Successful Drive Collects Books for Reach Out and Read

Pediatric outpatients of the LSUHSC-S Children’s Hospital will have 2,111 more new and gently used books to enjoy, thanks to donations to the October 2007 book drive. Medical librarians and medical students in the Pediatric Interest Group sponsored by Dr. Marlene Broussard collected a record breaking number of books for the Reach Out and Read program. Jennifer Kelley and Soumia Brakta, seated in the center in the above photograph, were Book Drive Committee co-chairs. Other committee members not in the photograph were: Katie Berg, Margaret Beadle, Emily Simon, Jaszianne Tolbert, Van T. Tran, Amy Duthu, Jessica LeBlanc, Case Sanders and Tracy Wallace.
Special Thanks to…

these donors for their monetary support:
- Dr. and Mrs. Fredrico Ampil
- The Author’s Club
- Dr. and Mrs. Stephen Bonsib
- LSUHSC-S Women’s Club
- Dr. and Mrs. John Mata
- North Highlands Book Circle
- United Way

In Memory of Joella Blackburn
- Dr. Joseph A. Bocchini, Jr.
- Dr. and Mrs. Warren Grafton
- Daisy Kime
- Christine Tharpe

In Memory of David Caskey
- Drs. Diana and Steve Bienvenu
- Dr. Joseph A. Bocchini, Jr.
- Judith Brown
- Dr. and Mrs. Warren Grafton
- Daisy Kime
- Christine Tharpe

In Honor of Mrs. Carol & Dr. Warren Grafton
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- Dr. Joseph A. Bocchini, Jr.
- Dr. and Mrs. Milton Chapman
- Mrs. Berte Muslow
- Dr. and Mrs. Warren Grafton
- Daisy Kime
- Christine Tharpe

these donors for their book donations:
- Delta Delta Delta Alumni

Book Fair

A “Books are Fun” book fair, benefitting ROR, was held on November 19–21, 2007, in the private dining room inside the university hospital cafeteria. ROR received approximately $850.00 as a result of this fund raising event.

Troop 205

On Wednesday, January 2, 2008, South Bossier Boy Scout Troop 205 volunteered time during their holiday to label the 2,111 books donated to Reach Out and Read. They began the new year with this activity as their service project to increase their troop rank to second class. Posing in front of the ROR bulletin board and plaques in the Women and Children’s Clinic are: Matthew Stokes, Justin Waggoner, Brian Bartee, Colleen Waggner, troop leader, Avery Jimes, Christian Schott and Emmit Bartee, troop leader. ROR is appreciative of the service they provided.
Study Finds Picture Books Help Toddlers Learn

A Reuter’s news article reported that illustrations in picture books help toddlers learn. A study conducted by G. Simcock and J. DeLoache tested 132 children aged 18 to 30 months to see if they could mimic actions depicted in picture books. The results varied by age group, but most children completed the actions after interacting with the picture book.

Most parents read to their toddlers daily; however, this study confirms that reading aloud to toddlers is also an important source of information about the world they live in.

For the full article, see: Simcock G, DeLoache J. Get the picture? The effects of iconicity on toddlers’ reenactment from picture books. Developmental Psychology 2006 Nov;42(6):1352-7. PMID: 17087568

Social Capitalist Award

ROR has received one of the 2008 Social Capitalist Awards presented by Fast Company magazine and the Monitor Group. The award recognizes “non-profits who use the tools of business to solve the world’s most pressing social problems ... and who have demonstrated a consistent and unusually large impact on society.”

This award is the result of a highly competitive process. See the full article at http://www.fastcompany.com/social/2008/index.html and then click on Reach Out and Read.

Read Across America

Read Across America celebrates Dr. Seuss’ birthday nationwide. On Thursday, March 6, 2008, Sonja Bailes, KTBS Morning Show anchor will entertain hospitalized children in the hospital playroom by reading aloud from the author’s popular book Green Eggs and Ham. Cat-in-the-Hat will also be in attendance serving a breakfast of his signature menu... green eggs and ham.

Louisiana Profile

ROR National Center created a Louisiana Profile for Representative Jim McCrery’s visit last August. It states that there are ROR program in forty-six clinical locations, which annually distribute 53,952 new books to 30,470 children in Louisiana.

Looking specifically at Representative McCrery’s 4th congressional district, two of the three ROR clinical locations are at LSUHSC-S. The third clinical location is in Deridder. In this district, ROR distributes new books to 5,485 children annually.

Nationally there are ROR programs located in more than 3,105 hospitals and health centers in the 50 states, District of Columbia, Guam and Puerto Rico that serve 2.6 million children annually. More than 4.3 million new, developmentally appropriate books are given to families annually. Additionally, 45,660 physicians and nurses have been trained in ROR strategies of early literacy counseling.
Pediatric resident Dipesh Navsaria has a novel way of measuring his young patients' development during checkups: he puts a book in their hands and watches their reaction.

Navsaria, a resident at American Family Children’s Hospital, says the child's response speaks volumes. If the patient shows interest and curiosity, he can tell if books are a natural part of their life. At a certain age, if the child holds the book right-side up, opens it and turns the pages, the doctor gets a quick read on motor skills.

