



Kaiser Permanente Southern California HMO Announces Expansion of Reach Out and Read

South Carolina Coalition Sponsors State-wide Reading Celebration

Callee Bouleware

Reach Out and Read South Carolina

March 3, 2003, marked the First Annual Reach Out and Read Across South Carolina Day. This day, in conjunction with Dr. Seuss' birthday, was designed to celebrate the importance of pediatric literacy and the impact ROR is making on the lives of children in South Carolina. The events of the day brought legislators and the Governor of South Carolina together in the name of reading. We were honored to welcome Congressman Gresham Barrett, Congressman Henry Brown, Congressman James Clyburn, and Governor Mark Sanford. As leaders for South Carolina, these advocates recognize the essential role early intervention plays in the development of reading skills and school readiness.

At Easley Pediatrics and An Med Children's Clinic, Congressman Barrett, wearing the signature Dr. Seuss red and white stovepipe hat, engaged children in books and participated in a tour of the ROR site. Children clustered around Congressman Clyburn for a story at the Sterling Sharpe Pediatric Clinic in Columbia, while Congressman Brown read with children at the MUSC Pediatric Primary Care Clinic in Charleston.

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At a kick-off event on February 28, 2003, Kaiser Permanente Southern California (KPSC) announced its commitment to incorporate Reach Out and Read into its delivery of well-child care. Over the next three years this expansion will bring Reach Out and Read to more than a quarter of a million children



A volunteer reads to a young patient at the Panorama City Medical Center, a Kaiser Permanente Southern California ROR site.

under the age of 5 who receive their health care at Kaiser sites. It is anticipated that 339 Southern California Permanente Medical Group (SCPMG) pediatricians will participate in the program.

The day began with a press event at the Panorama City Medical Center and an announcement by Greg Adams, Kaiser Foundation Hospitals and Health Plan senior vice president, Operations.

"Our Kaiser Permanente pediatricians will be able to build on their relationships with parents to encourage early literacy skills. We want children to grow up with books in the home, to have a love of reading, and to be better prepared in school," he commented.

At an afternoon educational symposium, Barry Zuckerman, MD, ROR co-founder, welcomed over 30 representatives from Kaiser SC programs and commended them on adopting the ROR program.

"Kaiser's commitment to bringing this intervention to all of its young patients speaks to the importance of Reach Out

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ROR in FY04!

Matthew Veno, Director of Government & External Affairs

Kelly Place Taranto, External Affairs Associate

We are delighted to report that Congress included a \$3 million earmark for Reach Out and Read in the FY2003 omnibus appropriations bill that was passed on February 13! This is a 50% increase from our funding last year – a great accomplishment in a very difficult federal funding climate. We could not have done this without your participation in our advocacy efforts – thank you!

With this increased federal support, we will be able to continue our important work of expanding and sustaining ROR programs nationwide. As demand for the program continues, this source of funding has become an important piece of our overall fundraising strategy as a national organization.

In order to meet the demand for our services, we are seeking \$6 million in FY2004, and hope you will join us in advocating for this increased funding. The White House continues to support ROR, and our support on Capitol Hill is growing. Last year we were tremendously successful in getting 82 Members of Congress to sign on to the “dear appropriators” letters. And we now have 118 “ROR Champions” in both the House and Senate. We hope that the congressional support we have garnered over the past year will continue to grow.

In order to be successful in our campaign, we depend on you, our partners, to get the word out about ROR. Your calls, letters, and meetings with Members of Congress push ROR to the top of the priority list in a Member’s office, and make the ROR program real for them by telling the Reach Out and Read story. Your experience with the program puts you in a unique position to engage Members of Congress by talking with them about the program’s impact on children and parents.

We are currently organizing a more structured grassroots network so that our advocacy efforts will strategically compliment our work on Capitol Hill. We hope that you will share your personal ROR stories with your legislators and join us in our “ROR in FY04” campaign.

If you are interested in becoming a member of ROR’s core advocacy group or if you would like more information about ROR’s federal funding campaign, please contact Kelly Taranto at 617-629-8042, ext. 224 or by email at: kelly.taranto@reachoutandread.org.

KAISER PERMANENTE SOUTHERN CALIFORNIA
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and Read as a standard of pediatric primary care,” he said. “It is my hope that Kaiser will serve as a model for other health maintenance organizations interested in investing in the future of children.”

