Bossier Parish Schools Superintendent Ken Kruitof Supports Reach Out and Read

Bossier Parish Schools Superintendent Ken Kruitof is featured in a public service announcement describing Shreveport’s 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:

★ Biedenharn Foundation  
★ Marianne Comegys  
★ Robert D. Jackson in honor of Theodore F. Thurmon, M.D.  
★ Mr. & Mrs. James H. Jones  
★ Kathleen C. Julian  
★ Dr. Ernest A. Kiel  
★ J.P. Morgan Chase Bank  
★ Marilyn Normand  
★ Lory Tubbs

Special thanks to the following donors for their book donations:

★ Lisa Babin  
★ LSUHSC-S Women’s Club  
★ Marianne Comegys  
★ Barbara Reilly  
★ Michael Watson

National Center Book Donation

In August, ROR National Center shipped two boxes of new books from Scholastic for distribution to children participating in Shreveport’s Reach Out and Read program. In a letter dated June 20, Jackie Miller wrote, “Please accept these books in acknowledgement of the work done for the children in your community.”

Fund Raising Event

A fund raising event took place at Barnes & Noble Booksellers (B&N) during the week of August 13-19, 2006. Presenting a voucher to the cashier resulted in a 15% donation of your net purchase to Reach Out and Read. A book cart filled with children’s board books was also available for those who wanted to purchase a book for volunteer waiting room readers.

Scheduled activities included an appearance by Clifford the Big Red Dog on Sunday; on Tuesday, local author and illustrator Ramona Wood signed 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, there was a reading from a newly released book in the Lemony Snicket Series of Unfortunate Events.

This event raised $889.89 along with twelve children’s books that were bought and donated.

Books are Fun

A Books are Fun book fair would be held on November 20 and 21 in the Bistro dining room inside the hospital cafeteria. This is an opportunity to purchase your holiday gifts and support Reach Out and Read.
Q: How long have you been the President of LSUHS Foundation, and what has been your experience thus far?

A: My first day with the Foundation was June 25, 2001. My experience has been very positive, yet challenging. While support of LSUHSC-S from the community has grown immensely, needs on campus remain plentiful. The Foundation believes emphatically that as awareness grows about the tremendous offerings LSUHSC-S provides to our community, so will the financial support.

Q: What is the mission of the LSUHS Foundation?

A: The sole mission of the LSU Health Sciences Foundation is to support the LSU Health Sciences Center in Shreveport in its many endeavors. We do this by: 1) working to expand awareness about the Health Sciences Center’s many offerings, 2) raising private funds in support of the institution, and 3) providing the means to receive and administer private funds.

Q: How has the Foundation been involved with the Reach Out and Read (ROR) program?

A: The Foundation is involved in requesting support for ROR from a variety of grants, individuals and businesses. We also provide whatever type support is needed for the ROR coordinator who submits grant requests for ROR. Once funds are received, the Foundation provides full accounting of funds which includes issuing checks to cover program costs.

The Foundation, per a directive from Chancellor McDonald, should be engaged in all campus fund raising to ensure coordinated campus requests.

Q: What are some of the ways to give to the Foundation?

A: The Foundation accepts both unrestricted donations (to support Foundation efforts) and restricted gifts (directed to specific programs such as ROR). Both are tax deductible.

Gifts may be made by cash, check, credit card, LSUHSC-S payroll deduction or through the donation of stock, land, etc. Gifts may be in lump sum or pledged over time and may be given in the form of honorariums or memorials. The Foundation also works with planned gifts which may involve significant tax savings.
An appreciation luncheon honoring ROR volunteers, supporters and donors was held on Tuesday, October 10, 2006, in the Bistro beside the hospital cafeteria. Dr. Joseph Bocchini, Pediatrics Chairman, thanked the twenty-eight attendees for their work during the past year to make the organization successful. One sign of its success is that children are now asking their pediatrician for their new book during their check-up visits. Now that the program is seven years old, additional successes may also be appearing as the children enter school ready to read.

Next, Dr. Bocchini recognized organizations that have been instrumental in supporting ROR with certificates of appreciation. Marianne Comegys, president of the LSUHSC Women’s Club and Sarah Price, president of the Shreveport Medical Society Alliance, each accepted a certificate on behalf of their organization. Additionally, the Biedenharn Foundation and J.P. Morgan Chase Bank were recognized for their significant and ongoing financial support. A plaque honoring these four organizations was created “In recognition and appreciation for sustained financial support and encouragement to the ROR program,” which will be displayed in the Women and Children’s Clinic.

Daisy Kime, ROR Coordinator, gave a summary of the year’s activities. She reported that ROR began serving 500 children in 1999, and has grown to currently serve more than 6,000 children. Additionally, the first year medical students have been trained in ROR techniques. Locally, there are thirty-eight pediatricians using ROR techniques in their practice. At LSUHSC-S the program has grown to five clinic sites.

Ms. Kime also announced that pending administrative approval, a Books are Fun book fair would be held in November. Derek Daniel of Information Services showed three public service announcements that were produced and distributed to four major television stations for broadcasting. The featured local celebrities were Sheriff Steve Prator, Caddo Parish Schools Superintendent Ollie Tyler and Bossier Parish Schools Superintendent Ken Kruitoef.
Luncheon Continued

Mack McCarter, guest speaker at the appreciation luncheon, receives a certificate and a Dr. Suess mug from Dr. Bocchini, Pediatrics Chairman.

Mack McCarter, Shreveport-Bossier Community Renewal, was the guest speaker. He gave an inspirational talk. He began by asking the question, “What good does it do to sit down and read a book to a child?” In the face of the horrors that our children have in their daily lives, what is needed is a miracle to shift or turn this dysfunctional world in a different direction. There is hope in that the more complex a system is, the greater the possibility that a singular occurrence of a miracle will occur.

Next, he asked the audience, “What is your part in miracle making?” He defined violence as the absence or the lack of imagination. Imagination, which is present in each human being, can change the world. Tacet knowledge is imaginative knowledge—a reality that we must awake in children. Realism is knowing what is realizable, what is possible.

Reading aloud to a child opens the possibility to awaken and nurture a child’s imaginative quality. With this breakthrough, history may turn so that the lamb and the lion can sit down together in peace. This miracle is possible because reading to a child opens their imagination to see a new possibility to change the course of the world.

Volunteer Parking

Free parking for volunteer readers is available in the gated lot in front of the Ambulatory Care building at 1602 Kings Highway. The access codes were mailed to volunteers with their reading schedule. The best time to arrive may be after 9:00 am. If this lot is full, then public pay lots are nearby. Unfortunately, LSUHSC-S cannot validate parking or refund parking costs.

Bulletin Board Display

The bulletin board is located at the main entrance between the Women and Children’s Clinic building and the Ambulatory Care building. Be sure to stop by and check out the current display. It features Dr. Marlene Broussard’s children. Previously, Dr. Susmitha Anumukonda’s daughter was featured enjoying a Dr. Suess’ book. Tracy Wipf, advisory board member, created these wonderful displays.

National Children’s Book Week:
November 13-19, 2006
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, State, Zipcode: __________________________________
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

You may make a tax-deductible donation to Reach Out and Read at any time during the calendar 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: ____________________________________________
City, State, Zipcode: __________________________________

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.