

Withdrawal/Redaction Sheet

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. list	patients and mothers (partial) (1 page)	06/09/1997	P6/b(6)

COLLECTION:

Clinton Presidential Records
First Lady's Office
Domestic Policy Council (Nicole Rabner)
OA/Box Number: 15416

FOLDER TITLE:

Prescription for Reading Events

2012-1035-S

kc1057

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

P1 National Security Classified Information [(a)(1) of the PRA]
P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
P3 Release would violate a Federal statute [(a)(3) of the PRA]
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C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

Freedom of Information Act - [5 U.S.C. 552(b)]

b(1) National security classified information [(b)(1) of the FOIA]
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b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

**First Lady Launches Greater New York Expansion of Reach Out Read and Announces New Efforts to
Encourage Parents to Read to their Children
December 1, 1998**

"There are few things that I believe could make a more dramatic difference over the next 10 years in this country than to persuade young parents of all educational and economic levels to take this mission of reading to and talking with their young babies seriously."
-- First Lady Hillary Rodham Clinton, January 10, 1997

New research has shown that reading to children in their first few years of life enhances their healthy development, literally helping their brains grow. Based on this research, First Lady Hillary Rodham Clinton called on booksellers, publishers, libraries, hospitals, pediatricians, health centers, and others to work together to make sure that infants and toddlers who come to the doctor have access to books and are read to regularly. From her challenge, the Prescription for Reading Partnership was born, to coordinate and build on existing efforts -- like those pioneered by Reach Out and Read -- to "prescribe" reading to children. Today, the First Lady will launch the Reach Out and Read Coalition of Greater New York and will announce a series of commitments by Scholastic, another key member of the Prescription for Reading Partnership, to promote reading by parents to their children.

Effort Will Expand Citywide Reach Out and Read Programs Across Greater New York by the Year 2000. The First Lady will launch the Reach Out and Read Coalition of Greater New York, which will make literacy development part of regular pediatric care for children. Through Reach Out and Read, physicians and nurse practitioners counsel parents on the importance of reading to children, volunteers read to children awaiting doctors' appointments, and medical providers give children a new book at each well-child visit from six months to five years. The Reach Out and Read Coalition of Greater New York represents 27 area hospitals and community health centers that will create 40 Reach Out and Read sites in the five boroughs of New York City, as well as in Westchester and northern New Jersey. The Coalition also includes over 100 community-based literacy and health-related organizations. The Coalition is committing to "prescribe" reading to one million kids by the millennium.

Scholastic Expands Commitment to Prescription for Reading Partnership. The First Lady will also announce Scholastic's new commitments to the Prescription for Reading Partnership. First, Scholastic will donate 50,000 books to the Reach Out and Read Coalition of Greater New York, and will commit to donating a new book for every child newly served for the next five years. They will also extend their local challenge grant program to New York City so that for every \$5,000 raised locally, Scholastic will donate 500 books to that area. Finally, Scholastic will expand their multi-lingual book program to include two additional languages -- Bengali and Serbo-Croatian -- in order to serve growing communities in New York. Scholastic already provides Arabic, Cambodian, Chinese, Haitian Creole, Korean, Polish, Portuguese, Spanish and Vietnamese -- each with an English translation on every page.

The Prescription for Reading Partnership Responds to the President's America Reads Challenge and the First Lady's Call for a National Effort to Prescribe Reading to Infants and Toddlers. The Prescription for Reading Partnership responds to the First Lady's call in January, 1997 for a national partnership to build on existing efforts to prescribe reading -- by programs like Reach Out and Read and the American Library Association's Born to Read -- and the President's America Reads Challenge to help parents be their children's first teachers and ensure that every child can read will by the end of third grade. The national partnership, led by Reach Out and Read, Scholastic, Inc., and First Book, includes the American Academy of Pediatrics, National Association of Community Health Centers, National Association of Children's Hospitals and Related Institutions, American Library Association, Random House, Irving Harris and the Harris Foundation, Annie E. Casey Foundation, American Booksellers Association, Association of American Publishers, Mellon Trust, Dreyfus Corporation, ABC television, Reading is Fundamental, National Association of Chain Drug Stores, and the National Community Pharmacists Association.

