquerque Service Unit Director, and Julie Lucero, Field Health Assistant, the Reach Out and Read program became a reality at the IHS Hospital and the First Nations Health Clinic in July.

Planning is underway at clinics in Zia and other Pueblos for later ROR program kickoffs.

I was honored to represent the Reach Out and Read National Center at their July Kickoff at the IHS Hospital in Albuquerque. Two celebrity readers, one from television and one from radio, made the event special and exciting. Conroy

Chino, investigative reporter and newscaster at the NBC affiliate, and also a Native American from the Pueblo Acoma, read first. All eyes were riveted on him as he read *The Velveteen Rabbit*. The pediatric waiting room was crowded with children and families and also with leaders from Albuquerque's literacy community.

Next up was Harlan McKosato, host of the national radio talk show *Native America Calling*. Mr. McKosato read *The Little Red Hen* and initiated interactive reading with his giggling audience. Following the celebrity readers, outdoor games and a ceremonial Reach Out and Read cake cutting rounded out the festivities.

That afternoon a second Reach Out and Read Kickoff held at the First Nations Health Clinic across town attracted an enthusiastic audience of similarly responsive listeners. Local celebrity readers, children's librarians and staff members read to children in the waiting room reading corner and enjoyed refreshments afterward.

We at Reach Out and Read congratulate the IHS Hospital on its successful ROR Kickoff and look forward to returning to the beautiful Pueblos in the surrounding countryside for their ROR celebrations.

photo by L.A. Shively



*Harlan McKosato (Sac and Fox/Ioway), host of the nationally syndicated talk show *Native America Calling*, reads to children at the University of New Mexico Indian Hospital as part of the Reach Out and Read Program Kickoff.*

Mellon New England – A Model Partner

Nancy Berman, Development Officer

As Reach Out and Read's first corporate sponsor, Mellon New England has taken the concept of partnership and brought it to a new level. There is no question that Mellon's considerable financial support – \$300,000 since 1997 – has contributed to the growth of Reach Out and Read. Mellon's impact on the program, however, extends far beyond funding grant requests.

Mellon New England has long been committed to the communities it serves. As active partners they have

identified diverse and innovative ways to use philanthropic and other resources to sponsor community programs and support organizations and activities that improve quality of life. "Reading aloud with young children is an important part of early childhood development," said Joanne Jaxtimer, first vice president and head of Corporate Affairs for Mellon New England. "The Reach Out and Read program provides books for young children and encourages parents to take time to read to their children.

We are proud to partner with them and hope to continue to reach out to more and more families each year."

The Mellon/Reach Out and Read collaboration has also prompted other foundations and corporations to donate to ROR. This year, Mellon New England stepped forward to make the first match to the Commonwealth of Massachusetts appropriation of \$500,000, leading the way for other Massachusetts donors. On a national level, Dreyfus, a Mellon mutual fund company, has formed a

continued on page 5

Government Relations Update

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

FY01 Federal Appropriations

House and Senate conferees are still working on a draft of the Labor HHS appropriations bill, but as of September 26 the bill had not yet been filed. Language urging support for Reach Out and Read was included in the Senate version of the bill, thanks to the continued leadership of Senator Edward Kennedy (D-MA), as well as the support of Senators Specter (R-PA), Harkin (D-IA) and Stevens (R-AK). We are working to ensure that it will survive the conference process and will be accompanied by a hard earmark of funds. Stay tuned to the ROR listserv for the latest updates.

Election Year Opportunities

It's election season once again – and a great opportunity to introduce your elected representatives (local, state and federal) to Reach Out and Read! Educated lawmakers, and their staff, can be great allies and open doors to all sorts of resources. A number of sites have had lots of success with this. If you'd like to pursue this, and would like some guidance, call or e-mail me!

Massachusetts

For the second year in a row, Reach Out and Read has been awarded \$500,000 by the state of Massachusetts to support expansion and coordination of the program throughout the state. Although ROR's line item was the victim of the governor's veto pen, the veto was overridden by the legislature, and has become law. Many thanks to House Speaker Thomas Finneran for leading the charge on this! If anyone is interested in how we made this happen in our state, with an eye to doing the same in yours, e-mail me.

