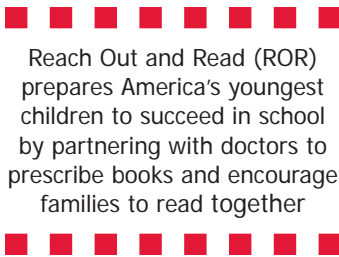




Reach Out and Read of Greater New York



Volume 21, Summer 2010



Reach Out and Read (ROR) prepares America's youngest children to succeed in school by partnering with doctors to prescribe books and encourage families to read together



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Summer of a Million Books Campaign Brings Summer Reading to Thousands of Kids Throughout the Region

Reach Out and Read has launched an exciting new campaign. The **Summer of a Million Books** unites Reach Out and Read pediatricians and family physicians at 4,500 hospitals and clinics across the country with the nationwide goal of distributing 1,000,000 books by Labor Day. The national network of pediatricians, family physicians, and nurse practitioners will distribute more than 18,500 books every day. In the Greater New York region, ROR programs will distribute over 1,500 books each day to help meet the national goal.

Reach Out and Read developed the Summer of a Million Books in conjunction and partnership with the United We Serve's *Let's Read. Let's Move.* initiative, which aims to promote community service and combat illiteracy and childhood obesity. *Let's Read. Let's Move.* is an Administration-wide effort led by President Barack Obama, First Lady Michelle Obama, and the Corporation for National and Community Service.

As part of the Summer of a Million Books, ROR of Greater New York is celebrating its 2nd Annual **Early Literacy Awareness Week**, August 8th – 14th, throughout the Greater New York region. This week is a time to encourage families to read together and foster a love of reading in our youngest children while preparing them for success in school. The week will be celebrated with a book distribution, community book drives, and events at ROR programs including visits from local legislators, book fairs, and family activities. In addition, radio public service announcements will raise general awareness about early literacy and encourage families to read together.

ROR Program Sites are already planning some exciting events to make this a Summer full of books, reading, and family fun. The Morris Heights Health Center in the Bronx is planning a day-long celebration on August 10th, with a book fair, book drive, story hour, library card sign-up, and adult literacy resources. The Open Door Family Medical Center in Ossining has started a Preschool Summer Reading Club, which will run through August 9th. The reading club will include story-time, snacks, fun activities and book giveaways for preschoolers and their caregivers. The William F. Ryan Community Health Network is also planning an event at their newest center in Harlem. In addition, Borders Book Stores in Bohemia and Commack, Long Island, will hold book drives to support ROR programs in their areas. Details about events will be updated on our website on a regular basis.

How can you help? Donate a book or sponsor a child online through ROR's Virtual Book Drive or organize a Book Drive to benefit a ROR GNY program site. Most importantly, read to the children in your life every day. For more details or information about sponsorship opportunities for Early Literacy Awareness Week or the Summer of a Million Books Campaign, visit our website.



Did you know...

- ROR GNY programs are located in 177 hospitals and health centers
- Over a quarter of a million children participate in ROR GNY programs
- Close to 400,000 new developmentally-appropriate books are given to families annually
- Over 5,400 physicians and nurses have been trained in ROR strategies of early literacy guidance
- Hundreds of active volunteers read aloud to children in clinic waiting areas