June 9, 1997

REACH OUT AND READ BALTIMORE ANNOUNCEMENT

DATE: Tuesday, June 10
TIME: 3:00 pm- 3:55 pm
LOCATION: University of Maryland Pediatric
Ambulatory Clinic
Baltimore, MD
FROM: Brenda Costello

I. PURPOSE

To help launch Prescription for Reading in Baltimore, and to highlight the Administration's efforts to strengthen early childhood education, particularly the Prescription for Reading initiative.

II. BACKGROUND

On Tuesday afternoon you will participate in an event to help launch the city of Baltimore's Prescription for Reading initiative with the leadership of the Reach Out and Read program, building on the national effort urging pediatricians to prescribe that parents read to their young children. Like your event at Georgetown University Medical Center, in which you called for the creation of this national effort, and the recent the announcement of the national partnership at the White House in April, this event seeks to raise awareness of the importance of the first few years of a child's life in their development and to encourage reading to young children (see attached Prescription for Reading summary).

Baltimore and Reach Out and Read

As with the original Reach Out and Read (ROR) model developed by Boston City Hospital in 1989, which made literacy development part of regular pediatric care for children, the Baltimore's program combines reading to children in the hospital by volunteers and pediatricians, counseling parents on the importance of and methods for reading to children, and giving children a book to take home.

Baltimore's initiative has a unique aspect, however, representing the first effort to sponsor a city-wide coordinated ROR program. A number of pediatric clinics and agencies have formed the ROR Partners Group and the ROR Steering Committee to coordinate this effort. The Partners Group is made up of ten pediatric clinics and as many education and social service agencies such as Baltimore Healthy Start, Baltimore City Schools, the Maryland State HIPPIY Network, and the Annie E. Casey Foundation (complete list attached). The Steering Committee includes representatives from all

org. ns involved, and will also pursue additional funding and book donations to the initial grant from the Casey Foundation and to allow additional pediatric site.

The program began at St. Agnes Hospital in September 1996, Johns Hopkins Children's Center opened last month, with the remaining sites joined the initiative in the next few weeks. The Steering committee is planning to have ROR implemented in all participating sites by August. The Baltimore Initiative is also supported by national ROR partners such as First Book, Scholastic, and local literacy initiatives including Baltimore Reads.

Not only Baltimore's city park benches say "Baltimore: The City that Reads"

On the Baltimore ROR Partners, Sinai Hospital's Greenspring Pediatric Association, encourage childhood literacy by training future doctors in literacy promotion. Pediatric residents receive training in early literacy development and in assisting parents in encouraging children to read. Baltimore's Enoch Pratt Library, also a ROR partner, provides residents training in how to read to children as well as introducing them to outstanding children's books.

Announcement and Book Reading

The book reading program will include Baltimore Mayor Kurt Schmoke, Dr. Perri Klass, Medical Director for Reach Out and Read, and Dr. Virginia Keane, Medical Director, University of Maryland Pediatric Ambulatory Center, who will introduce you. The audience will be comprised of approximately 40 representatives from the participating ROR sites.

Following the Announcement, you will proceed to the book reading with David Kirk, who will read his latest book *Miss Spider's New Car* to approximately 10 children, ages 3-6. This is Kirk's third book, which is not yet on the shelf. Tuesday's reading will be a special event, and each child will be given a copy of the book to take home. Nicholas Callaway, President and Editor-in-Chief of Callaway Editions, Inc., publisher of *Miss Spider's New Car*, will also attend.

University of Maryland Pediatric Ambulatory Center

Major Children's Hospital for Children and the Department of Pediatrics at the University of Maryland provide comprehensive care for children in local neighborhoods and also provide specialty care for children from all over the Mid-Atlantic region. A wide range of child health services, including primary care, neonatology, and specialty services, are provided by faculty, students, and residents from the University of Maryland School of Medicine.

