Caddo Sheriff Steve Prator supports Reach Out and Read

Caddo Sheriff Steve Prator is featured in a public service announcement describing the Reach Out and Read program. Lisa Higginbotham and Jim Nelson of LSUHSC-S medical communications department produced the 30-second spot which will be distributed to local television stations for airing.
Special Thanks to …

The following donors for their monetary support:
★ The Authors’ Club
★ Judy and Charles Bell
★ Breakfast Optimist Club
★ Jacquelyn and James Caskey
★ Dr. Charlotte J. Cedotal in memory of Mrs. Dottie Bocchini
★ Dr. Terry and Ronny Davis in memory of Carolyn Beaird
★ Dr. Robert D. Jackson
★ Kathleen C. Julian
★ Mary and Dr. Benjamin Li
★ LSUHSC-S Women’s Club
★ Martha D. McDonald in honor of granddaughter Ashley Lairmore’s birthday
★ Berte A. Muslow
★ Mrs. E.N. Norton
★ Frances and Dr. Willard F. Washburne in honor of Helen Fitzgerald, Betty Fleming and Phyllis Belk
★ Willis-Knighton Bossier Medical Staff
★ Patsy Wolfe

and to the following donors for their book donations:
★ Lisa Babin
★ Gypsy Demaris Boston
★ Dr. Laura Gehrig
★ Kiwanis Club of Southeast Shreveport
★ Rebecca McDonald
★ Sarah Price

New Volunteers

Patty McAllister, a student at Centenary, has received a grant to work with nonprofit organizations. She has chosen to work with ROR for five hours each week. Her duties include ordering, labeling, storing and distributing new children’s books. She will also create an inventory of what is currently in stock.

Mary Lou Ampil and Donna Timm, Head, User Education, at the LSUHSC-S Medical Library are new volunteer readers who began reading to children in the well-child waiting room. Several long-standing volunteers are currently taking a break from reading due to illness or family obligations. If you are interested in volunteering to read to children in the well-child waiting room, contact Daisy Kime at 675-6170.

SMS Alliance Tours ROR

The members of the Shreveport Medical Society Alliance were invited to an Appreciation Tour of the Reach Out and Read program and other children’s services at LSUHSC-S. The Alliance has generously supported Reach Out and Read with significant monetary donations and contributions of children’s books.

Twenty-two Alliance and LSUHSC-S Women’s Club members participated in the tour led by Hospital Administrator Joe Miciotto and selected faculty members of the Pediatrics Department. Dr. Charlotte Cedotal explained the workings of the Reach Out and Read program at the Pediatric Clinic in the Women’s and Children’s Building. The group also toured the Children’s Clinical Research Unit with Dr. John Wilson, the Children’s Hospital on the fifth floor with Dr. Robert McVie, and the Neonatal Intensive Care Unit with Dr. Arun Pramanik.

The Alliance members were able to see first hand the various pediatric specialty services that LSUHSC-S has to offer the community and the region.

Submitted by Carol Grafton

Coordinator’s Year-end Report

During well-child examinations from July 1, 2005, through December 31, 2005, 3093 new children’s books were distributed to children seen at LSUHSC-S clinics. For the 2005 year, a total of 5309 new children’s books were distributed to at-risk children at a cost of $13,273.00.
Read Across America

The Read Across America campaign celebrates Dr. Seuss’ birthday. On Thursday, March 2, 2006, Reach Out and Read sponsored celebrations in the Children’s Hospital and the Women and Children’s Clinic building. Jill Hurd of Patient Advocacy dressed as Cat-in-the-Hat and read aloud Dr. Seuss’ book *Green Eggs and Ham* to pediatric inpatients and their families while green eggs and ham were served for breakfast at the Children’s Hospital. Later in the morning, members of the Red Hat Pace Setters Society from Waskom, Texas, read aloud to children and their families in the well-child waiting room while sheet cake and punch were served at the Women and Children’s Clinic building.

ROR Supporters Enjoy SMSA Style Show and Luncheon

A group of Reach Out and Read supporters sat together at a table to enjoy the Shreveport Medical Society Alliance 42nd Annual Style Show and Luncheon at Sam’s Town Grand Ballroom on Thursday, March 9, 2006. “Is There a Doctor In the House?” was the theme for the style show and all the models were physicians in the Shreveport-Bossier community. The proceeds from this fund-raising event will benefit health-related community projects selected by the Alliance.

Submitted by Carol Grafton

ROR Public Service Announcements

Five public service announcements are being produced to promote the Reach Out and Read program. Each thirty-second spot will feature a different local celebrity, waiting room readers and a pediatrician talking to a parent about the importance of reading aloud to children. Local celebrities include Caddo Sheriff Steve Prator, Caddo Parish Schools Superintendent Ollie Tyler, Bossier Parish Schools Superintendent Ken Kruithof, KTBS-TV news anchor Gwen Campbell, KTAL-TV news reporter Kimberly Williams and KSLA-TV healthcast reporter Nordia Higgins. Watch for these spots, as they will be delivered to local television stations for airing in the near future.
The Reach Out and Read Program

Mission

Reach Out and Read (ROR) makes literacy promotion a standard part of pediatric primary care, so that children grow up with books and a love of reading.