ROR GNY Program Sites

Beacon Christian Community Health Center
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 Fifth Avenue Child Health Clinic
 The Floating Hospital, Inc.
 Gouverneur D&TC
 Harlem Hospital Center
 Hassenfeld Children's Center for Cancer & Blood Disorders
 Haverstraw Pediatrics
 Heritage Healthcare Center
 Hudson River HealthCare
 The Institute for Family Health Kingston
 The Institute for Family Health Medical Center of Ellenville
 The Institute for Family Health
 Mt. Hope Family Practice
 The Institute for Family Health
 Parkchester Family Practice
 The Institute for Family Health
 Urban Horizon Family Health Center
 The Institute for Family Health
 Walton Family Health Center
 The Institute for Family Health
 Westchester Avenue Center
 The Institute for Urban Family Health
 Phillips Family Practice
 Jewish Child Care Association
 Kathleen Ennabi, MD, PC/Pediatrics
 Kings County Hospital Center
 Lincoln Medical and Mental Health Center
 Long Island College Hospital
 Lutheran Medical Center
 Maimonides Medical Center
 Martin Luther King Jr. Community Health Center
 Metropolitan Hospital Center
 Metropolitan Hospital Center's La Clinica del Barrio
 Monica R. Meyer, MD
 Montefiore Medical Center-North Division
 Montefiore Medical Center
 NY Children's Health Project
 Montefiore Medical Center
 Pediatric Primary Care Medicine
 Montefiore Medical Center
 South Bronx Health Center
 Montefiore Medical Group-CFCC
 Montefiore Medical Group-CHCC
 Montefiore Medical Group-Family Health Center
 Montefiore Medical Group-University Avenue Family Practice
 Morris Heights Health Center
 Morris Heights Health Center-Walton Avenue
 Morrisania D&TC
 Mount Sinai Adolescent Health/
 Teen Parenting Program
 Mount Sinai Hospital of Queens
 Family Health Associates
 Mount Sinai Medical Center
 Mount Sinai Pediatric School-Based Health Centers
 Mount Vernon Neighborhood Health Center
 New York Hospital Queens
 Theresa Lang Children's Center
 New York Methodist Hospital
 New York Presbyterian Hospital (Columbia)
 North Bronx Health Network
 North Brooklyn Health Network
 North General Hospital
 North Shore University Hospital at Glen Cove
 NYU Hospital for Joint Diseases
 Ola Pediatrics
 Open Door Family Medical Center-Ossining
 Poe Medical Center
 Port Pediatrics
 Queens Hospital Center-Ambulatory Pediatrics
 Queens Hospital Center
 Springfield Gardens Medical Center
 Richmond University Medical Center
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 St. John's Episcopal Hospital, Pediatrics Clinic
 St. Vincent's Services Clinic
 Stony Brook University Hospital
 SUNY Downstate Medical Center
 Union Community Health Center at Fordham Plaza
 Uptown Pediatrics
 Urban Health Plan, Inc.
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 Westchester Medical Center
 White Plains Hospital Center
 William F. Ryan Community Health Center
 Williamsbridge Family Practice Clinic
 Winthrop Pediatric Associates
 Wyckoff Heights Medical Center

Annual Meeting

Speakers Address Education Gaps Among Urban Children

A sold-out crowd was in attendance at ROR GNY's Annual Meeting at Scholastic Inc. on Thursday, June 24th, and the keynote speakers did not disappoint. George Khalidun, Chief Administrative Officer of the Harlem Children's Zone (HCZ) gave an overview of HCZ's history and philosophy, outlining its principles of community organizing, incorporating best practices to work with inner-city children, getting to scale, and the importance of achieving accountability. From there he discussed the programs HCZ has developed to reach children in their early years: The Baby College, The Three Year Old Journey, the Getting Ready for Pre-K program, and the Harlem Gems. HCZ works with some 10,000 children within the geographic zone of 5th to 8th Avenues and from 116th to 143 Streets.

Peg Tyre, an award-winning investigative journalist, is the author of *The Trouble With Boys: A Surprising Report Card on Our Sons, Their Problems at School, and What Parents & Educators Must Do*. Peg shared with the audience her experiences researching the gender gap among boys and girls in reading and writing, the growing underachievement by boys in school, and what schools and parents can do about closing the gap.



Annual Meeting Speaker, Peg Tyre

Legislative Updates

ROR GNY and AAP Team Up for Advocacy Day in Albany

Reach Out and Read partnered with the American Academy of Pediatrics, District II to meet with key legislators in Albany to encourage them to maintain support for ROR in the State budget. Hundreds of medical providers boarded buses to Albany for the event on February 23rd. Legislators visited included: Assembly Member Richard Gottfried, Chair of the Assembly Health Committee; Senator Suzi Oppenheimer, Chair of the Senate Standing Committee on Education; and Senator Thomas K. Duane, Chair of the Senate Health Committee.