The Pediatric Ambulatory Center is the major primary care practice for the Department of Pediatrics at the University of Maryland. For thirty years, the Pediatric Ambulatory Center has provided comprehensive care to some of Baltimore's neediest children. Seventy-five percent of patients are insured through Medicaid and about 20% are "Grey Zone,"--children whose parents work but who do not have health insurance. Title V funding from the Baltimore City Health Department covers the cost of "Grey Zone" patients. Healthy Start and SSI case management funds pay additional costs. The patients represent the demographics of the neighborhood around the Center: 90% of the children are African American and the remainder are mostly white. Dr. Virginia Keane is the Medical Director at the Center.

III. PARTICIPANTS

Announcement

- The First Lady
- Mayor Kurt Schmoke, Baltimore
- Dr. Perri Klass, Medical Director, *Reach Out and Read*
- Dr. Virginia Keane, University of Maryland

Book Reading

- The First Lady
- David Kirk, Author, *Miss Spider's New Car*
- 10 children (list attached)

IV. SEQUENCE OF EVENTS

-- Announcement

- The First Lady, accompanied by Mayor Schmoke, Dr. Perri Klass, and Dr. Keane, proceeds to the large waiting room.
- Mayor Kurt Schmoke delivers welcoming remarks and introduces Dr. Perri Klass, Medical Director, *Reach Out and Read*.
- Dr. Perri Klass delivers brief remarks and introduces Dr. Virginia Keane, University of Maryland Pediatric Ambulatory Center.
- Dr. Virginia Keane, University of Maryland, introduces The First Lady.
- The First Lady delivers brief remarks.
- Upon conclusion of remarks, The First Lady, accompanied by David Kirk, proceeds to the small waiting room.

-- Book Reading

- The First Lady and David Kirk proceed to chairs.
- David Kirk, author, will read *Miss Spider's New Car* to the children.
- The First Lady will follow along with the children seated beside her.
- Upon conclusion of the story, the First Lady and David Kirk depart.

V. PRESS

Open press.

VI. REMARKS

Talking points provided by Carrie Greenstein.



One Boston Medical Center Place
Boston, MA 02118-2393
Tel. 617 638 8000
Tel. 617 638 5000

BIOGRAPHY **Perri Klass, MD**

Perri Klass, MD, is a pediatrician who serves as Medical Director of Reach Out and Read at Boston Medical Center, where she is Assistant Professor of Pediatrics. She has trained pediatricians in Boston around the country in literacy development, in how to counsel parents about books and looking at books with their children, and in how to integrate books and literacy into routine pediatric care. Dr. Klass also has a pediatric primary care practice at Dorchester House, a neighborhood health center in Boston, where she is part of an active health center Reach Out and Read Program, giving books to patients at their well-child visits.

Dr. Klass is an extensively published writer, whose most recent books include Other Women's Children, a novel, and Baby Doctor: A Pediatrician's Training, a collection of essays. Her short stories have won five O. Henry Awards and have been widely anthologized, and her essays and journalism have appeared in The New York Times Magazine, Parenting, Discover, Esquire, American Health, and many other newspapers and magazines.

Through her work with Reach Out and Read, Dr. Klass has been able to integrate her commitment to the health care of young children with her love of books, stories, and the written word. In an essay on the program, she wrote, "When I think about children growing up in homes without books, I have the same visceral reaction as I have when I think of children in homes without milk or food or heat: It cannot be, it must not be. It stunts them and deprives them before they've had a fair chance."

Biographical Sketch of Mayor Kurt L. Schmoke

Kurt L. Schmoke, now in his third term as Mayor of the City of Baltimore, was born in Baltimore on December 1, 1949. He attended the City's public schools and graduated with a bachelor's degree in history from Yale University in 1971. After attending Oxford University as a Rhodes Scholar, he received his law degree in 1976 from Harvard Law School.

He entered law practice with the Baltimore firm of Piper and Marbury and, in 1977, joined President Carter's White House Domestic Policy Staff. A year later, he returned to Baltimore as an Assistant United States Attorney. Four years later, Mr. Schmoke was elected State's Attorney, the City's chief prosecuting officer.