Kaiser Permanente Southern California opened its first ROR program at the Panorama City Medical Center in 2001. Rancho Cucamonga, Bonita, and Otay Mesa soon followed, with Gardena, Long Beach, and Harbor City recently adopting the program. Barbara Carnes, MD, chief of Pediatrics at Kaiser Permanente Harbor City was instrumental in developing a plan for expansion. She noted, “The Reach Out and Read Program is a ‘natural’ for Kaiser Permanente, Southern California. Our physicians have a strong commitment to evidence-based practice, preventive care, and serving our communities.”

News From Across the Nation

Susan Cooley, Director of Reach Out and Read Texas, has preliminary analysis from a survey conducted this summer at 16 Houston ROR sites. Responses to questions about provider knowledge of early literacy intervention pointed to the importance of provider attitude and training in the quality of the existing ROR program. Responses also reconfirmed the impact of the medical providers’ message on the importance of reading aloud with young children. For further information you can contact Susan at Susan.M.Cooley@uth.tmc.edu.

Congratulations to **St. Agnes HealthCare**’s ROR program in Baltimore on receiving one of 14 “Mayor’s Business Recognition Awards” in December 2002. The award was presented at a luncheon that “honors businesses that have demonstrated significant corporate leadership and service for a better Baltimore.”



Congressman Jim Langevin and Providence Community Health Center Director Merrill Thomas join Chris Koller, CEO of Neighborhood Health Plan of Rhode Island (NHPRI), and Reach Out and Read Rhode Island coordinator, Sarah Gleason, in presenting a \$5000 check to Reach Out and Read Rhode Island.


Development Update

Anne-Marie Fitzgerald, Director of Development

ROR and Verizon Launch New Partnership

Verizon's involvement with Reach Out and Read continues to expand with the announcement of an innovative, national partnership between ROR and the Women's Association of Verizon Employees (WAVE). WAVE is one of 12 employee advocacy groups supported by Verizon and reaches out to women from associates through senior level executives. The new Literacy Partnership will be announced at the WAVE National Conference to be held in Tampa, FL, in late March, where Perri Klass, MD, ROR's medical director, will deliver a keynote address.

WAVE volunteers will be working in their communities to support local ROR programs. Volunteer opportunities will include reading in clinic waiting rooms, organizing Scholastic Book Fairs



Representatives from CVS/pharmacy helped to celebrate Dr. Seuss's birthday at the University of Texas Health Science Center, Good Neighbor Healthcare Center in Houston. CVS, a ROR national partner, donated 10,000 books to ROR in Houston.

to benefit local ROR programs, and conducting book drives. WAVE volunteers will also be asked to assist ROR sites by "sharing their strengths" in a variety of areas from grant writing to graphic design.

We are delighted that the WAVE leadership has designated ROR as their new partner and welcome our new WAVE volunteers. For more information about this initiative, please contact Lea Janelle at the ROR National Center, 617-629-8042, ext. 238.

Ronald McDonald House Charities Supports ROR Expansion

The ROR National Center received a grant from Ronald McDonald House Charities that will be used to expand Reach Out and Read sites throughout the country. This grant will help us reach an additional 15,000 children and their families, and distribute more than 30,000 brand-new, developmentally appropriate books over the next year.

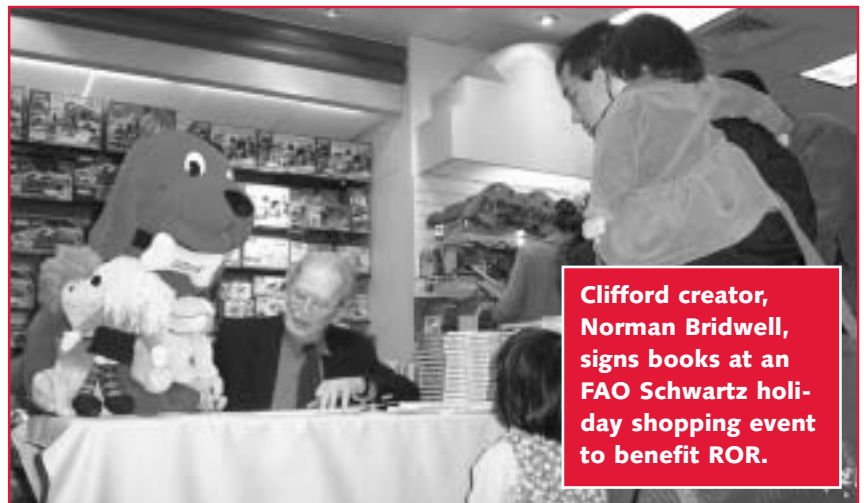
Target Stores Offer Funding Opportunities to Local Communities

Target's Community Giving Program has issued a request for proposals to local organizations that support the neighborhoods where the retail corporation does business. As the National Center continues developing a long-term relationship with Target, ROR sites are strongly encouraged to apply to their local Target store for grants ranging from \$1,000 to \$5,000.

