



PROGRAMS NEWSLETTER

## National Conference Update

The sights of San Francisco proved to be no distraction for the more than 300 participants at this year's ROR National Conference who gathered to hear plenary speakers, attend workshops, and talk with colleagues about best practices.

**Dorothy Strickland, PhD** started the morning with an informative and stimulating presentation, "Working with Families to Foster Literacy Development." She was followed by the immensely entertaining **Lewis First, MD**, who focused on the concept of change as it relates to implementing ROR. Our own **Barry Zuckerman, MD** provided tips for skilled observation of children's behavior in the exam room, and an inspiring panel talked about implementing unique ROR programs in mobile vans, on military bases, at remote Indian Health Service locations, and in a densely populated county in California. **Rueben Martinez**, winner of a MacArthur "Genius Award" and proprietor of one of the largest Spanish language book stores in the country, motivated us with a tale of transforming his life from barber to bookseller.

Once again, **Target** sponsored a delicious lunch and **Scholastic** hosted a themed reception in honor of our new Spanish and Bilingual Book Catalog. We also had the opportunity to honor remarkable ROR providers with the Richard Robinson Award. **Wyntress Smith**, of the Solano County Library (CA), who coordinates eight ROR programs, shared the 2006 award with **Edith Christmas, Steve Simpson, MD** and **Era Twyman** from Gary, IN, where they are affiliated with the Gary Literacy Coalition.

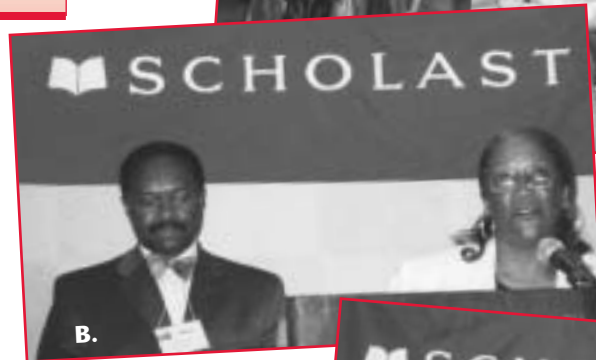
We were also thrilled to present ROR Literacy Champion Awards to **the family of Joseph Wortis** and to **Kaiser Permanente**.

Plans are already underway for our next conference which will be held in Toronto, in affiliation with the Pediatric Academic Societies.

**Mark your calendars now for May 4-5, 2007!**



A.



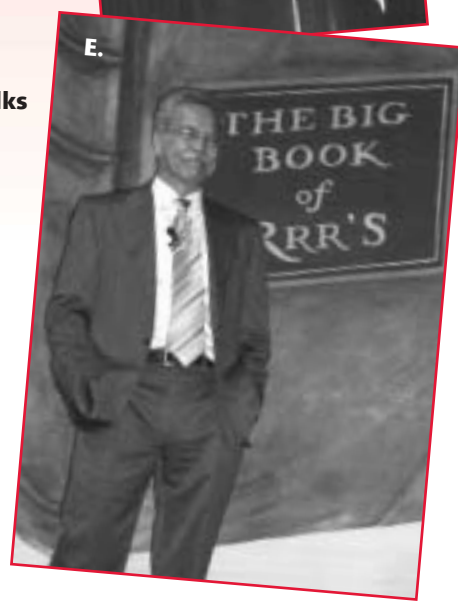
B.



C.



D.



E.

**A. The Kaiser Educational Theatre Programs actors perform "The Swashbuckling Adventures of Jamie in the World of Red, the Reading Pirate."**

**B. Steve Simpson, MD and Era Twyman of Gary, IN, recipients of the Robinson Award.**

**C. Wyntress Smith of the Solano County Library accepts her award at the Scholastic reception.**

**D. Barbara Carnes, MD accepts the Literacy Champion Award on behalf of Kaiser Permanente.**

**E. Rueben Martinez talks of his journey "From barber to bookseller: bringing books to the Latino community."**

# Federal Funding Update

**W**e continue to work with the U.S. Department of Education on our FY06 federal funding. While we believe it will be less than last year, we are confident that we will receive sufficient funding to allow us to continue to provide sustainability funding for 25% of book budgets and to continue to support our Coalitions. We will communicate with all of our programs as soon as we have more news.

## Next Year's Funding

We finished work on our two letters to the federal appropriators in March with an outstanding outcome: 244 signers! We could not have been this successful without your help. One hundred and eighty-five Members in the U.S. House of Representatives signed onto our "Reynolds-Spratt" letter and 59 Senators signed our "Grassley-Kennedy" letter.

