

Reach
Out and
Read®



Greater
New York

Reach Out and Read of Greater New York



Volume 14, Winter 2007

Our mission is to provide
the training and resources
necessary to put books into
the hands and homes of
every young child.

Did you know . . .

- ROR programs are located in 148 hospitals and health centers
- 230,000 children participate in ROR programs
- More than 380,000 new, developmentally appropriate books are given to families annually
- 5,100 physicians and nurses have been trained in ROR strategies of early literacy guidance
- More than 500 active volunteers read aloud to children in clinic waiting rooms

New Chairman of the House Committee on Ways and Means Reads to Children at North General Hospital



Staff, doctors and families at North General Hospital in Harlem welcomed Congressman Charles Rangel to their Reach Out and Read Program this past summer. Congressman Rangel, the new Chairman of the House Committee on Ways and Means, represents the 15th Congressional District, which is home to 17 Reach Out and Read programs serving more than 31,000 children annually. The Congressman spoke with families and emphasized the important role reading played in his upbringing. He encouraged parents to read with their children and to become invested in their children's education as a way to ensure later success in life. **"This is a great way to provide children the head start that they need to succeed not just in school, but in life. If our nation is going to fulfill the promise of the American Dream to its citizens and have a competitive workforce in the global economy, we must support programs like Reach Out and Read,"** the Congressman said. He then read *Brown Bear, Brown Bear, What Do You See?* to the children in the clinic.

Reach Out and Read of Greater New York thanks Congressman Rangel for his continued support of Reach Out and Read programs in Harlem and throughout the New York City region.

Photo Credits: Gerald Peart

ROR GNY Becomes Member Charity of Better Business Bureau

For the first time since its inception in 1997, Reach Out and Read of Greater New York has been recognized by the Better Business Bureau as meeting its Standards for Charity Accountability. To become a member, organizations must satisfy a list of 20 accountability standards including: having a formal board policy assessing organizational effectiveness, a detailed annual report that includes financial statements, and formalized ethical practices. Benefits of joining the Better Business Bureau include: membership services, sponsorship opportunities, and charity review services. Reach Out and Read of Greater New York will now be listed as meeting all standards in the highly respected "New York Giving Guide: The Smart Donor's Guide to Area Charities," a book which provides information on over 700 charities.



NewYork.bbb.org

Contents:

ROR News	1
Legislative Corner	2
Convenings	3
Fundraising News	4
Spotlights	5
Save the Date	6

Program Sites

Bedford Stuyvesant Family Health Center, Inc.
Bellevue Hospital Center
Beth Israel Medical Center
Boriken Neighborhood Health Center
Bronx Care Third Avenue
Bronx-Lebanon Hospital
Brookdale Family Clinic
Brownsville Multi-Service Family Health Center
Charles B. Wang Community Health Centers
Community HealthCare Network
Coney Island Hospital
Dolan Family Health Center
Dove Pediatric Service
Dr. Martin Luther King Health Center
East New York D&TC
Elmhurst Hospital Center-Corona Medical Center
Elmhurst Hospital Center-Tzu Chi Family Health Center
Elsie Owens North Brookhaven Health Center
The Floating Hospital, Inc.
Gouverneur D&TC
Harlem Hospital Center
Hassenfeld Children's Center for Cancer & Blood Disorders
Hudson River HealthCare
Institute for Urban Family Health
Interfaith Medical Center
Jewish Child Care Association
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
Montefiore Medical Center-NY Children's Health Project
Montefiore Medical Center-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

Legislative Corner

Dr. Danielle Laraque, District Vice Chairperson of the American Academy of Pediatrics, District II, New York State speaks out about ROR and its impact in the State. Below is an excerpt from her recent Op-Ed piece.

The Reach Out and Read Program is a proven effective intervention that promotes parental literacy support for children and enhances language development for preschoolers, especially those who are impoverished. More than 284,000 low income young children across New York received more than 460,000 free books when they visited their doctor in 2005.