Application Instructions:

- Determine your eligibility by visiting Target's grant guidelines web page http://target.com/common/page.jhtml?content=target_cg_grant_guidelines. Use their store locator feature to find the nearest Target to your ROR site. (Sites located in AK, HI, and VT are NOT eligible.)
- Next, download the official application. Contact Beth McGuire at beth.mcguire@reachoutandread.org for grant language and budget templates modified specifically for this application.
- Submit your completed form to the local Target store. Don't forget to include the five attachments requested by Target.

All grant applications must be received before July 31, 2003. Applications will be reviewed as they are received; individual sites are therefore urged to apply early.



Clifford creator, Norman Bridwell, signs books at an FAO Schwartz holiday shopping event to benefit ROR.

FREQUENTLY ASKED QUESTIONS: ROR Training and Trainers

What is the ROR Provider Training curriculum?

ROR has a standard curriculum that includes the topics that medical providers need to understand to put the ROR model into action. This curriculum covers the “why” of ROR—the importance of books and reading for language development and school readiness, and the stages of early literacy development—and also the “how”—techniques for making books and literacy promotion part of the exam-room visit, and strategies for using the book in the developmental exam. The curriculum reviews pediatric literacy intervention research, validating the ROR model.

Who needs this training?

Every ROR primary care provider—any doctor, nurse, nurse practitioner or physician’s assistant—who offers primary care to patients six months to five years of age, and whose institution is beginning a ROR program, needs to

become familiar with this standard training content. The strong research base of the ROR model makes it particularly imperative that all providers understand the ROR model and how its parts work together.

Who can lead a ROR Provider Training workshop?

A ROR Regional Trainer, a nurse or doctor, provides the initial on-site training. The regional trainer has completed a “Train the Trainers” session at the invitation of the ROR National Center and has signed a contract with the National Center to provide our curriculum-based trainings to new ROR programs.

What if I have two new physicians joining the staff, or five new residents who need ROR training?

Once a nurse or doctor has attended a ROR provider training, they may train the other medical providers, staff members and residents within their own institutions, and be considered on-site instructors. This is frequently the role of the Medical Consultant. This does not make them ROR Regional Trainers for new programs, but they are qualified to train their own in-house staff. Nurses or doctors who would like to do this “internal ROR training” can obtain training curriculum materials, hand-

outs, and PowerPoint slides by emailing training@reachoutandread.org.

When do new ROR programs get this training?

At the time a new ROR program receives approval and a grant from the ROR National Center, the National Programs Coordinator begins coordinating a training plan for the new program with the on-site medical consultant.

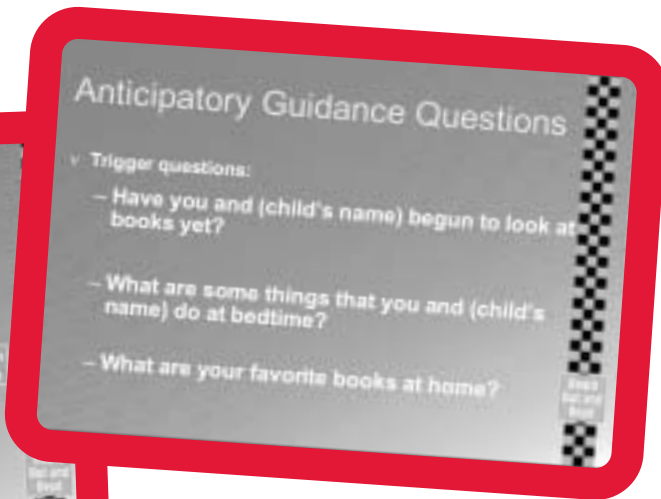
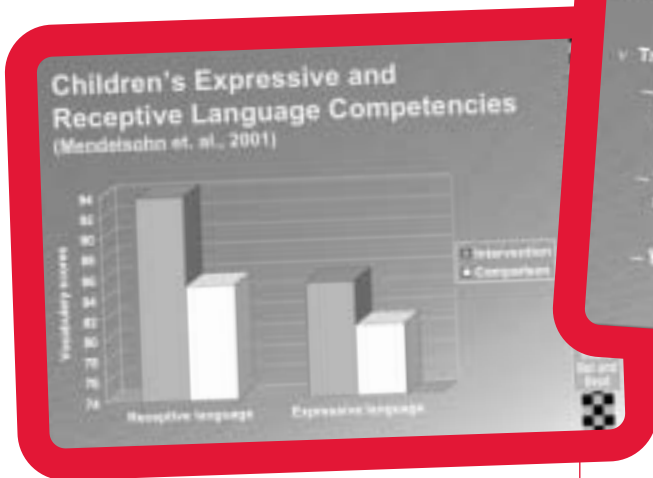
The Importance of a Clinic-Based Intervention