In a year marked by uncertainty about how appropriations will be handled, this is a significant accomplishment, and one we could not have achieved without your hard work. As we advocate for Reach Out and Read on Capitol Hill, we will be armed with the support of 244 Members of Congress. Thank you for all of your hard work in securing both the Senate and House signatures.

We now need your help in continuing the momentum we've created in the U.S. Congress to garner support for \$10 million for ROR in Federal FY07. As a follow-up to our letter campaign, we now have 244 Members we need to invite to visit local programs and thank for their support. This also leaves 291 Members who did not sign our letters, who need to be introduced to Reach Out and Read and see firsthand what this program is and how it works.

## Host a Site Visit

The summer provides a great opportunity to host a Member of Congress, particularly your Representative. Most of the U.S. House will be in their home districts during congressional recesses. Now is the time to invite your U.S. Representative to visit your hospital or clinic and learn more about Reach Out and Read! The summer congressional recess starts July 31 and goes through Labor Day. Invite your congressman or congresswoman now to get on their August recess schedule.

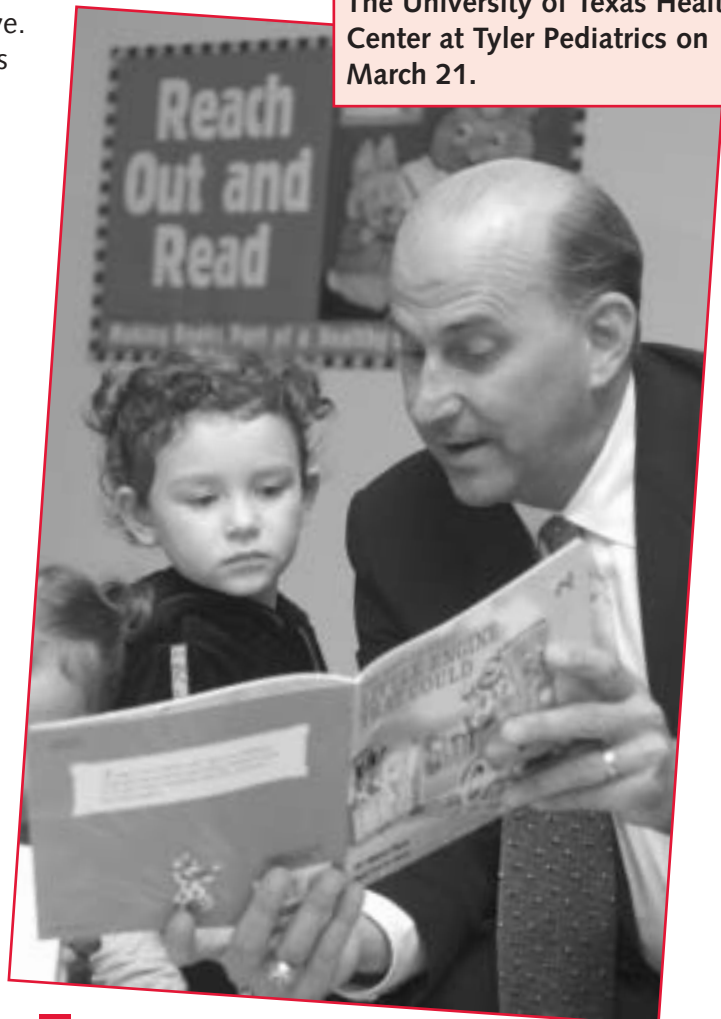
Hosting your Representative is easy. We can provide you with a template invitation, contact information, and tips on how to get the visit scheduled. **Once you're on the schedule, contact us.** We have planned hundreds of these events and can help you with yours. We have talking points, tips for getting the press there, press templates, and much more. We will also give every program that organizes a site visit all the materials it will need for a successful event, including: a banner, posters, stickers, press kits, information packets, and most importantly, books for your waiting room!

*Contact us today to get started:*

**legislativeaction@reachoutandread.org**

**myROR.org**  
offers step-by-step suggestions on how to prepare for a visit. Log on and select "Host Your Legislator" from the Legislative Action area.

Capturing a photograph of your legislator reading to children is a great way to say thank you. Pictured here is **Rep. Louie Gohmert** (R-TX). He visited The University of Texas Health Center at Tyler Pediatrics on March 21.



# Thank You, Qwest!

In celebration of a national partnership between Qwest Communications and ROR, events were held at ROR programs in Arizona, Denver, and Minneapolis. The grant awarded by the Qwest Foundation also benefited programs in Nebraska, South Dakota, Utah, and Virginia.



