

# Annual Report

## 2005

Reach  
Out and  
Read®



Greater  
New York

### Reach Out and Read of Greater New York's Impact:

- Prescribed and gave out more than 1.9 million books since November 1997
- Started 137 ROR Programs in New York City, Westchester and Long Island
- Served 184,000 children in 2005
- Trained 3,100 pediatricians and health care providers in ROR strategies of early literacy guidance

### Reach Out and Read of Greater New York

130 West 25th Street, Suite 602  
New York, NY 10001  
TEL: 212-242-5339  
FAX: 212-242-5658  
[www.reachoutandreadnyc.org](http://www.reachoutandreadnyc.org)

#### BOARD OF DIRECTORS

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Developmental Behavioral Pediatric Consultant

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Traci Lester, Executive Director ■ Emily Bicht, Administrative Assistant

## Making Books Part of a Healthy Childhood



Greater  
New York

June 2005

Dear Friends:

More than six years ago a group of medical practitioners and literacy specialists came together to develop a plan to coordinate a model early pediatric literacy initiative in New York City. That plan emerged over time into the Reach Out and Read Coalition of Greater New York, a shared vision of early literacy support and guidance. With only a part-time staff person and a small operating budget, the Coalition began as a group of 35 program sites.

Today, the Coalition numbers 137 program sites and has grown to include a full-time executive director and part-time administrative staff. As we reflect on the growth and change of the Coalition, we are happy to look back at its accomplishments; particularly the formation of a strong Board of Directors and a solid Coalition operating structure. From this base, we are able to support the technical needs of all the Coalition's program sites.

As we continue to strengthen our foundation, we also look forward to expansion in areas where our services are still in great need - the Borough of Queens and throughout the public hospital system. Our goal is to reach every child living in poverty, ensure that they are exposed to reading aloud strategies, and that they are ready to learn when they enter school. There is still much work to be done.

We are grateful for all the champion providers and staff who work within the ROR programs around the New York Metropolitan area, along with our many supporters and friends who continue to sustain our efforts. With your continued assistance we are able to celebrate another year in existence.

**Eileen FitzPatrick**  
Chairperson,  
Board of Directors

**Traci Lester**  
Executive Director

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### Reach Out and Read of Greater New York's Supporters:

Altman Foundation, American Academy of Pediatrics Chapters 2 & 3, AmeriChoice/United Healthcare, Assemblyman Joseph Lentol, Barnes and Noble Booksellers, Council Member Eva Moskowitz, Council Member Michael McMahon, Dorothy Schiff Foundation, The Dreyfus Corporation, Fidelis Care New York, Stella and Charles Guttman Foundation, The Lucius N. Littauer Foundation, N.Y.C. Health and Hospitals Corporation, Orchard Foundation, Pfizer Medical Humanities Initiative, Reach Out and Read National Center, Reading Is Fundamental, Riggio Foundation, Ross Products Division/Abbott Laboratories, Target Corporation, United Way of New York City, Vivendi Universal Foundation

### In Kind:

Funky Pumpkin Advertising, New York Academy of Medicine, N.Y.C. Health and Hospitals Corporation, North Jersey Media Group, Gerald Peart, Photographer, Scholastic Inc., Starbucks Coffee Company, 26 • Helen Mills Theater, White and Case, LLP



## Highlights 2005

### Conference and Coalition Meetings

#### Third Annual Half-Day Literacy Conference

ROR NYC held its Third Annual Half-Day Literacy Conference on November 4, 2004 at the Scholastic Inc. headquarters in lower Manhattan. This year ROR teamed up with Scholastic to host over 50 ROR members and partner organizations. Conference participants first heard from a panel on the importance of re-training at ROR sites. The panel was led by Dr. Alan Mendelsohn, Medical Director of Bellevue's ROR program, Dr. Leora Mogilner, Director of Mount Sinai's ROR program and Ron Bailey, Director of National Programs for the Reach Out and Read National Center. That panel was followed by a discussion on Corporate Sponsorship and Securing Corporate Support. Patrice Kozlowski, Senior Vice President of Corporate Communications with The Dreyfus Corporation, Debbie Tortu, Vice President of Marketing and Communications at AmeriChoice/United Healthcare, and Karen Proctor, Vice President of Community Affairs and Government Relations at Scholastic Inc. advised conference participants about how to effectively attract corporate support. Blythe Keeler Robinson, Manager for Regional Initiatives at Reading Is Fundamental, closed out the morning's discussions with an in-depth overview of RIF's literacy initiatives.

#### Pediatric Literacy Conference

Reach Out and Read of Greater New York was proud to present "The Role of Pediatric Primary Care in the Promotion of Early Literacy and School Readiness." The conference was held on March 29, 2005 at the New York Academy of Medicine. Featured speakers included: Dr. Barry Zuckerman, Board Chair and CEO, of the Reach Out and Read National Center; Dr. Patricia Kuhl, Director of the Institute for Learning and Brain Sciences at the University of Washington; Dr. Dorothy Strickland, the Samuel De Witt Proctor Professor of Education at Rutgers University, The State University of New Jersey; Dr. Alan Mendelsohn, Assistant Professor of Clinical Pediatrics at NYU School of Medicine and Bellevue Hospital Center; and Dennis M. Walcott, The Deputy Major for Policy of NYC. 120 ROR program representatives, professionals from the health, literacy and education communities, as well as early intervention specialists, ROR supporters and local government officials were present.

