



Reach Out and Read of Greater New York



Volume 20, Winter 2010

Our mission is to make literacy promotion a standard part of pediatric primary care so that children grow up with books and a love of reading.

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Focus on Advocacy

ROR GNY is starting the new year with a focus on State and National Advocacy. On February 23rd, staff, coordinators, medical directors, and supporters will join the American Academy of Pediatrics and ROR Upstate New York for a day of meetings with State legislators in Albany. Our message is clear: keep funding for ROR in the New York State budget. Postcards signed by parents at clinics throughout the region will be hand-delivered to Speaker Sheldon Silver, conveying just how important ROR books are in the lives of New York children.

On February 24th, ROR GNY staff and medical directors will head to Washington, DC, to join ROR representatives from across the country for "Hill Day." Coordinated by the ROR National Center, this day will focus on increasing funding and gaining support for the Prescribe a Book Act (PABA) to create a competitive grant program to support pediatric early literacy programs, based on the ROR model. For more details about PABA, see the article on page 3.

Half-Day Literacy Conference

On October 22, 2009, ROR GNY held its Half-Day Literacy Conference at Scholastic Inc. The keynote speakers were Elizabeth Isakson, MD, FAAP from the Mailman School of Public Health, Columbia University and Evelyn Blanck, LCSW, Executive Director of the New York Center for Child Development. They presented on the disparities that exist in service delivery and the large number of infants and young children who face serious health, emotional and learning risks as a result of these disparities. They stressed the need for New York City to establish a comprehensive system of care for infants, toddlers and their families and stated the important role that medical providers can play in assisting families in accessing vital services.



Guests at 2009 Half-Day Literacy Conference

This presentation was followed by Monica Ultmann, MD, Chief at the Clinic for Children with Special Needs at the Floating Children's Hospital at Tufts Medical Center, who addressed emergent literacy in infants and children with developmental disabilities. She discussed the importance of balancing the demands of educational goals, therapies, and the medical needs of the child with time for activities of mutual pleasure such as shared reading or story telling. Ms. Ireti Bobb followed Ms. Ultmann's presentation and provided information about how ROR medical providers can access early intervention services for families in need. For copies of these presentations, please visit the ROR GNY website at: www.reachoutandreadnyc.org.

Did you know...

- ROR GNY programs are located in 181 hospitals and health centers
- Over 265,000 children participate in ROR GNY programs
- Over 423,000 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
Bedford Stuyvesant Family
Health Center, Inc.
Bellevue Hospital Center
Beth Israel Medical Center
BOGW Healthcare Center
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
Community Health Center of
Richmond
Charles B. Wang Community
Health Centers
Community HealthCare
Network
Coney Island Hospital
Network
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 Pediatrics
Elsie Owens North
Brookhaven Health Center
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

Partnerships and Collaborations

Students Step Up to Help Reach Out and Read

Manhattan-Staten Island Area Health Education Center (AHEC)

Reach Out and Read of Greater New York recently established a partnership with the Manhattan-Staten Island Area Health Education Center (AHEC), an organization committed to encouraging students to pursue careers in the health field. Through their Mentor Connection program, we recruited and placed two students at ROR Program Sites (Mount Sinai Medical Center and NY Presbyterian Hospital, Columbia). This program provides an advanced learning experience for students who are highly motivated, seek academic challenge, and have an interest in the health profession. The Mentor Connection experience occurs during the last two periods of the school day and students are given school credit for participating in the program. Students have an opportunity to obtain career exposure in a healthcare setting while providing support to ROR Program Sites. There is also an AHEC in Brooklyn/Queens/Long Island and the Bronx/Westchester. If you are interested in working with an AHEC student please contact Monique Hardin-Cordero at (646) 234-0119 or email – monique@reachoutandreadnyc.org.



The Brearley School Donates Books

The Brearley School, one of the City's premier private educational institutions on the Upper East Side, held a volunteer fair on Saturday, November 7th and invited ROR to participate. The fair helped to generate a lot of interest in ROR, and as a result Mount Sinai Medical Center received three boxes of donated children's books. Also, several staff members visited Mount Sinai's ROR Program and read to children in the waiting area. Thanks to Brearley for partnering with ROR.