ROR programs enlist parents as partners in support of their children's early literacy development. Pediatricians talk with parents about the importance of reading to their children. These conversations allow pediatricians to engage parents around child development expectations. They also provide opportunities for doctors and parents to talk about the important physical, emotional and intellectual bonding that occurs when parents read to their children.

ROR is not just a "nice" program. It has been rigorously evaluated. ROR programs have been shown to definitively improve children's expressive and receptive language. These enhanced skills are the foundation of school readiness and reading readiness.

Here in New York we have more than 230 programs serving almost 300,000 children. Hundreds of thousands more children are eligible for ROR programs across the state. Together, we can build ROR programs to serve all children in low income families. We can help build communities across our state that make and keep a commitment that all children will enter school with a home library and ready to read.

Investing in ROR is an effective, efficient way to bridge medicine, literacy and parenting skills. The most important outcome of all ROR programs is pediatricians partnering with parents to ensure healthy children who are ready to learn. Can we afford to do less?

Brooklyn Borough President Marty Markowitz Allocates \$50,000 to Brooklyn-Based Reach Out and Read Programs

Brooklyn Borough President Marty Markowitz has recommended the allocation of \$50,000 to support existing ROR Brooklyn sites and to help with expansion efforts throughout the Borough.

There are 41 ROR programs in Brooklyn. Together these sites provide books to more than 73,000 children annually. About his grant Markowitz said, "In this day and age, literacy is not just about education, it's also a health issue. I commend Reach Out and Read for its innovative approach. By providing books to children at medical check-ups and encouraging parents to read aloud to their kids, they are making it very clear—literacy is a vaccination against ignorance."

To celebrate the grant, Borough President Markowitz read with families at East New York Diagnostic & Treatment Center. After speaking with families about the importance of maintaining physical health from birth through adulthood, Borough President Markowitz led an animated reading of Jane Yolen and Mark Teague's *How Do Dinosaurs Say Good Night*.



Photo courtesy of Kathryn Kirk

Half-Day Literacy Conference

Annual Meeting

Program Sites



Assemblyman
Richard N. Gottfried

New York State Assemblyman Richard Gottfried (64th District) was the featured speaker at the Half-Day Literacy Conference on 10/26/06, which focused on legislative advocacy. Assemblyman Gottfried, who is also Chair of the Assembly Health Committee,

spoke with sites about the importance of personalizing their message when working with legislators. His talk was reinforced by Elie Ward, Former Executive Director of Statewide Youth Advocacy and Consultant to the American Academy of Pediatrics, District 2. Ms. Ward stressed that persistence and a clear message are key in getting attention for ROR sites.

Following the keynote address was a panel discussion entitled "From Macro to Micro: The Nuts and Bolts of Legislative Advocacy." Panelists who gave tips on getting media attention and funding were Barbara Ducharme, Director of National Programs at ROR National Center; Ira Yankwitt, Director of the NYC Regional Adult Education Network at the Literacy Assistance Center; Carlos Menchaca, Capital Budget & Economic Development Specialist at the Office of the Brooklyn Borough President; and Kristen Simpson-Zak, Deputy Chief of Staff, Office of City Council Member Michael McMahon of Staten Island.



(L-R) Barbara Ducharme, Carlos Menchaca, Kristen Simpson-Zak, Ira Yankwitt. Photo Credits: Gerald Peart

The Annual Meeting on 6/15/06 featured a number of speakers on topics meant to educate ROR Coordinators on ways they can further help their patients. Dr. Alvin Eden of Wyckoff Heights Medical Center spoke about "Toddler Iron Deficiency and its Impact on Literacy Development." He noted how iron deficiency is both very common and causes impaired cognition in toddlers. He was followed by Dr. Alan Mendelsohn, Medical Director of Bellevue Hospital's ROR Program, who gave an update on the research study he is conducting in Sunset Park, Brooklyn on the impact of ROR on early literacy and school performance.



Dr. Alvin Eden, Wyckoff Heights
Medical Center

The meeting concluded with talks on ways to supplement the ROR clinic experience. Melanie Lavelle, Manager of the Self-Sufficiency Project at the Women's Center for Education and Career Advancement, talked about using the Self-Sufficiency Calculator to help working families; Linda Williams Bowie, Senior Program Officer for Libraries with New Visions for Public Schools, presented their *Family Literacy Guide*; Lucia Smith, Program Coordinator at ROR GNY, presented ROR GNY's expanded Volunteer website; and Barbara Ducharme, with the ROR National Center, provided an update on expansion.