Description

ROR is a national nonprofit organization that promotes early literacy by making books a routine part of pediatric primary care. ROR enhances the literacy development of children by reaching them at an early age and providing parents with the information, support and materials they need to make books a part of their children’s lives.

ROR trains doctors and nurses to advise parents about the importance of reading aloud and to give books to children at pediatric check-ups from six months to five years of age, with a special focus on children growing up in poverty. By building on the unique relationship between parents and health care providers, ROR helps families encourage early literacy skills so that children enter school prepared for reading success.

The ROR Model

In the waiting room before the well-child visit, volunteers read aloud to children, modeling behavior for parents to continue at home.

In the exam room, doctors and nurses trained in the ROR strategies of early literacy talk to parents about the importance of reading aloud with their young children and offer age-appropriate tips and encouragement.

At each well-child visit from six months to five years of age, children receive a new, developmentally and culturally appropriate book from their health care provider.

From a single program at Boston City Hospital in 1989, ROR has expanded to more than 2500 clinical sites in hospitals, health centers and private pediatric practices in all fifty states, Puerto Rico and Guam.

An Evidence-Based Program

Research shows ROR improves children’s home literacy environments and developmental outcomes. Peer-reviewed medical literature indicates that when families participate in ROR:

★ Parents have more positive attitudes toward books and reading to their children,
★ Parents read to their children more often,
★ Children show significant improvement in expressive and receptive language.

Early Literacy Research

Studies published in peer-reviewed scientific journals show that when pediatricians promote literacy according to the ROR model, there is a significant effect on parental behavior, beliefs, and attitudes towards reading aloud, as well as improvements in the language scores of young children receiving the intervention.

In the May 2004 issue of *Pediatrics*, Weitzman, Roy, Walls and Tomlin published results from a study of 137 families with children 18-30 months using waiting room interviews and home visits to determine the effect of ROR on a Child Home Literacy Index and on the HOME measure of the home environment. After adjusting for multiple confounders, ROR was found to contribute positively to a child’s home literacy environment. More frequent ROR encounters had a greater impact.

In the July-August 2005 issue of *Ambulatory Pediatrics*, Needlman, Toker, Dreyer, Klass and Mendelsohn published research results from a national sample of 1647 parents of children age 6-72 months. They found that implementation of ROR programs was associated with increased parental support for reading aloud. This study provides multi-site evidence, from nineteen clinical sites in ten states, of the effective-ness of a primary care intervention strategy to promote reading aloud to young children.
Spotlight on Volunteer Services:
Zelda Timmons, Coordinator

Q: Please describe your full-time position with LSUHSC-Shreveport Children’s Hospital explaining your duties as Volunteer Coordinator.
A: The position of Volunteer Coordinator falls under the Director of Patient Relations. The Volunteer Coordinator is responsible for the supervision and management of the Volunteer Services Program of LSUHSC–S.

Q: How long have you been associated with the Reach Out and Read (ROR) program?
A: I began working with the Reach Out and Reach program in April 2003.

Q: Please explain the process to become a ROR volunteer waiting room reader.
A: An application is first sent to the volunteer. When the application is returned I check the references. After the reference check is done an interview is scheduled. Following a successful interview a criminal background check is required. The prospective volunteer is then invited to sit in with another volunteer to experience the job and make sure that they are indeed interested in volunteering in the particular capacity.

Q: Are there any requirements to become a ROR volunteer waiting room reader?
A: A volunteer must be 18 years of age or older. You do not have to have a teaching background to be a reader. You should have patience, a good personality to deal with children and parents, and a love of children.

Q: What are the parking accommodations for ROR volunteer waiting room readers?
A: There are two parking places behind the Women’s and Children’s Center. These spots are available on Wednesday and Thursday from 8:00 a.m. to 12:00 noon.

Q: How often and for what length of time are volunteers expected to read in the waiting room?
A: We ask that volunteers come one to two times each month for two hour sessions.

Q: Which waiting room do volunteers read in?
A: Volunteers read to the children in the well-child waiting room in the Women’s and Children’s Center. This is the first waiting room on the left wall and contains paintings of children’s literary characters on the walls.

Q: Please describe the new volunteer’s orientation and training session.
A: There is a specific checklist of steps required as part of the new volunteer orientation process. The orientation includes information on fire safety, a tour of the Women’s and Children’s Center, safety measurements which include identifying the exits and what to do if present when a disaster drill is held, dress code, parking, TB skin test and titer, and privacy education. If a disaster drill has been scheduled for the time a volunteer is scheduled to work, volunteers are notified in advance. Volunteers are treated like the public in a disaster. Part of my job is to evacuate volunteers so it is important to know if someone needs to make a change in his/her schedule. I have to account for all volunteers working in the area that is having a disaster drill.