WANY Helps New Yorkers Learn English

ROR GNY has formed a partnership with the Mayor's Office of Adult Education to promote a new initiative called "We Are New York" (WANY) and increase support for non-English speaking families. This initiative is a weekly TV show aimed at helping new immigrant New Yorkers improve their English speaking skills while learning how to access important City resources. There are nine episodes, each with a different cast and set in a different community. The series covers a range of important topics such as going to the doctor, opening a bank account, or talking with a child's teacher. The show, which has subtitles in English, shows the characters in real life situations working together to solve problems and create better lives for themselves. Check your cable TV listings for the weekly show.



WE ARE NEW YORK
LEARN ENGLISH ON TV

Moms Get Infant Health News with Text4Baby

NYC DOHMH has launched a new mobile health initiative called Text4Baby. The service is designed to assist women in having safe and healthy pregnancies and provide them with information they need to give their babies the best start in life. Women who sign up for the free service by texting BABY to 511411 (or BEBE for Spanish) will receive free SMS text messages each week, timed to their due date or baby's date of birth. The goal of Text4Baby is to address a critical national health priority through the use of mobile health technology. It also aims to demonstrate a new model for reaching and engaging underserved populations while promoting healthy behavior. Text4Baby is a free mobile health service for pregnant women and new mothers. For more information, call 311 and ask about the Newborn Home Visiting Program, or contact a local office: North or Central Brooklyn - 646-253-5700, South Bronx - 718-579-2878.



Legislative Update

Senator Suzi Oppenheimer Visits Sound Shore Medical Center of Westchester Children's Medical Group

Senator Suzi Oppenheimer, Chair of the New York State Senate Education Committee, started off the school year by paying a visit to Sound Shore Medical Center of Westchester Children's Medical Group. She sent families home with free books and a very important prescription – read aloud to your children. “Being at the medical center brings back so many fond memories of reading aloud to my four children,” the Senator stated. “The ability to read and comprehend is fundamental to a child's success in school and in life. That's why I'm so proud of my long association with the Reach Out and Read program, which enlists the support of physicians and hospitals to impart a lifelong love of reading in our young children.”



Senator Suzi Oppenheimer reads to Children at Sound Shore Medical Center of Westchester

Margaret Levitt, MD, who is a pediatrician and Director of the ROR Program at Sound Shore, said “This year Sound Shore Medical Center is celebrating our 10th Anniversary with the Reach Out and Read Program. Our goal is to distribute beautiful books to our patients and encourage our parents to read to their children. It is a daily pleasure to see a child's smile when a book is given.”

Prescribe a Book Act (PABA) Gains Support in Congress

A bill called the Prescribe a Book Act (S. 1345, H.R. 1526) has been introduced in Congress to create a competitive grant program to support pediatric early literacy programs, based on the ROR model. The lead sponsors are Senators Jack Reed (RI) and Charles Grassley (IA) in the Senate, and Congressmen Donald Payne (NJ-10) and Mark Souder (IN-03) in the House. The ROR National Center has received federal funding for the last eleven fiscal years. The Prescribe a Book Act will help to support ROR for the long term, and properly authorize funding for pediatric literacy in federal law.

The Prescribe a Book Act is supported by a broad national coalition, including: American Academy of Pediatrics, Docs for Tots, International Reading Association, National Council of La Raza, National Association of Children's Hospitals, National Center for Family Literacy, and Ounce of Prevention. From the Greater New York area, cosponsors include:

Rep. Jerrold Nadler (NY-08)
Rep. Carolyn Maloney (NY-14)
Rep. Charles Rangel (NY-15)
Rep. Jose Serrano (NY-16)

If your Congressional representative is not on this list, please contact your representative today and ask him or her to cosponsor the Prescribe a Book Act. If you have any questions about who to call or email please contact Katie Ahearn, Deputy Director of External Affairs at the ROR National Center at (617) 455-0613.