Mr. Schmoke was first elected Mayor of Baltimore on November 3, 1987, and went on to develop a reputation as one of the most innovative mayors in the nation, as demonstrated through his initiatives in such areas as literacy, education, housing, community revitalization, health, and economic development.

In his first inaugural address, Mr. Schmoke announced his intention to make Baltimore "The City That Reads." Since then, Mayor Schmoke, in partnership with Baltimore's public and private sectors, has established a cabinet-level City agency and a private foundation to fund, coordinate, and expand adult literacy programs throughout the City. He has also overseen passage of the largest increase ever in the City's education budget, and together with Baltimore businesses and community-based organizations, has developed programs to guarantee job opportunities or college financial assistance to qualified high school graduates. In addition, the Mayor has implemented a bold school reform strategy that has reduced the central bureaucracy and returned the decision-making power to teachers, parents, and community members. He also has greatly expanded business partnerships with City schools.

Under Mayor Schmoke, Baltimore has been a leader in the national effort to tear down dilapidated, crime-plagued high-rise public housing developments and replace them with lower density, low-rise communities that better support the healthy development of families. Mr. Schmoke's other housing initiatives include establishing the Baltimore Community Development Financing Corporation, which pools private and public resources to renovate abandoned City homes; and developing the Settlement Expense Loan, which gives home buyers up to \$5,000 to meet settlement costs.

Mayor Schmoke has made Baltimore a national model for neighborhood revitalization. His community development projects include the transformation under way in the Sandtown-Winchester community in West Baltimore and the neighborhoods surrounding the Johns Hopkins Medical Institutions in East Baltimore. In 1994, these neighborhood revitalization efforts received a major boost when President Clinton selected Baltimore as one of only six Empowerment Zone cities in the nation. This

social service projects in targeted neighborhoods, as well as tax credits and incentives for businesses located in these neighborhoods.

Believing that every crime is one crime too many, and every victim is one victim too many, Mayor Schmoke has demonstrated a strong commitment to public safety. He has improved the effectiveness of the City's Police Department; implemented community policing throughout the City; ordered successful drug and gun sweeps to stabilize neighborhoods; and is the first mayor in Baltimore to put police bike patrols on the streets and security cameras on street corners.

Since the end of the 1980s, Mr. Schmoke has supported a national drug policy that views substance abuse primarily as a public health problem, instead of primarily as a law enforcement problem, and has called for a national dialogue on this issue. He also has been a strong advocate for needle-exchange programs as a way to combat the spread of AIDS, initiating in Baltimore what is now the largest government-sponsored needle-exchange program in the nation.

In the area of economic development, Mayor Schmoke has worked aggressively and with considerable success to attract, retain, and expand businesses in the City, especially in areas of projected job growth, such as the health sciences, tourism, and information technology. As part of his efforts to foster economic growth, he is overseeing a host of new development initiatives for Baltimore's downtown and Inner Harbor areas. Among these initiatives are the expansion of the Convention Center and several innovative new museums.

In championing Baltimore's economic development, Mayor Schmoke has upheld the principle of inclusion. He has successfully implemented policies designed to improve the participation of minority and women entrepreneurs in the economic life of the City. As a result, Baltimore was named one of the top cities for women entrepreneurs in the nation, and minorities have participated in a number of the City's major development projects, including the expansion of the Convention Center, the Columbus Center for Marine Biotechnology, and Inner Harbor East, a new commercial and residential complex.

Mayor Schmoke was elected to his third term in November 1995. In his inaugural address, the Mayor spoke of what he called "The Spirit of Baltimore," a shared sense of pride in the City that unites diverse individuals and communities and inspires them to work together to improve the City's quality of life. In 1997, under Mayor Schmoke's leadership, Baltimore will celebrate that spirit and the City's rich history when it commemorates its Bicentennial.

