Welcome to the first issue of our Reach Out and Read (ROR) newsletter. We hope that this publication will allow you to follow the progress of the ROR program at the Children’s Hospital of LSUHSC-Shreveport and keep you up to date on the national efforts to utilize ROR to improve the early literacy skills of disadvantaged children. On these pages we will highlight research findings on the effectiveness of ROR, news from the national ROR program, and the activities and milestones of our own program. We will show you how the many volunteers in our program routinely touch the lives of the children we serve and their families.

Our ROR program has recorded a number of milestones since it began in 1999. We were the third program established in Louisiana and the first in North Louisiana. We have had great leadership from our Board of Directors. Our Coordinator, Daisy Kime, was honored by the National ROR Center by being selected as the 2004 recipient of its Richard Robinson Award of Excellence. This national Award is given annually to recognize the efforts of one individual in the country who has contributed to the success of ROR.

My favorite book right now came in a recent book order from Scholastic Publishers. *Book! Book! Book!*, by Deborah Bruss and illustrated by Tiphanie Beeke, is so much fun to read aloud. I’ve been reading it to adult groups and organizations that I speak to about the Reach Out and Read program.

The book is about farm animals that are bored when the farm children go back to school, so they decide to go to town and find something to do. One at a time they go into the library, but the librarian doesn’t understand moos, oinks, neighs and baas. Finally the hen goes in and says, “Book! Book! Book!” The librarian understands and selects books for the animals to take back to the farm to read. All the animals are happy except the frog, who says, “I’ve already READIT, READIT, READIT.” The illustrations are big and colorful so sharing this book with a child is a wonderful experience.

Books are an essential component in ROR. Publishers discount books sold to ROR programs. (*Book! Book! Book!* costs $2.50.) They are given to children in our ROR program at an approximate rate of 700 each month, costing $1,750.00.

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Read Across America

Shreveport Mayor Keith Hightower reads to a child in the clinic waiting room during the Read Across America celebration last year.

Read Across America will celebrate Dr. Seuss’s 100th birthday on March 2, 2005. The National Education Association began Read Across America in 1998 as a way to get kids excited about reading. It has become this nation’s largest reading event.

Plans are being formed locally to celebrate Dr. Seuss’s centennial birthday. Invited readers will include representatives from the four branches of the armed services, who will read to children in the Women and Children’s Building and in the Children’s Hospital.

In the past, well-known civic leaders such as Shreveport Mayor Keith Hightower, Caddo Parish Sheriff Steve Prator, Shreveport Fire Chief Kelvin Cochran, Shreveport Postmistress Patsy Pigue and Louisiana State Senator Lydia Jackson have read to the children.

Calendar

41st Annual Luncheon and Style Show
Shreveport Medical Society Alliance
March 9, 2005 @ 11:00 a.m. - 1:00 p.m.
Sam’s Town Casino
Shreveport, LA

Reach Out and Read National Conference
May 13-14, 2005
Grand Hyatt Hotel
Washington, D.C.

Special Thanks to …

The Shreveport Medical Society Alliance for their continued support of ROR by designating it as one of the programs to benefit from the proceeds from the 41st Annual Luncheon and Style Show. This event will be held on Wednesday, March 9, 2005, in the Grand Ballroom at Sam’s Town Casino. This year’s theme, “Easter on Parade” will entice guests with exciting new spring fashions and designer Easter baskets. Those attending the Style Show are asked to bring a new or gently used children’s book for the ROR program. For tickets, please call Mary Pat Morgan at 797-7679 or Carol Grafton at 747-5165.

The below donors for their monetary support:

- Bank One
- Biedenharn Foundation
- Broadmoor Presbyterian Church
- Dr. and Mrs. Milton Chapman
- Dr. Jane M. Eggerstedt
- Dr. and Mrs. Warren D. Grafton
- Ms. Daisy Kime
- Lakeview United Methodist Women
- LSUHSC-S Women’s Club
- Dr. and Mrs. John C. McDonald
- Dr. and Mrs. Ike Muslow
- Mr. and Mrs. E.N. Norton
- Shreveport Medical Society Alliance
- Target Corporation

From the Medical Director

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But most importantly, we are reaching more children than ever. In the past six months, 2815 books were given to children during well-child examinations in the Pediatric clinics at LSUHSC-S, and their parents were given information about literacy skills development and the importance of reading to their children. In addition, we have added ROR to the Care Caddy, a mobile clinic routinely visiting underprivileged areas in Shreveport and Bossier City to provide primary care to infants and children. This mobile clinic has been made possible through the efforts of the Hal Sutton Foundation, Christus Schumpert and LSUHSC-S. Medical care is provided by LSUHSC-S Pediatric faculty and residents. More than one hundred ROR books have been distributed from the Care Caddy.

