



PRESS RELEASE

FOR IMMEDIATE RELEASE

Congressman Joseph Crowley Reads to Children at Jacobi Medical Center in Support of Reach Out and Read Literacy Program

(Bronx, NY) August 20, 2008 -- Doctors at Jacobi Medical Center are sending families home from check-ups with free books and a very important prescription – “read aloud to your children.” Congressman Joseph Crowley (7th Congressional District) visited Jacobi Medical Center to follow doctors’ orders by reading to families and children who participate in the Reach Out and Read program. As part of his visit, Congressman Crowley had the chance to see firsthand how Reach Out and Read (ROR) brings reading to children.

“As a father of three young children, I know how important it is for children to be exposed to reading and language at an early age. Early language skills are so critical to later school success, and I applaud the tremendous work that Reach Out and Read and Jacobi Medical Center are doing to expand reading to all children,” stated Congressman Crowley. “It was a pleasure to be a part of today’s awareness effort and I look forward to continuing my involvement with this successful program.”

Jacobi Medical Center participates in Reach Out and Read of Greater New York (ROR GNY), a program that trains medical providers to advise parents about the importance of reading aloud and to give free books to children at check-ups from 6 months to 5 years. The books are new, carefully chosen, and developmentally appropriate - starting with board books for babies and moving on to more complex picture books for preschoolers. Through Reach Out and Read, each child starts kindergarten with a home library of up to 10 books and a parent who has heard at every well-child visit about the importance of books and reading with their children. Additionally, volunteers read stories with children in clinic waiting rooms, thereby modeling for parents reading aloud techniques.

“ROR prepares children to succeed by making early literacy part of a healthy lifestyle. During the pediatric check-up, medical providers encourage parents to read to their children daily and give them a new book to take home after every visit. These early experiences with spoken and written language set the foundation for children to achieve future school success,” said Traci Lester, Executive Director of ROR GNY.

About Reach Out and Read of Greater New York

Jacobi Medical Center is one of six program sites in the 7th Congressional District that participate in Reach Out and Read of Greater New York, providing books to more than 17,900 children annually. Across the region, 163 Reach Out and Read of Greater New York program sites serve over 244,000 infants, toddlers and preschoolers each year and distribute over 400,000 books. For more Information about ROR GNY visit our website at www.reachoutandreadnyc.org.

About Reach Out and Read

Reach Out and Read (ROR) is a national, nonprofit program that is working to make literacy promotion a standard part of pediatric primary care. ROR trains medical providers to advise parents about the importance of reading aloud and to give books to children at check-ups from 6 months to 5 years, with a special emphasis on children growing up in poverty. Endorsed by the American Academy of Pediatrics, ROR has one of the strongest records of research support of any primary care intervention. Peer-reviewed studies indicate that parents who get books and literacy counseling from their doctors and nurses are more likely to read to their young children, read to them more often, and provide more books in the home. Low-income children exposed to the program have shown improvements in language development, a critical component of school readiness.

Since 1989, more than 50,000 pediatricians, nurses, residents and health professionals have been trained in the ROR model of early-literacy promotion. This year, ROR will provide 5.4 million books to more than 3.3 million children, at 3,797 hospitals and health centers in all 50 states, the District of Columbia, Guam, Puerto Rico, and the United States Virgin Islands. For more information about Reach Out and Read visit www.reachoutandread.org.

About Jacobi Medical Center

Established in 1955 in the northeast Bronx, Jacobi Medical Center and its legacy of superior subspecialty care plays a vital role in the provision of health services in New York City and southern Westchester. Jacobi is a major clinical affiliate of the Albert Einstein College of Medicine. With 23,000 admissions and 400,000 outpatient visits annually, Jacobi offers a complete range of acute, specialty, general and psychiatric services. Treating more than 115,000 patients per year, its Level 1/Trauma Emergency Department is one of the busiest in the city. Its nationally-acclaimed Burn Unit is one of just three in NYC, and its spacious and unique walk-in Hyperbaric Chamber can comfortably accommodate up to nine patients at once. Jacobi's Neonatal ICU is a NYS-designated Regional Perinatal Center, one of only 17 state-wide. Its Stroke Center is also a NYS-designated center for emergency stroke care as well as stroke treatment and rehabilitation. Jacobi's specialized Pediatric ICU is a regional center for Pediatric Trauma. A robust clinical research program is found at Jacobi's Research Center, where more than 40 major ongoing trials are actively underway, supervised by 80 investigators from virtually every clinical discipline.

As a member facility of the New York City Health and Hospitals Corporation, Jacobi is committed to providing superior health services, to any and all in need.

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**Congressman Joseph Crowley with
Children at Jacobi Medical Center**

All Photographs Courtesy of Gerald Peart



**Back row from left to right:
Arthur A. Wagner, Chief Operating Officer;
Sheldon McLeod, Associate Executive Director – Children’s Health Services;
Denise Soares, RN, Chief Nurse Executive;
Congressman Joseph Crowley (center)
William P. Walsh, Executive Director
Traci Lester, Executive Director (ROR of Greater NY);
Kathy Porder MD, Pediatrician, Children’s Health Services**

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