Medical Providers:

- Reach most parents and children
- Have repeated one-on-one contact with families
- Provide trusted guidance about children’s development
- May serve as the only source of formalized support for poor families

Research Questions for ROR

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| <ul style="list-style-type: none">– Current Questions– Does ROR influence parental behavior?– Does ROR influence the home environment of children?– Does ROR influence children’s language development? | <ul style="list-style-type: none">– Future Directions– Does ROR influence children’s school readiness?– Does ROR influence providers’ attitudes?– Does ROR influence providers’ behavior? |
|--|--|



(The ROR National Center is looking for 3 more ROR Regional Trainers to be trained and contracted at

the ROR National Conference in Boston, May 30–June 1, 2003. If you are interested please contact Jackie Miller at

jackie.miller@reachoutandread.org)

I'm the only doctor for miles and I don't have time for training during work hours. What are my options?

There are two options for ROR programs with these issues. ROR video training or the free online CME training at www.bu.edu/cme/ror are alternate ways to learn how to implement the ROR program.

How about the clinic staff, the coordinator, the volunteers, is there any training or orientation for them?

A short "nuts & bolts" session should follow the provider training, discussing the practical aspects of having a ROR program in a clinic: how to store books, make the books available to the medical providers, fundraise, etc. A comprehensive orientation for ROR coordinators and volunteers is also available online at www.reachoutandread.org/coordinator-orientation.

How can a doctor or nurse apply to become be a Regional Trainer?

Becoming a ROR Regional Trainer involves a both a contract and a commitment to work with the National Center. Applicants must have managed a ROR program, have strong training experience, and be able to train 4 new programs a year. Interested providers can forward a copy of their CV and a request for more information to Jackie Miller at the ROR National Center.

Progress Reports Roll In!

Ron Bailey, National Programs Director

The National Center Programs staff is excited about the results of progress reporting on program activities during the last half of 2002. We have collected reports from almost 1000 ROR programs! The reports, which were requested from all programs that have been active for at least six months, also included a separate survey to be completed by each program's ROR Medical Consultant. As every number and new contact was data-entered by hand, our staff had the opportunity to think about each program and note successes and challenges. But it is also interesting to review, (through queries of the ROR ACCESS database), all of this valuable information when it is congregated—by state, for example—or from the all the reporting programs across the nation.

We see some encouraging results from preliminary analysis of the provider surveys:

96% of these providers felt that they always or usually had age-appropriate books available to offer in the exam room.

80% felt that their peers in the pediatric outpatient clinic were following the ROR model of giving anticipatory literacy guidance, using the books as developmental assessment tool approximately 50% of the time.

We are very grateful to the ROR coordinators and program leaders who have taken the progress-reporting requirement seriously. We know that these are difficult times in healthcare facilities, with many changes in staff and leadership; almost every program had some change in contact information to report in this period. We will analyze these new ROR data in the coming weeks and report more results at the National Conference and in the next newsletter. They demonstrate that a lot of very good ROR work is going on!



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The day closed with Governor Mark Sanford being greeted by an eager group of children at the Palmetto Health Children's Hospital Outpatient Clinic, also in Columbia. At each site, children were delighted to receive a new book from the special guest readers.

The celebratory day provided a wonderful opportunity for the public officials to tour a ROR program and observe how it works in a pediatric setting. The special reading events also garnered press coverage for ROR-SC, raising awareness about the program. ROR-SC has over 65 sites and distributes over 100,000 books annually. Scholastic Inc., a major partner of ROR, donated 5000 books to the ROR-SC Coalition on behalf of the guest readers.

ROR-SC looks forward to making this event an annual celebration of ROR's cooperation with legislators promoting not only literacy, but also the importance of advocacy.

Did You Know?

You can download updated ROR materials from the ROR website:

One page program model:

www.reachoutandread.org/about_how.html

ROR logos and style guide:

www.reachoutandread.org/program_brand.html

ROR National Conference

Seaport Hotel, Boston, MA

May 30-June 1, 2003

Featuring:

Award winning author Judy Blume

New ROR research

Expanded workshop sessions

For complete conference information
check the ROR website:

www.reachoutandread.org