

Reach Out and Read of Greater New York

Annual Meeting Focuses on Research and Technology

The 2011 Annual Meeting, held on June 23rd at Scholastic, Inc., focused on new research in early literacy development, and new approaches to helping medical providers assess and promote early literacy among their patients.

A Case for Reach Out and Read

Keynote speaker Jean Ciborowski Fahey, PhD (Early Literacy and Research Specialist at Reach Out and Read's national office) described current research drawn from both the medical and early education fields that makes a strong case for Reach Out and Read. One example is exciting new research using neuroimaging techniques which reveal the parts of the young brain that develop for reading - as early as infancy.

A particular region of the left hemisphere of the baby's brain becomes highly aroused by the words and sounds made by the important people in his or her life. Nurturing conversations, utterances, reading, singing, rhyming, and word play come together to encourage the development of phonological awareness in the first three years of a child's life. A potent ingredient for learning to read, phonological awareness depends upon the brain's ability to analyze and store the parts and patterns of spoken language.

One longitudinal study in Finland showed that vocabulary size at age 1 predicted phonological awareness at age 3. The study found that sensitive caregivers conversed and engaged with their babies often. They attuned to the baby's interest, sustained the baby's attention, and supported gradual and more independent play at the age of 1 or 2 - which increased phonological awareness in their preschool age children. (Silven, M., Niemei, P., & Voeten, M.J.M. 2002)

Dr. Fahey also discussed program effectiveness data being collected by Reach Out and Read from a cohort of Reach Out and Read Sites participating in their quality improvement initiative.

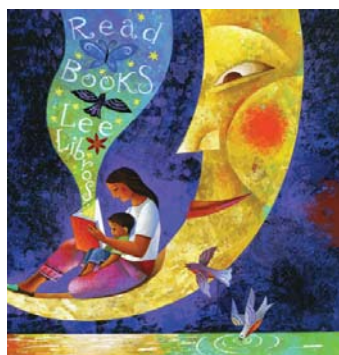
Technology in the Exam Room

The Annual Meeting also included a panel discussion on the effective use of technologies to enhance Reach Out and Read programs, as more hospitals and community health centers use electronic medical records in their daily operations. Speakers included Ray Teets, MD, Medical Provider, The Institute for Urban Family Health - Philips Family Practice, and Acklema Mohammad, MD, Urban Health Plan. In addition, Leora Mogilner, MD, of Mount Sinai Medical Center, led a Reach Out and Read Medical Provider Training.

Each year, the Annual Meeting provides an opportunity for Reach Out and Read Coordinators, Medical Providers and other professionals to convene around topics in early childhood literacy



Jean Ciborowski Fahey, PhD



Volume 22, Summer 2011

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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Did you know...

- ROR GNY programs are located in 178 hospitals and health centers
- Over 272,000 children participate in ROR GNY programs
- Close to 415,000 new developmentally-appropriate books are given to families annually
- Over 5,500 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
 Bedford Stuyvesant Family Health Center, Inc.
 Bellevue Hospital Center
 Beth Israel Medical Center-Pediatric Associates
 Boriken Neighborhood Health Center
 Bronx Care Third Avenue
 Bronx-Lebanon Hospital Center
 The Brookdale Family Care Center
 The Brooklyn Hospital Center
 Brownsville Multi-Service Family Health Center
 Charles B. Wang Community Health Centers
 Children of Zion Pediatrics
 Community HealthCare Network
 Community Health Center of Richmond
 Coney Island Hospital Network
 Dolan Family Health Center
 Dove Pediatric Service
 Dr. Martin Luther King Jr. Health Center
 East New York D & TC
 Elmhurst Hospital Center-Corona Medical Center
 Elmhurst Hospital Pediatrics
 Elsie Owens North Brookhaven Health Center
 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-Ellenville Family Health Center
 The Institute for Family Health-Family Health Center at North General
 The Institute for Family Health-Kingston
 The Institute for Family Health-Mt. Hope Family Practice
 The Institute for Family Health-Parkchester Family Practice
 The Institute for Family Health-Philips Family Practice
 The Institute for Family Health-Urban
 Horizon Family Health Center
 The Institute for Family Health-Walton Family Health Center
 Interfaith Medical Center
 Jewish Child Care Association
 La Providencia Family Medicine 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 Ambulatory Care Center
 Montefiore Medical Center-NY Children's Health Project
 Montefiore Medical Center-Pediatric Primary Care Medicine
 Montefiore Medical Center-South Bronx Health Center

Events

Reading for the Future Annual Benefit and Auction



Reading for the Future, our annual benefit and auction, held on May 16th at Bridgewater in Manhattan, raised \$200,000 for Reach Out and Read Programs. NBC's Hoda Kotb presided as Mistress of Ceremonies at our annual benefit, which brought together the worlds of journalism, fashion, literature and medicine in support of early childhood literacy. The guest list included Miss Teen USA Kamie Crawford, ESPN Radio personality and comedian Robin Lundberg and People StyleWatch Editor Susan Kaufman, who spearheaded planning for the gala event. Literacy Champion awards were presented to bestselling author James Patterson and Parenting magazine's Mom Congress on Education and Learning, for their contributions to children's literacy.