#### Annual Coalition Meeting

ROR NYC continued to offer the Coalition members information on current collaborations and research in the field. On Thursday, June 2, 2005, 60 ROR NYC Coalition members gathered at Scholastic Inc. to hear about the importance of forming community-based partnerships to support the work of ROR program coordinators. Specific topics covered included: Family Literacy and Your ROR Program; Using VISTA and AmeriCorps Members in ROR Programs; Developing Linkages with Home-Based Literacy Intervention Programs; Health Literacy; and Forming Creative Community-based Partnerships. Speakers included: Elyse Barbell Rudolph, Executive Director, and Alecia D'Angelo, Family Literacy Associate, both from the Literacy Assistance Center; Kate Dimpfl, Program Officer, National Association of Community Health Centers; Jana Kosberg, Staff Attorney, Home Instruction for Parents of Preschool Youngsters (HIPPIY)/Advocates for Children of NY; Heidi Sabers, Program Coordinator, Lutheran Medical Center, Family Support Center; Linda van Schaick, Program Coordinator, Children of Bellevue ROR/ Bellevue Hospital Center; and Barbara Ducharme, National Programs Project Manager, ROR National Center.

### Legislative Awareness Campaign

The Legislative Awareness Campaign at ROR NYC continued at a rapid pace. ROR NYC held its first New York City Council Breakfast on February 3, 2005, as part of an ongoing Legislative Awareness Campaign. The breakfast entitled "Raising Readers: Nurturing a Literate Constituency" was hosted by Speaker Gifford Miller, along with Council Members Michael McMahon, Eva Moskowitz and Christine Quinn. Over 60 ROR program representatives and guests spent the morning learning about the City Council's Health and Education initiatives and their cross section with ROR NYC program activities. Participants also listened to Dr. Leora Mogilner of Mount Sinai Hospital share her experiences as a ROR provider and learned about ROR National Center's legislative work from Matt Veno, Director of Government and External Affairs with the ROR National Center.

ROR NYC was also selected by Governor George Pataki's Office to be the recipient of 20,000 donated books through the 2005 New York State Dr. Martin Luther King Jr. Literacy Drive.

### Medical Provider Trainings

Since inception over 3,100 physicians and nurses have been trained in ROR strategies of early literacy guidance. With the assistance of Dr. Alan Mendelsohn at Bellevue Hospital and now Dr. Leora Mogilner of Mount Sinai Hospital and Dr. Aviva Schein of Maimonides Medical Center, individual training sessions were held at six new ROR program sites, as well as one large re-training session for 60 participants on November 4, 2004.

### Fundraising Activity

#### Benefit and Silent Auction

On May 4, 2005, ROR NYC held its first Silent Auction Benefit at the newly opened event space, 26 • Helen Mills Theater, in North Chelsea. Over 170 people celebrated the Coalition's accomplishments. During the evening, ROR NYC honored Scholastic Inc. with the Literacy Champion Award and recognized the hard work of one of its dedicated volunteers—Eileen FitzPatrick—who was presented with the Volunteer of the Year Award. The event raised over \$70,000 to support ROR NYC's activities.

#### Public Funding

ROR NYC continued to receive direct public funding from New York State through a \$3,000 member item gift from Assemblyman Joseph Lentol to Cumberland Diagnostic and Treatment Center. Support was also received directly from New York City Council Members Michael McMahon and Eva Moskowitz for ROR program activities in their districts.

#### Reading Is Fundamental Grant (RIF)

Reach Out and Read of Greater New York was the beneficiary of a new round of RIF funding to support 93 ROR sites. Funding was provided for books given out at the 15 month and 18 month pediatric checkup. A book committee consisting of ROR coordinators and staff met throughout the summer to select a wide variety of age and culturally appropriate books for these well child visits.

### Internships/AmeriCorps/VISTA Members

This year the following Reach Out and Read Programs hosted interns or AmeriCorp/VISTA members: New York Presbyterian Hospital, Columbia (Upper Manhattan); Maimonides Hospital (Brooklyn); New York Presbyterian Hospital, Cornell (Manhattan); Mount Sinai Medical Center (Manhattan); Winthrop Pediatric Associates (Long Island); and Long Island College Hospital (Brooklyn).

### United Nations Report

Eileen FitzPatrick and Trish Magee, representing the Reach Out and Read National Center, attended the 57th Annual Non-Government Organization Meeting at the United Nations Headquarters in New York on September 8, 2004. The Reach Out and Read National Center became an official NGO in 1999 and is recognized as a literacy humanitarian organization. This year's NGO United Nations theme focused on implementing the goals of the Millennium Summit established in 2000. Those goals are eradicating extreme poverty and hunger, achieving universal primary education, promoting gender equality and empowering women, reducing child mortality, improving maternal health, combating HIV/AIDS, malaria and other diseases, ensuring environmental sustainability and developing a global partnership.