WANTED: A Government Affairs Committee

To help develop a legislative agenda and provide direction to ROR National Center's government relations efforts, I am seeking ROR enthusiasts to join a soon-to-be constituted Government Affairs Committee. Areas of activity will include the following: identifying and discussing government relations priorities; crafting a proposed legislative agenda for the ROR National Center; drafting an agenda for a workshop at the next ROR National Conference; discussing important legislative activity, successes or failures, and other relevant policy issues. If you're as jazzed by this stuff as I am, and want to participate, e-mail me.

Effective Advocacy Tip

One way to keep key supporters (or potential supporters) informed of the successes of your ROR program is to send them your newsletter – federal, state and local legislators, and their staff, are no

exception. If you're wondering who your federal or state legislators are, and which staffers are important to know, e-mail me. You're on your own with local officials.

City Council as a ROR Networking Arena: A Case Study

*Debbie Cobalis, ROR Coordinator,
Austin/Travis County Primary Care
Department*

In June, Austin/Travis County Reach Out and Read organizers took hold of a bold opportunity to capture the attention of city leaders. Following a VIP invitation to observe the Reach Out and Read program in action at the East Austin Community Center, which resulted in coverage by two local television stations, Mayor Pro Tem Jackie Goodman asked organizers to make a presentation about the program to the Austin City Council.

The presentation coincided with the council agenda item to approve funds awarded to the program by the National Reach Out and Read Center. ROR organizers and Mayor Pro Tem Goodman felt this was an excellent time to make the council aware of this newly-established program and what it will offer to thousands of underprivileged children served by our community health center system.

ROR organizers conducted a brief program overview and showed a video clip which had aired on a local newscast a few days earlier. AmeriCorps*VISTA members talked about how this initiative is changing the climate of pediatric waiting areas and how citizens could help by donating books and volunteering. The council meeting was aired on the city's cable access channel.

From the dais, Mayor Pro Tem Goodman – a locally recognized leader for children's programs – acknowledged the Reach Out and Read initiative and personally thanked the participants. Other council members specifically asked about donating books to the program. ROR organizers hope the benefits of this presentation will help keep the program at the top of the priority list when the annual budget is being formulated, and – in the long run – lead us to a corporate sponsor.

Reach Out and Read is supported by:

- ❖ American Booksellers Association/Rebecca Wells
- ❖ Annie E. Casey Foundation
- ❖ Association of American Publishers
- ❖ 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
- ❖ Henry Bear's Park
- ❖ Hirsh Family Foundation
- ❖ Mabel A. Horne Trust
- ❖ Massachusetts Department of Education
- ❖ The Robert Wood Johnson Foundation
- ❖ John S. and James L. Knight Foundation
- ❖ Mellon New England
- ❖ Pfizer Pediatric Health Team
- ❖ Pritzker Cousins Foundation
- ❖ Resources
- ❖ The Mabel Louise Riley Foundation
- ❖ Rhode Island Foundation
- ❖ The Salmon Foundation
- ❖ The Sawyer Foundation
- ❖ The Taylor Foundation
- ❖ United States Department of Education
- ❖ Warner-Lambert
- ❖ The Weezie Foundation



RESEARCH

We are delighted to call your attention to a recently published study in Pediatrics and Adolescent Medicine, Vol. 154, No. 8, pp. 771-777, August 2000, entitled:

Prescribing Books for Immigrant Children: A Pilot Study to Promote Emergent Literacy Among the Children of Hispanic Immigrants" conducted by Lee M. Sanders, MD; Tamar D. Gershon, MD; Lynne C. Huffman, MD; and Fernando S. Mendoza, MD, MPH. The research for this study was conducted at a continuity clinic at Stanford University School of Medicine, Department of Pediatrics. Objectives of the study were to assess book-sharing activities within first-generation Hispanic immigrant families, and to assess the effect of pediatricians giving books to their patients. The study concluded that pediatricians can promote literacy development among Hispanic immigrant children through the provision of free books at well-child visits. You can link to this article at:

archpedi.ama-assn.org/issues/current/rfull/poa90420.html



ROR Provider Training

A Guideline for Reach Out and Read Training Workshops

Ron Bailey, M.Ed., ROR National Programs Director

During the past year, we have had requests for a working outline of a one-hour ROR training format for use in small-group provider training opportunities that are not grand rounds presentations. Perri Klass and I have worked with several groups of experienced ROR trainers since the ROR Conference in Boston to develop a set of ROR “talking points,” which include key strategies for helping new providers begin to implement the ROR model of early literacy guidance through exam-room practice. Here are the “talking points” that emerged from those discussions:

■ **Begin with an introduction to the history of Reach Out and Read**

Note start-up at Boston Medical Center in 1989 has grown to over 830 sites in 49 states today

■ **Emphasize the unique role of the pediatric provider to support early literacy**

Describe the unique opportunity to introduce parents of very young children to reading aloud

Describe the need, reflected in national statistics on literacy rates, poverty, and reading scores

■ **Make the connection for providers to the local and state need**

Use the Annie E. Casey Foundation KIDS COUNT web site to get this current information

■ **Remind physicians of the work on early stimulation and early brain development research**

See Rima Shore, 1997, *Rethinking the Brain: New Insights into Early Development*.

■ **Set the stage with a brief overview of the three components of the ROR model in clinical practice**

1. Providers giving advice, “anticipatory guidance,” to the parent in the well-child exam room visits
2. Offering the child a new age appropriate book early in each well-child exam visit
3. Reading aloud in the waiting room by volunteer readers when appropriate to the setting

■ **Note that ROR wants to make successful referrals when parents seek help with family literacy**

Remind providers about using culture-sensitive questions about the parent’s own literacy

Mention making referral to local adult literacy organizations or *National Center for Family Literacy*

■ **Explain that ROR guidance follows development of early literacy “milestones” through 10 visits**

□ **6-12 months**

Note Developmental Milestones, such as reaching for the book and putting it in mouth

Show books 6- to 12-month-olds enjoy: Show a board book of faces, like *Smile*

Demonstrate what to say in the exam room: “Even babies love books at nap times,” etc.

□ **12-18 months**

Note Developmental Milestones such as child pointing to pictures or wanting the adult to read text

Show books 12- to 18-month-olds enjoy, such as larger board books with easy to turn pages

Demonstrate what to say in the exam room: “Let the child control the book,” or ask “Where is the...”

□ **18-24 months**

Note Developmental Milestones, such as reading to dolls or filling in missing words to stories

Show books 18- to 24-month-olds enjoy such as books about pets and animals

Demonstrate what to say in the exam room: How to use the book for routines. Ask, “What’s that?”

□ **24-36 months**

Note Developmental Milestones such as reciting whole phrases from book text, or turning paper pages

Show books 24- to 36-month-olds enjoy, emphasizing how to make the book experience interactive

Demonstrate what to say in the exam room, noting ways to relate the text to the child’s daily routines

□ **3-5 years**

Note Developmental Milestones such as retelling familiar stories, and competent paper book handling

Show books 3- to 5-year-olds enjoy, offering examples of books with longer stories and more text

Demonstrate what to say in the exam room, such as asking the child, “What’s happening on this page?”

■ **Share and discuss special tips to make anticipatory guidance work as part of the physical exam**

Describe your own experiences, and emphasize introducing the book early in the exam, not at the end

■ **Give narrative summaries of at least two recent research papers based directly on the ROR model**

Note the concept of increased “family literacy orientation” as a common outcome in ROR-based research: See Robert Needlman, MD; Pam High, MD; Alan Mendelsohn, MD; or Natalia Golova, MD

■ **Give an overview of the nuts and bolts of becoming a nationally recognized ROR program**

Emphasize the need for strong provider “champion” at each site and buy-in by participating providers

Describe making an application for start-up grants, training, and technical assistance from ROR National

Note the substantial commitment required in sustaining a ROR program with local fundraising

Describe briefly how books are ordered from ROR Book Catalog and stocked in exam rooms

Give contact information: local ROR programs and National Center & web site www.reachoutandread.org

Mellon New England – A Model Partner

continued from page 2

productive partnership with the ROR program at Bellevue Hospital in New York City that includes both financial support and a volunteer reader effort.