ROR GNY staff also delivered 4,500 of postcards signed by families who participate in Reach Out and Read to Assembly Speaker Sheldon Silver. The postcard's message read, "My child is excited about books, and Reach Out and Read (ROR) has played a big part in making that happen. The pediatricians, nurses, and other health care providers that work with ROR have been teaching parents like me that reading aloud to our kids when they're young gives them the best chance for success in school. Please continue to support this program - the children and families of New York will thank you for it!" This summer, ROR GNY will continue to advocate for State support by inviting legislators to visit ROR programs in their districts.



(left) ROR GNY Board Members Leora Mogilner (l) and Ann Sand (r) and Executive Director Traci Lester (c-r) delivered postcards to NYS Assembly Speaker Sheldon Silver. (right) Physicians from Montefiore Medical Center joined ROR GNY staff and board members in visits to State legislators.



Partnerships and Collaborations

The Estée Lauder Companies Hold Nationwide Employee Book Drive for ROR

For the third year in a row, The Estée Lauder Companies (ELC) held an employee book drive on behalf of Reach Out and Read. The virtual book drive ran from Mother's Day through Father's Day, with employees donating books to support ROR

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sites nationwide. Thanks to the generous support of ELC, ROR GNY will receive more than 3,000 books to distribute to New York area Program

Sites, helping thousands of area children prepare for success in school.



A ROR Program Coordinator picking up books from the 2009 ELC book drive

Book Drives

Book Drives Bolster ROR Book Supply

For the last five years, ROR GNY has benefited from the Martin Luther King, Jr. Literacy Drive, held at various New York State agencies. This year books collected through the book drive were distributed to Elmhurst Hospital Center-Corona, Montefiore Medical Center-CHCC, and Harlem Hospital.

In Brooklyn, the congregation of the Progressive Temple Beth Ahavath Shalom held a Spring Book Drive and chose ROR GNY to be the recipient of the books. The books collected were donated to the ROR program at Luther Medical Center.

Gemini 14, celebrity hair salon to Miley Cyrus and Kristin Chenoweth, held a grand opening party at its Union Square location, and decided to make a ROR book drive part of the event. Books collected were donated to the nearby Institute for Urban Family Health Philips Family Practice.

ROR GNY has had a wonderful history of receiving book donations from schools and students. In Manhattan, Dalton Middle School collected books that were donated to the Mt. Sinai ROR program, and Hunter College Elementary School donated books to the North General Hospital School-Based program at P.S. 57.

A casual conversation about ROR between Haverstraw Pediatrics Medical Director Vidhu Thaker and Elmwood Day School Director Jane Arcaya has resulted in an ongoing collaboration. Using promotional materials provided by ROR, Ms. Arcaya sent information to all the parents of the pre-schoolers at Elmwood, and set up a collection box in the school. The response from the families and staff was overwhelming. At the start of the book drive, the collection box had to be emptied once or twice a week! Books were also collected during a Scholastic Book Fair at the school. One inspired parent went even further and plans to donate books collected at her daughter's Bat Mitzvah. Over the past 6 months, Haverstraw Pediatrics has collected almost 400 books, and the ROR book box has found a permanent home in the school windows.



Gemini 14 Salon owners Kristina Baricelli and Vicki Vidov with Kristin Chenoweth (center)

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Celebrating the Communities of Reach Out and Read

Little, Brown Books for Young Readers' Megan Tingley and Authors Kim Wayans and Kevin Knotts Honored at Annual Benefit Gala

ROR GNY celebrated its 11th Anniversary at the Tribeca Rooftop on April 19th with over 250 guests in attendance. This year's theme was "Celebrate the Communities of Reach Out and Read." The evening included silent, live and online auctions, with all proceeds benefiting children served by ROR in the New York City region. Mistress of Ceremonies Amy Robach of the TODAY Show introduced Literacy Champion Awardees Megan Tingley, Senior Vice President and Publisher of Little, Brown Books for Young Readers, along with Kim Wayans and Kevin Knotts, Actors and Authors of the award-winning kid's book series "Amy Hodgepodge."