(top row, l-r) Traci Lester, Susan Kaufman, and Hoda Kotb; Mark Wildman, Vice President, Publisher of The Parenting Group; David Young, Chairman and CEO, Hachette Book Group; (bottom row l-r) Guests Dr. T.J. Jirasevijinda (l), and Cynthia Walter Glickman (r) with a friend; Miss Teen USA Kami Crawford; Judy Newman, President of Scholastic Bookclubs, and Karine Apollon Vice President and General Manager of the Scholastic Literacy Initiative.

Young Leaders Bowl for Books

In February, the Reach Out and Read of Greater New York Young Leaders Executive Group hosted "Bowling for Books," at Harlem Lanes in Manhattan. The 84 guests who attended the event helped raise over \$5,000 for Reach Out and Read programs.



(clockwise from the left) Guests enjoyed bowling, food and raffle prizes; Members of the Young Leaders Executive Board take a break from the lanes; Executive Director Traci Lester helps a young bowler. Photos courtesy of Lori Hedding Photography.

Partnerships and Collaborations

Neuberger Berman Employees Help Distribute Books

As part of the company's annual Celebration of Service, Neuberger Berman employees volunteered with Reach Out and Read on May 2nd at our Greenpoint warehouse, helping to distribute thousands of donated books to Reach Out and Read program sites. We appreciate their enthusiasm and willingness to do the heavy lifting!



Lincoln Hospital Celebrates Children's Book Week

This May, Lincoln Medical and Mental Health Center recognized Children's Book Week with a special celebration on May 5th. Three doctors read to children, and Reach Out and Read Program Coordinator Valerie Miles dressed up as Mrs. Cat in the Hat. A raffle at the event helped raise \$500 for the Reach Out and Read program at Lincoln.



Photo courtesy of Linda Morales at Lincoln Medical and Mental Health Center

Early Literacy Awareness Week - August 6-13, 2011

Reach Out and Read of Greater New York will be celebrating our third Early Literacy Awareness Week in conjunction with National Health Center Week and Reach Out and Read Inc.'s Summer of a Million Books. 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, book drives, book fairs, family activities, and events at Reach Out and Read program sites, including visits from local legislators and other special guest storytellers. Thanks to our partners, Hachette Book Group/Little Brown Books for Young Readers and The Estée Lauder Companies, for their generous donations of books. Details about the week's events will be updated on our website on a regular basis. For more information, or to participate, contact Karen Preuss, Development Manager, at (646) 237-0103.

Reach Out and Read of Greater New York Welcomes Three New Board Members

We are delighted to welcome three new members to our Board of Directors:

Goldie Alfasi-Siffert, PhD has been a Reach Out and Read coordinator at the Phillips Family Practice for many years and has witnessed the impact of this program on children and their families. She is the Director of Behavioral Science at the Beth Israel Residency in Urban Family Medicine and at the Institute for Family Health in New York City, and a clinical psychologist in private practice.

Zandra Magarino Combs is currently the SVP, Chief Human Resources Officer for The CDM Group. The CDM Group (CDM) is a collection of the world's leading global healthcare advertising and communications services organizations. She was formerly the Director of Human Resources at Tyco International and Time Warner-AOL, Inc., and her expertise lies in performance management, staffing, employee relations, talent management, leadership development, organizational design and executive coaching

Douglas McCormack is VP and Senior Tax Counsel at Bristol-Myers Squibb Company. He has nineteen years of experience as an in-house tax counsel to major corporations. His work has included domestic U.S. and international tax planning for U.S.-based multinationals and foreign tax planning for a foreign-based multinational. In addition, he is actively involved as a member of the Board of Trustees of Franklin and Marshall College.

Montefiore Medical Group
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 Center
Mount Vernon Neighborhood Health Center
Neighborhood & Family 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 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-Parsons Medical Center
Queens Hospital Center-Springfield Gardens Medical Center
Queens Hospital Center-South Queens Community Health Center
The Raymond Naftali Center
Richmond University Medical Center
Riverside Pediatrics
Ryan/Chelsea-Clinton Community Health Center
Ryan-NENA Community Health Center
Sound Shore Medical Center of Westchester Children's Medical Group
Soundview Health Center
The Steven and Alexandra Cohen Children's Medical Center of NY, Division of General Pediatrics
The Steven and Alexandra Cohen Children's Medical Center of NY, Developmental and Behavioral Pediatrics
St. Barnabas Hospital
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 2021 Grand Concourse
Union Community Health Center at Fordham Plaza
Union Community Health Center, Pediatric Ambulatory Care
Uptown Pediatrics
Urban Health Plan, Inc.
Valentine Lane Family Practices
Weill Cornell Medical College-NY Presbyterian Hospital
Westchester Medical Center
White Plains Hospital Center
William F. Ryan Community Health Center
Winthrop Pediatric Associates
Wyckoff Heights Medical Center

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Save the Dates!

August 6-13, 2011: Reach Out and Read of Greater New York Early Literacy Awareness Week

Events across the region promote reading aloud with young children.
Event calendar available online:
www.reachoutandreadnyc.org/events/earlylitweek.htm

August 13, 2011

Reach Out and Read Goes to the Ball Game!

Watch the Staten Island Yankees and support Reach Out and Read of Greater New York. Join us for a night of excitement when the Staten Island Yankees face the Auburn Doubledays.

October 20, 2011: Half-Day Literacy Conference

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

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