Mellon New England continues to act as a strong advocate for ROR in a variety of venues. Mellon graciously hosted a breakfast meeting to introduce ROR to a number of Boston area foundations and corporations, which increased visibility for the program on a local level. Mellon employees have conducted book drives, resulting in hundreds of books being donated to Boston programs. In addition to the

book drives, Mellon initiated a conversation between Reach Out and Read and National Braille Press about providing print Braille books for children to Reach Out and Read programs. This resulted in a special printing and distribution of beautiful Braille books to ROR sites throughout the country.

This fall, Reach Out and Read Boston will celebrate the completion of seven new Mellon Reading Corners in health centers and hospitals throughout the city. These custom designed areas will include attractive and functional furnishings, ROR banners, a volunteer

sign-in board and “Big Books,” as well as much needed storage compartments for books.

ROR Medical Director Perri Klass, MD, recently reflected on the relationship, “This long-term association with Mellon New England, a partner who has taken the time to understand our goals and assist us on many levels, has been extremely valuable to us as we have grown. Joanne Jaxtmer has lent us her expertise and critical support, always keeping in mind ROR’s primary goal – to get books to children who need them.”

B O O K N E W S



Patricia Cowan, RN
National Program Officer

The 2000 ROR Recommended Book Catalog was mailed to all sites in August. Highlights from the catalog can be accessed on our web site: www.reachoutandread.org. We are delighted to announce new partnerships with Simon and Shuster and Penguin Putnam, and look forward to adding more of their books in upcoming catalogs. As always, we welcome suggestions from sites regarding new books which have worked well in your practice.

ROR National Staff Update

As the number of ROR programs and collaborations increases, National Center staff continues to grow to meet the needs of our programs. We would like to introduce:

Jennifer McNamee – Jennifer has joined us as our Program Administrative Assistant. She is our new front-line person, responding to telephone requests at the main number, 617-638-3380. Jennifer is also responsible for database management for existing sites.

Bunmi Fatoye-Matory – Bunmi is the new ROR Greater Boston Coordinator. She is responsible for setting up a network of support for ROR programs throughout the Greater Boston area, including development of a Boston regional coalition. She can be reached at 617-638-3382.

If you have questions about particular aspects of the program, the following people are available to assist you:

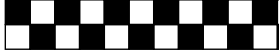
Matthew Veno is responsible for advocating for the program on both the state and federal level. He is also working directly with national sites and regional coalitions to guide and support legislative advocacy and strategies for obtaining public funding. Matt’s direct line is 617-638-3425.

Ron Bailey is responsible for coordinating all national program activities. As the head of the program team, he will oversee all activities related to start-up, training and technical support for our growing list of sites. Ron’s direct line is 617-638-3462.

Helen Roberson is coordinating the application review process. She will be providing support and guidance to potential new sites during that time, as well as guiding existing sites through expansion opportunities. Her direct line is 617-638-3384.



Reach Out and Read
 National Center
 2 Charlesgate West
 Boston, MA 02215
 No. 8400010



The ROR National Center is moving in December. Watch for complete details in the mail.

Progress Report Update

Ron Bailey, National Programs Director

National Office staff is reviewing 417 fully-completed six-month Progress Report Forms from established ROR programs which had been in operation for more than seven months as of June 30, 2000. (Many of these are multi-site ROR programs.) Here is some preliminary information from these 417 sites:

- Over 400,000 books were distributed, just from these established sites, in the last six months.
- Over 9,650 providers nationwide have been trained within these 417 sites since their inception.
- Book ordering remains the strongest program component, volunteer recruitment the weakest.
- For 200,000 families seen, sites average five referrals to family literacy programs per month.
- Over 360 of these ROR programs collaborate with two or more community organizations.
- More than 2,650 volunteers participated in waiting room reading in these established sites.
- 224 of these ROR site coordinators use the ROR web site for information.

Thank you to all coordinators who so carefully recorded their progress. This information is invaluable to us as we advocate for the program on both the state and national level.



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