☆ Fundraising Spotlight: Scholastic Book Fairs ☆

When a hospital or community health center applies to be a ROR site, it agrees to take on partial responsibility for raising funds to sustain its book budget. There are a number of ways for ROR program sites to raise money, but one easy way is a Scholastic Book Fair, hosted by The Book People USA at Scholastic Inc. Book fairs can be held on a single day or over the course of several days and are usually held in the lobby of a health center. The Book People USA take care of everything—they provide the books and supplies, set up the space, and process all purchases. Participating ROR program sites receive 15% of the profits from each book fair. If you are interested in holding a book fair at your ROR program site, contact Tim Loynes, Director of Corporate Book Fairs, at 212-343-7610.

Morris Heights Health Centers
Mount Vernon Neighborhood Health Centers
Mount Sinai Medical Center
Mount Sinai Hospital of Queens
Mount Sinai School-based Health Center
New York Hospital Queens-
Theresa Lang Children's Center
New York Methodist Hospital
New York Presbyterian Hospital (Columbia)
New York Presbyterian Hospital (Cornell)
North Bronx Health Network
North Brooklyn Health Network
North General Hospital
North Shore University Hospital at Glen Cove
Open Door Family Medical Centers
The Roy Rogers and Dale Evans Children's Center, Our Lady of Mercy Medical Center
Pediatric Mobile Health Center
Pediatrics 2000
Poe Medical Center
Ponce de Leon Clinic
Queens Hospital Center-Ambulatory Pediatrics
Queens Hospital Center-Springfield Gardens Medical Center
The Roy Rogers and Dale Evans Children's Center, Our Lady of Mercy
Ryan/Chelsea-Clinton Community Health Center
Schneider Children's Hospital
Sound Shore Medical Center of Westchester, Children's Medical Group
Soundview Health Center
St. Barnabas Hospital
St. John's Episcopal Hospital, Pediatrics Clinic
St. Vincent's Family Health Clinic
St. Vincent's Hospital Chinatown
St. Vincent's Hospital Manhattan
St. Vincent's Hospital Staten Island
Stony Brook University Hospital
SUNY Downstate
Uptown Pediatrics
Urban Health Plan, Inc.
Valentine Lane Family Practices
Westchester Medical Center
White Plains Hospital Center
William F. Ryan Community Health Center
Winthrop Pediatric Associates
Wyckoff Heights Medical Center

Choctail Affair: Bon Bons & Books

November 8, 2006

Save the Date

Black & White And Read All Over!

An evening to benefit ROR GNY

May 16, 2007
6-9 pm

Thalassa Restaurant
179 Franklin Street
Manhattan

Cocktails & Silent Auction
Live Music

Honorary Event Chairs
Louise and Leonard Riggio

Event Co-Chairs
Francie Alexander
Chief Academic Officer
Scholastic Inc. and Senior Vice
President, Scholastic Education

Vincent R. FitzPatrick
Partner
White and Case LLP

Literacy Champion Award
Miguel A. Fuentes, Jr.
President & CEO
Bronx-Lebanon Hospital Center

Volunteer of the Year Award
Carol Snyder
St. Vincent's Hospital Manhattan

To RSVP go to:

www.reachoutandreadnyc.org

ROR GNY held its first Bon Bons & Books event at Chocolat Michel Cluizel inside the ABC Carpet & Home store near Union Square. Nearly 70 guests enjoyed Chocolat Michel Cluizel's bon bon selection, as well as a variety of champagnes, wines and "choctails." The festive evening concluded with a raffle of several picnic sets, jewelry, a gift certificate for a chocolate tasting, and an iPod Nano. Thanks to all the attendees who helped make the event a great success!



