Caddo Parish Schools Superintendent Ollie Tyler supports Reach Out and Read.

Caddo Parish Schools Superintendent Ollie Tyler 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.
Those Making a Difference

Special thanks to the following donors for their monetary support:

★ Ms. Kathryn Alexander
★ Dr. Marlene Broussard
★ Cassandra R. Carroll
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★ Daisy Kime
★ Drs. Susanna Li & David Ren
★ Dr. Debi Mukherjee
★ Shreveport Medical Society Alliance
★ Pamela B. Simmons
★ Patricia Smith
★ Opal V. Wilson

Special thanks to the following donors for their book donations:

★ Megan Gardner
★ Dr. Laura Gehrig
★ Courtney Knuckles
★ Tracey Wipf

SMSA Donation

The Shreveport Medical Society Alliance (SMSA) recently distributed $2,700.00 to the Reach Out and Read program (ROR). The funding for this donation came from the 42nd Annual Style Show and Luncheon, which was held at Sam’s Town in the Grand Ballroom on Thursday, March 9, 2006. Each year the SMSA selects health-related community projects to support from the proceeds raised. Reach Out and Read’s advisory board is grateful and appreciates being selected to receive this donation. The funds will be used to purchase books for young patients participating in the program.

Submitted by Carol Grafton

Summer Safety and Health Fair

LSUHSC-S Hospital Education and Standards Department hosted a Summer Safety and Health Fair on Saturday, May 6, 2006, at Summer Grove Baptist Church in South Park Mall. Although the rain put a damper on the outside activities, 65 adults and 103 children participated. The purpose of the fair was to educate children to enjoy their summer activities safely to avoid accidents and injuries. Everyone involved thought this event was a success.

2006 United Way Campaign

The 2006 United Way Campaign gets underway this October. During this campaign, ROR will be listed as a donor’s choice organization. The donor’s choice status allows the contributor to specify an organization to receive their United Way contribution. Last year was the first time ROR was listed as a donor’s choice organization, and it received $758.00. During the 2006 United Way Campaign, please support ROR with your donor’s choice contribution.
Fund Raising Event

Due to changes in federal funding, many more at-risk children are receiving their well-child check-ups at LSUHSC-S clinics. Many of these additional children are eligible to participate in the Reach Out and Read; however, additional funds are needed to purchase new books for their home library so that they can enter school ready to read.

To solve this problem, a fund raising event has been scheduled at Barnes & Noble Booksellers (B&N) during the week of August 13-19, 2006. Please make a difference with your purchasing power by using the voucher printed on this page when purchasing items at B&N during this week. Cut out this printed voucher and present it to the B&N cashier when making your purchase during the week of August 13-19, 2006. B&N will donate 15% of your net purchase to Reach Out and Read. You may also purchase a children’s book to donate to ROR.

Scheduled activities include an appearance by Clifford the Big Red Dog on Sunday, August 13, at 4:00 p.m.; on Tuesday, August 15, at 5:00-7:00 p.m. local author and illustrator Ramona Wood will sign her new hardcover picture book about a child organ recipient titled *Now Caitlin Can: A Donated Organ Helps a Child Get Well*, and on Saturday, August 19, at 3:00 p.m. there will be readings from a newly released book in the Lemony Snicket Series of Unfortunate Events.

BARNES&NOBLE BOOKSELLERS

Location: 6646 Youree Drive
Dates: August 13-19, 2006

BOOKFAIR VOUCHER
BENEFITTING:
Reach Out and Read

LSUHSC-S Children’s Hospital

Your name: ___________________
Address: ___________________
City, State: ___________________
Zipcode: ___________________

Present this voucher at the cash registers at the time of purchase. A percent of the net sale will be donated to ROR.

For Office Use Only:
Register #: Transaction #:

Amount of sale before tax less purchase of Gift Cards, Membership Cards and café consumables $ 

The following transactions are not included in Bookfair totals: The purchase of Gift Cards, Membership Cards, and Café Consumables.
Adult Health Literacy

ROR’s purpose is to make books a part of a healthy childhood by giving new books to children at each well-child check-up, as well as, advising parents about the importance of reading aloud to their children. Sometimes a parent will want to improve his/her reading skills and ask for literacy information. This is a win-win situation when parents become interested in improving their reading skills.

The problem of poor health literacy is more serious than most people realize. Parents are faced with scheduling doctor's visits and managing illness, because babies and young children need immunizations and frequent well-child visits. This makes it even more important that parents have the skills to communicate clearly with health care providers, ask clarifying questions, and act on recommendations and care instructions.

“Because many illiterate patients will attempt to hide this disability from their physicians and because people with more schooling may still be functionally illiterate, physicians cannot merely ask a patient if they can read or what their educational achievement is.” (Bass, J Gen intern Med 2003;18:1036)

To address this concern, physicians at this institution created screening instruments. Dr. Terry Davis designed the Rapid Estimate of Adult Literacy in Medicine (REALM) to identify patients' reading ability. A decade later, Dr. Pat Bass revised this test (REALM-R) so it could be used in busy clinical settings. Both of these physicians realize that some of their patients are not able to read prescription bottles, patient education handouts or test preparation procedures.

It is fortunate that these caring physicians are also involved in the ROR program. Dr. Bass is featured on the next page.
Spotlight on:
Dr. Pat “Ricky” Bass, M.D., M.S.

Q: Please describe the program and your position as Med/Peds Program Director.

A: I became the Med/Peds Program Director in April 2005. Jennifer Singh was the Program Director before that. Med/Peds is a combined Internal Medicine/Pediatrics four year residency program in which the residents become Board eligible in both Internal Medicine and Pediatrics. Residents see both adults and children in the combined Internal Medicine/Pediatrics Clinic. The residents see a panel of patients they follow for four years.

Q: Where is the clinic located?

A: The Internal Medicine/Pediatrics Clinic is located in the Internal Medicine Clinic on the second floor of the new Ambulatory Care Center. The Med/Peds Clinic is on Tuesdays.

Q: How long have you been associated with the Reach Out and Read (ROR) program?

A: The ROR program has been operating for one year in the Med/Peds Clinic. Within the guidelines of ROR, we are a satellite location and not a separate site.

Q: How are the residents involved in the ROR program?

A: The residents identify parents and children at the well-child visits, encourage the parents to read to the children, and give a book to the parent at the end of the exam.

Q: Briefly describe a typical office visit in which parents are encouraged to read to their children.

A: Parents will call on Monday to schedule an appointment with their resident. The resident will see the patient, conducting a physical exam, and then consult with me. In addition to going over the exam and questions from the resident, I will often remind the resident to discuss reading and give a book to the parent. The resident returns to the examination room to talk to the parent and child, encourage reading, and present the new book. The first and second year residents usually have to be reminded, while the third and fourth year residents often have already talked about reading to the parent before consulting with me.

Q: Are there promotional materials about the ROR program at the Med/Peds Clinic?

A: I do not know of any materials in the waiting room. The residents and I enter through the back. There is a sign in the hallway reminding the residents to give the children books.

Q: Would it be possible for ROR volunteers to read to children in the waiting room in the Med/Peds Clinic?

A: Definitely. We have a very large open waiting room in the new Ambulatory Care Center. It has windows and is very light and welcoming in atmosphere with several seating areas. However, since both adults and children are seen, some Tuesdays we will have tons of children and other times relatively few. The schedule would need to be checked to be sure there will be children in that day. We would be happy to have volunteers come read.

Submitted by David Duggar
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 six months to five 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.

Children’s Hospital

• 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.