Literacy Zones Come to New York City

The New York State Education Department (NYSED) has awarded grants to 18 high-performing adult education programs to form Literacy Zones in high-poverty areas throughout the state, both urban and rural. These Literacy Zones are the first step in establishing a statewide approach for addressing the major gaps that exist in education and literacy levels in high need communities. There are five Literacy Zones established in downstate New York (The Queens Borough Public Library in Long Island City, Turning Point in Sunset Park, The Vive Center and Fermi Center in Yonkers, and the Ossining Union Free School District). ROR GNY has Program Sites in all of the zones and has begun to explore ways to work in collaboration with them. The Literacy Zones will establish Family Welcome Centers where families can receive comprehensive services, benefits screening, case management support, and ten pathways out of poverty. To view the ten pathways out of poverty please visit the Literacy Assistance Center at www.lacnyc.org. Click on “November Update: Literacy Zones” located on the left side of the page.

ROR GNY Program Sites

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 - Philips 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

ROR GNY Program Sites

Morris Heights Health Center-Walton Avenue
Morrissania 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
Riverside Pediatrics
Ryan/Chelsea-Clinton Community Health Center
Ryan-NENA Community Health Center
Schneider Children's Hospital, Division of General Pediatrics
Schneider Children's Hospital, Developmental and Behavioral Pediatrics

Grassroots Fundraising

ROR GNY coordinators are always looking for opportunities to build their book budgets and enhance the literacy-rich environment in their clinics. Below are highlights from two creative fundraisers.

William F. Ryan Community Health Network Continues its 'Reach Out & Recite' Tradition

On August 5, 2009, close to 100 guests attended the second "Reach Out & Recite" fundraising event, hosted by the William F. Ryan Community Health Network at the Ryan/Chelsea-Clinton Community Health Center, in Manhattan. The fundraiser featured performances by four local spoken word poets: Definition, Travis Montez, Jamaica, and Bonafide Rojas. Dr. Sabrina Martin, Co-Medical Director of ROR GNY, welcomed guests. Gourmet food and raffle prizes were donated by 16 local businesses. Over \$1,500 was raised to benefit the ROR programs that are offered at the Network's three Manhattan-based centers. The centers were founded in 1967 by former Congressman William F. Ryan and include the William F. Ryan Community Health Center, the Ryan/Chelsea-Clinton Community Health Center, the Ryan-NENA Community Health Center, and the Thelma C. Davidson Adair/William F. Ryan Community Health Center.



Spoken Word Poet Definition

Submitted by Varun Shetty, Former ROR Coordinator, William F. Ryan Community Health Center



Spoken Word Poets (left to right) Bonafide, Definition, Travis and Jamaica.



Spoken Word Poet Jamaica



Yardaena Osband, MD with Joshua Milstein

Montefiore Medical Group Receives a Generous Book Donation

Yardaena Osband, MD, ROR Coordinator and pediatrician at Montefiore Medical Center - North Division, in the Bronx, is the recipient of a book donation from a special young man named Joshua Milstein. For his seventh birthday he collected 30 new and gently used children's books for the ROR Program. We know the challenges many Program Sites face in securing gently used books, so receiving this gift was wonderful. We greatly appreciate his kindness and generous spirit.

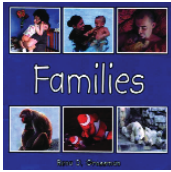
Submitted by Yardaena Osband, MD, Montefiore Medical Center - North Division

Target Grant

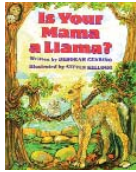
We are happy to report that the following Program Sites received funding from Target this fiscal year: Brooklyn Hospital, Elmhurst Pediatrics, Maimonides Medical Center, Montefiore Medical Center-Pediatric Primary Care at the Family Care Center, Montefiore Medical Group-CFCC, Morris Heights Health Center, St. Johns Episcopal Hospital Pediatrics Clinic, Stony Brook Primary Care at East Moriches, and SUNY Downstate Medical Center. Congratulations to all of these Program Sites for a job well done.