Lana Bittman, Caroline Widman and Trish Magee



Julian Williams and Cristina Rosado-Landron enjoy some champagne



Stacey Sorin gets excited about chocolate



Dr. Sandra Braganza celebrates winning an iPod with Traci Lester, ROR GNY Executive Director



Larry Wolff, Dr. Perri Klass, and their son Anatol, enjoy the evening



All photographs by Gerald Peart



Annette Koberlein



ROR GNY Board Member Eileen FitzPatrick talks with Dr. Lewis Krata



ROR GNY Board Member Ruth Hunt and Jackie Narine

Spotlight on ROR GNY Medical

Provider Champion

Dr. Karen Greer, St. Barnabas Hospital

Dr. Karen Greer was first introduced to ROR at the Children's Hospital of Philadelphia, when Dr. Perri Klass, founder of ROR conducted a Grand Rounds and ROR training. Dr. Greer enjoyed working with the ROR program from the very start—especially selecting books, and of course reading them. In 1999 she moved to St. Barnabas Hospital in the Bronx and realized that the population there would greatly benefit from a ROR program. She discussed ROR with Dr. David Perlstein, the Associate Medical Director at St. Barnabas, and the program was soon off the ground.



Initially St. Barnabas had a ROR program at just one of its clinics but today Dr. Greer, in addition to seeing her regular patients, oversees seven ROR program sites throughout the Bronx. In order to make this work, she has designated a physician at each site to serve as a "point person." She says that physician involvement is key to the program's success and she makes sure that she gets feedback from providers and parents as to the books they like best. While maintaining seven ROR programs involves much attention to detail, Dr. Greer says she really enjoys selecting and reading the ROR books and that she is "honored to have the potential to inspire future avid readers."

Two More Ways to Give to ROR GNY!

ROR GNY is proud to participate in the:

Combined Federal Campaign #6042

ROR GNY Welcomes...

New Board Member

Andrea A. DuBois



Andrea has an extensive background in marketing and business management. Most recently, she worked for Kraft Foods as a Brand Director

in the Post Cereal Division, leading a cross-functional team to launch the division's first-ever entry into Health & Wellness cereals for kids. She also managed a \$250M cereal portfolio delivering 30% profit to the cereal division. Andrea received her MBA from New York University's Stern School of Business, and a BA degree from Wellesley College.

New Board Chair

Maria Gotsch



ROR GNY welcomed Maria as new Board Chair this past September, replacing longtime Board Chair Eileen FitzPatrick. A Board Member since 2004, Maria is Co-CEO and Co-President of the New York City Investment Fund which is a \$100 million private fund focused on promoting economic development in New

York City. Maria has an MBA from Harvard Business School and her BA from Wellesley College.

New AmeriCorp/Vista Members

This year ROR GNY is pleased to welcome two new AmeriCorp/VISTA members to ROR sites in Brooklyn and the Bronx. Lauren Fuller is working at SUNY Downstate Medical Center while Luciana Halliday is coordinating the ROR program at Morris Heights Health Center. Lauren and Luciana are assisting the medical coordinators at their sites with book ordering and tracking, fundraising, and general program management.

State Employees Federated Appeal # 51-1813

Contact your human resources office for information on donating to ROR GNY through these campaigns

BOARD OF DIRECTORS

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Pediatric Consultant*
Suzi Oppenheimer, State Senator
Carmen Ramos-Bonoan, MD, FAAP
Linda van Schaick

Founding Board Member Transitions

Founding Board Member Linda van Schaick is transitioning to ROR GNY's Advisory Board. Linda, the ROR Coordinator at Bellevue Hospital Center, helped create the Greater New York Coalition in 1997. Since ROR GNY's inception Linda has worked tirelessly to ensure the success of the Coalition and to provide a model for new ROR program sites. We would like to thank her for all her good work and look forward to seeing her on the Advisory Board!



Save the Dates!

5/04-5/05/07 ROR National Conference, Toronto
5/16/07 ROR GNY Annual Benefit (visit our website)
6/14/07 ROR GNY Annual Meeting at Scholastic, Inc.

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Brittany Carlock
Intern

**ROR GNY now accepts online donations!
Go to: www.reachoutandreadnyc.org and click
on the "Donate Today" logo .**