On May 8, 2006, to spotlight a generous donation to the ROR Minnesota Coalition and celebrate the newest ROR program in Minneapolis, **John Stanoch**, Quest President for Minnesota, reads to children at North Point Health and Wellness Center as clinic CEO **Gary Cunningham** waits his turn. North Point's ROR Program, coordinated by Ann Sweeney, RN, distributes books in English, Spanish, and Hmong to the delight of more than 800 patients annually.

**Chuck Ward**, Qwest President for Colorado, shares a story with a young patient at Rocky Mountain Pediatrics in Denver. He was joined by Ann Logan, Reach Out and Read Colorado Board Chair to announce a generous grant from Qwest to the Colorado Coalition.



**Hector Placencia**, Qwest Director of Hispanic Marketing, reads to children at the March 27th ROR event at Maricopa Integrated Health System's Comprehensive Healthcare Center Pediatric Clinic in Arizona.

## Riding for ROR

Adventurers **Erik Balsbaugh** and **Jon Natzkin** will embark on a 6,000 mile bike ride this August to benefit ROR. Their journey will begin in Jackson Hole, WY and end sometime in early November at Key West, FL. Visit the ROR homepage, [www.reachoutandread.org](http://www.reachoutandread.org), later this summer for updates on their journey and to see if they will visit a community near you.

## Welcome to New National Partner Cardinal Health

We are pleased to announce a new two-year partnership with Cardinal Health of Dublin, Ohio, the leading provider of products and services supporting the health care industry.

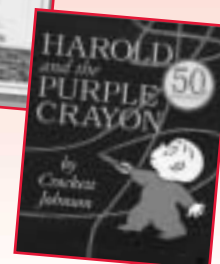
## Special Book Offers

Great prices for "Where the Wild Things Are" and other classics for a limited time!

HarperCollins is offering ROR sites an opportunity to purchase four titles at over 70% off the retail price.

*Where the Wild Things Are*, *Harry the Dirty Dog*, *Chrysanthemum*, and *Harold and the Purple Crayon* are all perfect books for the pre-kindergarten appointment.

For more information on this and other special book offers, visit [www.myROR.org](http://www.myROR.org) or contact Jackie Miller at [jackie.miller@reachoutandread.org](mailto:jackie.miller@reachoutandread.org)



# myROR.org: Managing Your ROR Program Has Never Been Easier

**What is myROR?** myROR.org is a secure system available only to ROR personnel, where you can log on using your existing site ID and password. This is your one-stop site for everything: submit progress reports, download fundraising templates, find a copy of the ROR research summary, plan a visit from your legislator, and much more!

Many of you already manage your program by logging in with your site ID and password. Now, in addition to the familiar program administration functions, there are new sections for training, program resources, fundraising and media, and legislative action, all designed specifically for ROR programs.

**I have never logged in to this system. How do I find my site ID and password?** During the application process your site ID and password will appear in all emails and any other correspondence you receive. Your site ID never changes, but if you forget your site ID, contact the National Center for assistance.

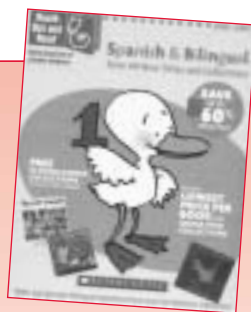
**I am looking at the Program Administration page, what can I do from here?** The Program Administration link page is the central point for managing all the information about your ROR site. Using the navigation links on the left-hand side of the page (or by simply scrolling down the page); you can manage your Site Name and Address, Contacts, and Satellites. You can also submit Progress Reports, Medical Provider Reports, and Site Observation Scales, or purchase ROR Merchandise.

**What training information are we responsible for entering?** Sites are responsible for recording details on video, CME, and in-house trainings. Sites are also responsible for submitting the Attendance Record for their site for all trainings, including on-site trainings and larger multi-site trainings.

## Book News

### ROR and Scholastic Inc. Introduce the ROR Spanish & Bilingual Catalog

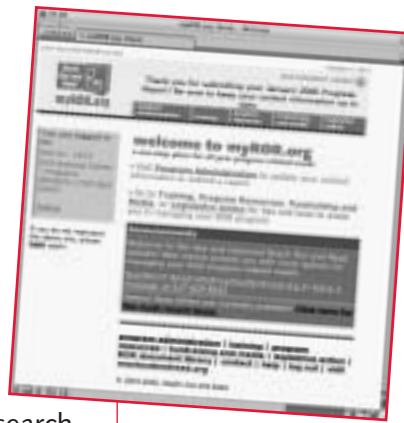
In order to meet the growing need for more Spanish and bilingual books, ROR and Scholastic created a catalog with more than 40 new titles and collections as well as many of your favorite books from the ROR Catalog. Please call **1-800-724-2222** for more copies of the catalog and CD with easy-to-use Excel order form. You can also visit **myROR.org** for an online copy of the order form.