We look forward to reaching you three times a year with this newsletter. We hope you will find it exciting and interesting.
Target Grant Awarded

The Target Corporation Family of Giving Program recently awarded an $1,000.00 grant to the LSUHSC-S ROR program. Lynn Paggett of Target presented a check to Dr. Joseph Bocchini, M.D., Professor, and Pediatrics Chairman. The grant application demonstrated to the retail chain a pattern of success that the program has experienced since it was established. This grant award will buy books for young patients to take home from their well-child visits.

2004 October Book Drive

The 2004 annual book drive was successful in gathering approximately 1000 gently used or new children’s books. The largest single contribution came from Broadmoor Baptist Church. The LSUHSC-S Women’s Club and the Shreveport Medical Society Alliance members remain the most consistent supporters of the ROR program.

The Pediatric Interest Group, a volunteer group of medical students coordinated by Dr. Marlene Broussard, and the LSUHSC-S librarians jointly sponsored this book drive. It is held each October to observe National Medical Librarian’s month. The month-long project ended on Halloween with candy treats in the Library’s lobby as a thank you for the donations.

These book drive donations are used in several different ways to supplement the new book distribution. For example, these donated books are given to siblings of children receiving new books. Book drive donations are also placed in the Pediatric emergency room and other clinic waiting rooms for children to read and take home.

Federal Funding

This letter was written by Dr. Perri Klass, Reach Out and Read National Center

As some of you may have read in the papers, Congress has passed the FY05 Omnibus Appropriations Bill, and the President has just signed it. Through this bill ROR will receive $10 million, which should come to the ROR National Center for our next fiscal year, starting July 1, 2005.

This increase in our federal allocation offers us - all of us - a wonderful opportunity to help children in all the ways that Reach Out and Read allows. We at the National Center are profoundly committed to using this increased support to increase support for all the ROR sites and coalitions which are working every day - and in every state - to help children grow up with books and reading. We will be trying to help you make your programs stronger and better. We also recognize that this increased support is intended to extend the scope of the program so that more children can benefit, and we will be working to expand Reach Out and Read into areas where there are large numbers of children at risk who are not currently being reached.

This wonderful news is the culmination of a long, complex process, and I want to recognize the hard work and careful planning of Matt Veno and Kelly Taranto in the External Affairs Department here at the National Center - and also to thank the many effective and articulate advocates for ROR at our Coalitions and our sites around the country. We come to this successful conclusion through many factors - the passion of committed advocates in the field, the generous support of a broad network of friends in a position to make a difference, and the talent and hard work of staff. We will be posting an announcement on our website, and we would ask you, if you issue any kind of press release or announcement, to use the same language as that announcement.

All of us here at the National Center are profoundly excited about the opportunities that lie ahead for us - a chance to strengthen and support Reach Out and Read everywhere, a chance to offer its benefits to more children who need it. We look forward to the coming year, and we are eager to be working with you!

Thank you for the work you do to help children grow up with books and a love of reading!
Another essential component of ROR is the volunteers who read aloud to children in the clinic waiting room. Currently there are twelve active volunteers in our ROR program and seven of these volunteers have donated their time since its beginning. Those seven include Doretha Lindsey, a retired school teacher, and Kerri Christopher and David Duggar, LSUHSC-S medical librarians, and Cindy Granger, Susan Kelley, Berte Muslow and Francis O’Callaghan, LSUHSC-S Women’s Club volunteers.

**Peter Pan Children’s Club Birthday Party Project**

Shreveport was the official site of the Peter Pan Centennial Celebration held from September through December 2004. This four-month celebration included an exhibition of Peter Pan memorabilia along with special events in observance of the one hundredth birthday of J.M. Barrie’s fictional character.

One of the special scheduled events was a Peter Pan Children’s Club Birthday Party project, which gave children an opportunity to help others by hosting their birthday parties at Artspace and to simultaneously raise money for the Children’s Hospital of LSUHSC-S and the ROR program.

The way this birthday party project worked was that the children’s invited guests were encouraged to make a donation the LSUHSC-S Children’s Hospital instead of bringing gifts to the birthday party. These birthday honorees were treated to a tour of the Children’s Hospital to see the benefactors of their philanthropy.

Still, there are homes that have no books and some parents are not aware of the importance of reading to children to develop early literacy skills such as interpreting pictures, discovering that words have meanings, stories have plots, and that reading is fun.