And if children begin talking about what they see in the book, Navsaria can see if they are building social skills.

"This is part of the tools we use to assess children's health," he said. "We want children to grow up and set habits and methods of learning that will carry them forward their entire lives.

"Our entire academic system is predicated on the ability to read fluently. [Without that skill], it's pretty hard to be successful," he added.

Navsaria isn't just talking as a doctor, but as a librarian. He took a break during his medical studies to earn a master's degree in library and information science, with a focus on children's literature.

With his jaunty bow tie and glasses, Navsaria, 34, looks as if he'd be equally comfortable leading story time and treating patients.

Navsaria is working with Reach Out and Read, a national nonprofit organization founded by pediatricians and educators in Boston that promotes the importance of early literacy, with a focus on reaching low-income populations.

He has started a Reach Out and Read (ROR) program at UW’s student-run free clinic, MEDiC. He is also looking for funding to expand the program to two of the outpatient UW Health pediatric clinics.

ROR takes several approaches to building children's literacy. The program calls for creating medical centers with "literacy-rich" waiting rooms, where books are readily available, volunteers are available to read to children, and ideally, where there is no television. That sort of environment "sends the message that this is a good way to spend their down time," Navsaria said.

All children coming in for their regular checkups are given a brand new book, starting at 6 months of age up until age 5. That results in a collection of about 10 books.

In addition, health care providers encourage and give age-appropriate advice to parents on reading, much like they give
standard advice on using car seats and bike helmets.

"I found the best way to do this is a short intervention," said Navsaria. He calls his approach a "five-second elevator speech" to parents:

"Sharing books is such a wonderful thing to do with a child. It makes such a difference in their brain development. Please read together every night."

The physician librarian also passes out a prescription to "Read Books" to every child he sees. Refills are available as requested - at the local public library, of course.

Though ROR is an outpatient community-oriented program, Navsaria believes its basic ideas can be applied to inpatient settings. Navsaria has initial funding for a reading program at the Newborn Intensive Care Unit at Meriter Hospital, and a group of UW library students has begun to compile a list of possible titles. He has also applied for grants to bring a similar reading program to the new American Family Children's Hospital.

For children who are inpatients at the hospital, he wants to see a greater selection of quality books, and he has spoken with public librarians about bringing in more books through interlibrary loan.

"They loan books to prisons," Navsaria said. "They can do it for hospitals."

Though he is loath to deprive children of their comforts at a time when they don't feel well, he said it concerns him that there are piles of DVDs and games in the hospital, but few books, besides those in the hospital schoolroom.

"I want this option to be available to them," he said. "We haven't won the 'mind share.' [Books are] more associated with school rather than reading for pleasure."

Betsy Bromley, a graduate student at the UW-Madison School of Library and Information Studies, is helping to develop a collection of books for the Meriter neonatal ICU (NICU). She said the group is considering quality and classic books and those that will hold up for multiple uses.

The project combines several of her interests. Before going to school to pursue a career as a children's librarian, she considered becoming a child life specialist at a hospital. Child life specialists work to make the hospital environment less scary for children, provide emotional support and do activities with the kids. The reading project is consistent with such goals.

In the NICU, parents who are unable to sometimes touch or hold their children would be able to connect to their babies by reading to them. At the same time, siblings of children in the NICU would have books available to read.

Reprinted with permission from the publisher of The Capital Times, a newspaper in Madison, Wisconsin.
Spotlight on:

Tracy Wipf, RN

Q: Please describe your job?
A: I am the Clinical Coordinator of the Continuity Clinic. I help intern and resident doctors perform Medicaid screenings on our patients.

Q: How does your job interact with ROR?
A: The interns and residents are trained to promote reading at well-child screenings, and I remind them to give age-appropriate books out and to prescribe reading aloud.

Q: Where are you located?
A: We are on the first floor of the Women and Children’s Clinic in C-hall, which consists of seven exam rooms.

Q: Please describe the makeover.
A: There are 32 exam rooms on five different halls. We recently solicited donations from past alumni and current employees to decorate our clinic for a more kid-friendly atmosphere.

Many thanks to Dr. Michelle Barajaz for her hard work and dedication to this project! The C-hall is where I work, so I chose ROR as that hall’s theme! Room 1 has bunnies with the Guess How Much I Love You book theme. Room 2 has The Cat in The Hat. Room 3 has Curious George. Room 4 has Thomas the Train. Room 5 has the alphabet. Room 6 has Clifford the Big Red Dog. Room 7 has Elmo. We also added some decor to the hallway with ROR pictures and groupings of colorful book covers.

Q: Besides decorating C-hall, what other ROR publicity are you involved with?
A: I am an advisory board member and I volunteer at many ROR functions. I also decorate a glass case in the front of the clinic that has information about ROR with pictures of people reading to children. Most pictures are donated by employees and friends.

Q: What upcoming ROR activities are you planning for?
A: The Krewe of Gemini was here this morning reading to the kids in the waiting room and handing out cups, stuffed animals, and books!
Form to Volunteer to Read to Children in the Clinic Waiting Room

Children’s Hospital

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

Children’s Hospital

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 __ ____  M astercard   __ ____American  Express

Credit Card 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.