Q: If you are an employee at the LSUHSC–S, is the process to become a ROR volunteer waiting room reader different from someone volunteering for the first time?
A: Yes. Employees already have had background checks, TB and titer, badges, and parking. They also have had an annual fire safety class. They just need a successful
Spotlight continued:

interview and to sit in with another volunteer to be sure they are interested in being a reader. The orientation and training is shorter. Employees must complete the mandatory requirements for volunteering as part of the annual Employee Campus Education Day.

Q: If you are already a hospital volunteer, is the process to become a ROR volunteer waiting room reader different from someone volunteering for the first time?
A: If you are a volunteer in any area and would like to volunteer in another area, the only thing that is different is the orientation. Orientations are job specific and a new orientation and checklist must be completed for each specific volunteer position.

Q: How are volunteers updated on ROR’s activities?
A: Daisy Kime, Reach Out and Reach Coordinator, mails a letter every two months to the volunteers and includes a schedule for the next two months. The ROR Happenings newsletter is also sent to the ROR volunteers.

Q: How are volunteers recognized for their service?
A: Each year Daisy Kime coordinates a formal luncheon for the ROR volunteers.

Q: How many people volunteer at the LSUHSC–S University Hospital?
A: Last year we had 111 volunteers in all areas of the LSUHSC–S University Hospital. We never have enough volunteers and are always looking for more people. The two greatest areas of need right now are the NICU baby rockers program and the Gift Shop. We have one person who operates the Gift Shop and are looking for one or more volunteers who could come in for an hour or two to give her a break, assist with gift wrapping, and assist with delivering balloons and other gifts to patients’ rooms. The majority of our volunteers in NICU volunteer during the day but there is a need for rockers in the evening and on weekends.

Q: What are the different volunteer programs at the LSUHSC-S University Hospital?
A: In addition to Reach Out and Read, the NICU Baby Rocking program and the Hospital Gift Shop, there are Patient Escort/Assistance, Patient Information Desk, Volunteer Patient Advocates, Guest Services Cart, SICU Waiting Area, Pastoral Care, Pediatrics Toy Box and General Visitation, as well as, decorating the psychiatric and pediatric units for holidays, and various clerical jobs.

Q: How many people volunteer for the ROR program?
A: We currently have fifteen volunteers in the ROR program.

Q: If someone wants to volunteer for the ROR program or any of the other programs at the LSU Health Sciences Center–Shreveport, whom should they contact?
A: Anyone wishing to be a volunteer may telephone me at 675-4677. I will gladly assist them in getting started as a viable part of this volunteer effort to teach not only children but also parents the importance of reading.

Submitted by David Duggar
October Book Drive Tally

In the above photograph, Dr. Milton Chapman, Daisy Kime and Shelley M. Lawson of the Kiwanis Club of Southeast Shreveport are holding a sample of the 725 children’s books that the Kiwanis Club donated to Reach Out and Read’s October book drive. The Kiwanis Club acquired approximately 600 packets of books, puzzles and toys for adolescents from The Book Market when it closed. Additionally, Kiwanis Club members donated approximately 125 children’s books.

The Highland Child Development Center donated 200 books from their library. This donation was included in the number of children’s books collected during the annual October book drive. With the help of Dr. Marlene Broussard, Julie Babineaux and the Pediatric Interest Group, 739 new and/or gently-used children’s books were collected.

All of these donations bring the total number of books collected during the October book drive to 1589. This is the largest number of books that the October book drive has ever collected!

These donated books are being processed for distribution to children at their well-child visits as well as to siblings and sick children to take home. The books for older children were distributed to the Children’s hospital for inpatient use.

New Bulletin Board

A new bulletin board was procured and installed at the main entrance between the Women and Children’s Clinic building and the Ambulatory Care building. It displays information about the Reach Out and Read program. We extend our thanks to Dr. Charlotte Cedotal, Tracy Wipf and Rene Brittenham for making this project a reality.

Summer Safety and Health Fair

LSUHSC-S Hospital Education and Standards department will host a Summer Safety and Health Fair on Saturday, May 6, 2006, at Summer Grove Baptist Church in South Park Mall from 9:00 a.m. to 2:00 p.m. This fair will feature demonstrations, educational materials and fun activities designed to educate families on how to prevent summer-related accidents. Community organizations such as Shreveport and Bossier City’s Police and Fire departments will be on hand. Visit the Reach Out and Read booth where Cat-in-the-Hat will be distributing children’s books.

Submitted by Tracey Dubois

Visit ROR on the Web

http://lib-sh.lsuhsc.edu/ror/
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 Kime for suggestions about how your unique skills can contribute to Reach Out and Read’s success.

- **Raise funds to support your Reach Out and Read (ROR) 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. Donations are always appreciated!

- **Make a tax-deductible contribution to ROR’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: 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 of the year.

• 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 LSUHS Foundation and include a notation that the gift is for Reach Out and Read. Mail completed form 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 is a newsletter that is published three times a year. Issues appear in March, August, and December. Please send any news submissions to 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 either editor. Fax, mail or telephone call submissions will be accepted, but some type of electronic format is preferred.