This year's Benefit also recognized ROR GNY programs from diverse parts of the region. Executive Director Traci Lester credited each program's success to the dedication of the "champion" medical providers who work directly with families in need. Honorees included: Beacon Christian Community Health Center, Bedford-Stuyvesant Family Health Center, Brownsville Multi-Service Family Health Center, Elmhurst Hospital, Lutheran HealthCare, The Mount Sinai Medical Center, New York-Presbyterian, Queens Hospital Center, The William F. Ryan Community Health Network, Sound Shore Medical Center, St. Barnabas Hospital, and Stony Brook University Medical Center. The staff and Board of Directors of ROR GNY would like to thank all of the supporters who helped make the evening such a success.



Children's Poet Laureate Mary Ann Hoberman reads a poem with Honoree Megan Tingley



(l-r) Honorees Kevin Knotts and Kim Wayans, Mistress of Ceremonies Amy Robach, Honoree Megan Tingley, Executive Director Traci Lester and Board Member Keith Dawkins



Vista*Americorps Volunteers enjoying the festivities



Mistress of Ceremonies Amy Robach (center l), husband Andrew Shue and mother Joan Robach with Board Member Susan Kaufman (center, r)

Photography by Lori Hedding

An Evening with Judith Viorst

ROR GNY Young Leaders Executive Board Hosts Lecture with Author Judith Viorst

On June 9th, the ROR GNY Young Leaders Executive Board (YLEB) hosted its second fundraiser. Only a year in existence, the group aims to engage a new generation of volunteers in raising awareness about ROR GNY and garnering support for its mission. The fundraiser, held at the Helen Mills Theatre in Manhattan, was a lecture featuring acclaimed writer Judith Viorst. Ms. Viorst's talk, entitled "Loves, Longings, and Wicked Thoughts: the Shared Experiences of Adults and Children," described parallels in the emotional lives of adults and children using examples from her many published works. A touching introduction to the talk was made by Ms. Viorst's long-time agent and friend, Robert Lescher. During the evening, guests enjoyed a cocktail hour with wine, hors d'oeuvres, and a raffle. The event successfully raised over \$3,000 and was a delightful evening for everyone who attended.



Robert Lescher and Author Judith Viorst



YLEB member Rebecca Tillet and guest



YLEB Co-Chair Alicia Ross-Beck and YLEB member Colin FitzPatrick



YLEB member Elliot Steelman (r) with friends



ROR GNY Board Member Gary Tannenbaum, Robert Lescher, Helen Mills, and Isabelle Mills-Tannenbaum



Author Judith Viorst during book signing

Photography by *Lucence Photographic*

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ROR Doctor-Recommended Books for Summer

Whether you are going away or enjoying the sights around your own home, here are a few books that can be enjoyed with a child in your life this summer.

Biscuit's First Trip
by Alyssa Satin Capucilli
Ages 2-6
Join Biscuit on his first family trip!

Blueberries for Sal
Robert McCloskey
Ages 4-8
Sal goes on a blueberry-picking adventure!

Clifford Takes a Trip
Norman Bridwell
Ages 3-8
Clifford can't go on vacation with Emily Elizabeth. Or can he?

Pictures from Our Vacation
Lynne Rae Perkins
Ages 4-8
Family photos don't always capture memories.

How I Spent My Summer Vacation
Mark Teague
Ages 4-8
Some kids go to camp. Not Wallace Blevins...

Curious George Goes Camping
Margret & H. A. Rey
Ages 3-8
George goes camping!

Save the Dates!

August 8-14: Reach Out and Read of Greater New York Early Literacy Awareness Week

Event calendar available online:

www.reachoutandreadnyc.org/events/earlylitweek2010.htm

October 21, 2010: Half-Day Literacy Conference

Scholastic, Inc., 557 Broadway (R.S.V.P. required)