The ROR program at LSUHSC-S is in its seventh year. More than fifty pediatricians have been trained to use the ROR program to evaluate early literacy skills, to give parents important literacy information and to encourage them to read to their children.

Volunteers read to children in the waiting rooms to model for parents the joy of reading. Each child between the ages of six months and five years is given a culturally diverse and age-appropriate book to take home and add to their own library.

Studies show that families who receive books and adult literacy referrals from their pediatricians, according to the ROR model, are more likely to read to their children, read more often, and provide more books in the home. In addition, several studies have now shown improvement in the language scores of young children receiving this intervention. The following are examples.


Although the national ROR center provides start-up funds and some maintenance funding, established programs must raise their own funds. To be a part of this very successful program, please consider donating books, monetary support, or your time as a volunteer.

Please return your completed form located on page 7 of this newsletter, or contact Daisy Kime, ROR Coordinator, at 675-6170.
2004 Reach Out and Read National Conference

**Dr. Barry Zuckerman**, Founding Director of Reach Out and Read, congratulates **Daisy Kime**, 2004 recipient of the Richard Robinson Award of Excellence. This award was presented at the ROR National Conference in San Francisco, CA. Daisy is also holding flowers presented to her on behalf of the Louisiana ROR Coalition members.

Shreveport pediatricians surrounding **Daisy Kime** after receiving her national award are, left to right, Drs. **Marlene Broussard**, a ROR board member; **Paul Cooper**; **Robert McVie**; and **Joseph Bocchini**, ROR Medical Director.
Other Volunteer Opportunities

If you’d rather not read aloud to children in the clinic waiting room, but you’d like to support the Reach Out and Read program, here are some ways to get involved:

- **Conduct a book drive.** Reach Out and Read programs can always use beautiful, brand new, age-appropriate books for children age 6 months to 5 years old. Many children have collected books from guests as part of their birthday or bar/bat mitzvah celebrations.

- **Collect gently used books for siblings or for reading by families and volunteers in the waiting room.** Libraries, bookstores, churches, other families and even the local post office may be able to provide books!

- **Contribute your skills.** Reach Out and Read coordinators can always use a hand with unpacking, inventorying and ordering books for the program. Ask Daisy for suggestions about how your unique skills can contribute to Reach Out and Read’s success.

- **Raise funds to support your local Reach Out and Read program.** Beautiful new books cost money, and each Reach Out and Read program is responsible for raising 75% or more of its annual book budget. There are lots of creative and fun ways to raise money for books—or to arrange a donation of appropriate new books directly—for your local Reach Out and Read program, and donations are always appreciated!

- **Make a tax-deductible contribution to Reach Out and Read’s Adopt-a-Child program.** Contributions to Reach Out and Read’s Adopt-a-Child program purchase new books for one or more children. Each $25.00 donation provides for ten new books to be given at the well-child visits from age six months to five years.
Form to Volunteer to Read to Children in the Clinic Waiting Room

Name ____________________________
Address _____________________________
City, ST, Zip ___________________________
Phone ____________________________ Email _____________________________

Please mail completed form in the provided envelope to: Reach Out and Read, Department of Pediatrics, LSU Health Sciences Center, 1501 Kings Highway, P.O. Box 33932, Shreveport, LA 71130-3932

Gift Form

If you would like to make a tax-deductible donation to Reach Out and Read, you may do so at any time.
• Please credit my/our gift of $_________ to the Reach Out and Read (ROR) program.
• Please credit my/our gift of $_________ to ROR’s Adopt-a-Child program.
• My/Our employer(s) will match my/our gift. The appropriate form is enclosed.
• Please charge $_________ to _____ Visa ______ Mastercard ______ American Express

Credit Card Account Number: ___________________ Signature____________________ Exp. Date ______

Name: _____________________________
Address: _____________________________
This is /a memorial/an honorarium/ in memory of /in honor of ___________________________
Notify: _____________________________

Please make checks payable to LSUHSC Foundation and include a notation that the gift is for Reach Out and Read. Mail completed form in the enclosed envelope to: Reach Out and Read, Department of Pediatrics, LSU Health Sciences Center, 1501 Kings Highway, P.O. Box 33932, Shreveport, LA 71130-3932
**ROR Happenings**

Kerri Christopher, Editor  
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**Children’s Hospital of LSUHSC-Shreveport**

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*ROR Happenings* is a newsletter that is published three times a year. Issues appear in March, August, and December. Please send any news submissions to a one of the volunteers listed below by February 1, July 1 or November 1 to have your news item included in the next issue of the newsletter.

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Method of preference for submissions: email message with attachment directly to editor. Fax, mail or telephone call submissions will be accepted, but some type of electronic format is preferred.