## New ROR Merchandise

We have added a white POLO SHIRT with red ROR logo to our line of merchandise. These high-quality cotton shirts are available for \$25.

For more information please visit the merchandise section on **myROR.org**



**What other information can I find on myROR?** Outside of the Program Administration menu, take a look at the

Training, Program Resources, Fundraising and Media, and Legislative Action sections. *You will find:*

- A downloadable **Training Materials Kit**, along with an explanation of training options for ROR medical providers, including pediatric and family practice MD's, DO's, NP's, RN's, and PA's.
- Downloadable **program resources** including the ROR manual, developmental milestones, brochures, and more! There is also an online ordering system that allows you to purchase ROR merchandise and look up past orders.
- An **extensive book section** that will cover any questions you may have on special offers, book catalogs, conducting a book fair, or contacting publishers.
- **Fundraising resources** to help you succeed at sustaining your program's annual operations, including grant and acknowledgement templates.
- **Media resources** for generating press around an event including a downloadable press kit and press release templates. There is also a brand center that includes ROR logos, fonts, and frequently used images.
- **Everything you need to know to host your legislator.** One of the best ways to gain the support of policymakers

is to have them visit your program. Ideas on how to get organized for a visit along with an illustrated case study are included here.

# Developmental Tools Workshop

## Why We Like This Book

**Jackie Miller, MLS, National Programs Coordinator**

**Sentimientos (Feelings) by Susan Canizares (Scholastic Inc.) 18-24 Months**

- An oversized board book, *Sentimientos* offers bright images of children expressing emotions ranging from happiness to frustration. A perfect book to offer toddlers learning how to verbalize what they are feeling.
- Available in both Spanish and English, this is a very affordable board book at \$2.80.
- The sturdy design of this oversized board book makes it a good choice for rambunctious readers.



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 their parent. We encourage you to share these

suggestions with your colleagues. If you have a favorite book and tips for talking about it with families, please send your suggestions to [training@reachoutandread.org](mailto:training@reachoutandread.org)

## *Sentimientos: A Father's Hopes for his Daughter*

**Melissa Aguirre, MD, University Medical Center, Fresno, CA**

I can't imagine practicing pediatrics without ROR. It is the center of my evaluation of the child, guidance and advice to the parents, and it brings me great joy to see a child enjoying a book or to help a family learn to enjoy books together.

I like that with each resident I train, I am giving them tools to touch the lives of many children in lasting ways. By sharing the book effectively with each family, they are empowering those families to dream and read about all the possibilities for their lives. I also love to share my passion with the residents in the hope that they develop a passion to become the teachers, role models and listeners our community of children need.

The residents and I went on a home visit to a family who has difficulty making it to the clinic for well-child care and we brought a book with us as part of the 18 month old well-child visit. For toddlers I like *Sentimientos (Feelings)*, especially the picture of the dad's and child's fingers holding on to one another. We visited the little girl's room where there were a few good quality books on the shelf. Her father said he bought her books because he wanted her to learn how to read. I asked if he read to his daughter. He said, "I don't, but my wife does. I don't know how to read." We told him that it was great just to share pictures with his daughter; he didn't need to know how to read the

words. This was the first time he disclosed that he can't read.

After our exam of the child, the father took the book we had given her and proceeded to look at the pictures with her. This father, who wants to give his child opportunities he never had, knows books are somehow a part of making his dreams for his daughter come true. He has made sure to share books with his daughter and perhaps someday, he will learn to read alongside her.





**Reach  
Out and  
Read®**

National Center

**Reach Out and Read  
29 Mystic Avenue  
Somerville, MA 02145**

NON-PROFIT ORG.

US POSTAGE

**PAID**

BOSTON, MA

PERMIT # 54162

## Progress Report Update

**W**e would like to thank our ROR program coordinators for submitting the January 2006 Progress Report. We received reports from **92%** of our sites.

Award letter notifications are now sent via email, so please notify Alison Driscoll ([alison.driscoll@reachoutandread.org](mailto:alison.driscoll@reachoutandread.org)) if there is a change in your email address.

## ROR SCOREBOARD

**As of June 1, 2006:**

**2,948**

**ROR programs**

**2.5 million**

**children participate annually**

**4.1 million**

**new books given to families annually**

**44,100**

**doctors and nurses trained**

**THANK YOU!**