ROR Doctor-Recommended Books for Winter



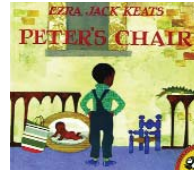
6-12 Months
 Families (Babies Everywhere)
 Carry Me: (Babies Everywhere)
 Pretty Brown Face



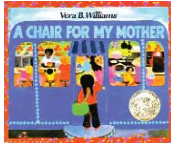
12-24 Months
 Is Your Mama a Llama?
 Mommy, Carry Me Please!
 What Aunts Do Best/
 What Uncles Do Best



24-36 Months
 A Chair for My Mother
 My Big Brother
 The Relatives Came



18-24 Months
 Are You My Mother?
 Little Fur Family
 My Family and I/Mi Familia y Yo



3-5 Years
 Peter's Chair
 Julius, the Baby of the World
 Ask Mr. Bear

Reading Tips for Parents

- Try to set aside a special time and place each day to read.
- Take turns reading a favorite book aloud.
- Have fun! Make the characters "come alive" by using different voices.
- Select books that relate to what's happening in your child's world.

Leadership Updates

Reach Out and Read National Center Welcomes New CEO

In September, Earl Martin Phalen became the Chief Executive Officer of the Reach Out and Read (ROR) National Center in Boston. With more than 16 years of experience in nonprofit leadership, he will provide new vision and direction to ROR efforts nationwide. Previously, he was the CEO of Building Educated Leaders for Life (BELL), a national nonprofit organization he co-founded in 1992. He is a recipient of a Mind Trust Fellowship and is also the Founder and Chair of Summer Advantage USA, which combats summer learning loss. Phalen served on the education policy group for Barack Obama's 2008 presidential campaign and as co-chair of Massachusetts Governor Deval Patrick's education task force. President Bill Clinton named him as a recipient of the President's Service Award in 1997. Earl is truly committed to ensuring that all children enter school prepared for success.



New ROR GNY Board Member

ROR GNY welcomes Heather Mangrum as the newest member of the Board of Directors. Heather is a communications professional with 15+ years experience in public relations, marketing, events management, and publications development. Much of her experience has involved education and arts organizations, most recently with Elev8 Schools Initiative with Public/Private Ventures where she was responsible for facilitated branding, strategic planning, advocacy, publications and the development of the Elev8 website. She has also worked with The Center for Arts Education and Lincoln Center for the Performing Arts in New York City. She is a graduate of Washington & Lee University with a B.A. in Journalism and Communications.



ROR GNY Program Sites

- 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 Catholic Medical Center-Chinatown
- St. Vincent's Hospital Manhattan
- 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.
- Valentine Lane Family Practices
- Weill Cornell Medical College-New York Presbyterian Hospital
- Westchester Medical Center
- White Plains Hospital Center
- William F. Ryan Community Health Center
- Williamsbridge Family Practice Clinic
- Winthrop Pediatric Associates
- Wyckoff Heights Medical Center

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Save the Dates!

February 23, 2010: AAP/ROR Advocacy Day in Albany
Departing from Penn Station at 7:00 am. Please go to the ROR GNY website to view the day's agenda.

March 9, 2010: Town Hall Meeting for ROR Medical Directors and Program Coordinators

6:00-8:30 PM, Location TBD

April 19, 2010: Benefit Dinner and Silent Auction
TriBeca Rooftop, 2 Desbrosses Street (Between Hudson & Greenwich St.), New York City

June 9, 2010:
Author Lecture Series, featuring Judith Viorst
"Loves and Longings and Wicked Thoughts: The Shared Experiences of Children and Adults."

Hosted by the ROR GNY Young Leaders Executive Board

June 24, 2010: Annual Literacy Conference
Scholastic Inc., 557 Broadway (at Prince St. in Soho)
New York City

For more details about upcoming events, visit our website:

www.reachoutandreadnyc.org