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10/28/96

Dr. Virginia Keane has been the Medical Director of the Pediatric Ambulatory Center since 1990. An Associate Professor of Pediatrics, she is a graduate of the City College of New York School of Biomedical Education and the State University of New York at Buffalo. She received her residency training at the University of Maryland and completed a Robert Wood Johnson General Academic Pediatrics fellowship at the Johns Hopkins Hospital. She joined the faculty at the University of Maryland in 1987. Her research interests include high risk behaviors and immunizations. Her clinical interest is in care of urban children with complex medical and social problems, and in integrating health care services for poor families. Under her leadership services provided at the PAC have expanded to include WIC and Medicaid eligibility. She serves as a consultant on various issues to the State of Maryland Health Department, the Baltimore City Health Department, is on the State WIC Advisory Board, and is an active member of the local Chapter of the Academy of Pediatrics. She is currently involved in implementing the transition to managed care under Maryland Medicaid 1115 waiver. She is a recent recipient of a Reach Out and Read grant. She lives in a three generation household, including her father, her husband and her two sons, ages seven and ten.



MISS SPIDER

ABOUT DAVID KIRK

Master artist and storyteller David Kirk is hailed as one of today's most innovative and exciting creators of books and toys for children. Before his remarkable success in the world of children's publishing, Kirk was the founder and designer of two toy companies, Ovicular Toyworks and Hoobert Toys. His bright, hand-painted, wooden toys (including multi-colored robots inspired by his boyhood collection) have been sold around the world and are, together with his paintings and hand-crafted furniture pieces, treasured by collectors and featured in books, art galleries and museums. Each toy is distinguished by its unique design, and is packed in a little box decorated with a painting. One such box caught the eye of book publisher Nicholas Callaway, who encouraged Kirk to create a children's book.

Then along came a spider: Miss Spider. Inspired by his daughter Violet's love for insects in the family garden, Kirk found the perfect subject for his story. *MISS SPIDER'S TEA PARTY* (Spring 1994), a lush counting book in verse with mesmerizing oil-on-paper illustrations, quickly became a phenomenon, earning praise from booksellers and librarians across the country. Children (and adults) instantly fell in love with the eight-legged beauty named Miss Spider. Kirk immediately followed this success with *MISS SPIDER'S WEDDING* (Fall 1995), the rhyming story of how his flower-eating arachnid finds her perfect spider man. Both books were on national bestseller lists and have sold more than a million copies internationally. His upcoming book, *MISS SPIDER'S NEW CAR*, will be released in the Fall of 1997.

Most recently, Callaway & Kirk Company signed an agreement with Universal Studios for exclusive rights to the Miss Spider character, including: the motion picture rights as well as the ancillary rights to theme park, home video, CD-ROM, music, interactive media, any sequel and additional home video and television properties. David Kirk will serve as executive producer and writer of the motion picture currently in development, and Nicholas Callaway will co-produce.

David Kirk and Nicholas Callaway are the co-founders of Callaway & Kirk Company. Miss Spider spearheads Callaway & Kirk Company's expansion into a variety of media, including a wide range of merchandising products, such as plush and wooden toys, puzzles, t-shirts, hats and Callaway & Kirk Collectibles - a line of special edition books and toys for children of all ages.

Kirk lives in the Finger Lakes region of New York with his daughter, Violet, and a house filled with real and imaginary creatures.

CALLAWAY & KIRK COMPANY 70 BEDFORD STREET NEW YORK NY 10014

TELEPHONE 212 939 5212 FAX 212 939 8087

Final Attendance List - ROR event on 6-10-97
as of 6:00 pm, 6-9-97

Kurt L. Schmoke
Mayor, City of Baltimore

Barbara Bostick-Hunt
Assistant to the Mayor

Jay Baker
Mayor's photographer

Sarah Garrett
Mayor's office

Peter Beilenson, M.D.
Commissioner of Health
Baltimore City Health Department

Elias Dorsey
Deputy Commissioner of Health
Baltimore City Health Department

Thomas P. Coyle
Assistant Commissioner
Baltimore City Health Department

Barbara Squires
Reach Out and Read Coordinator
Healthy Start/Starting Points

Donald Wilson, M.D., MACP
Dean, University of Maryland School of Medicine

Michael A. Berman, M.D.
~~Professor~~ Chairman, Dept. of Pediatrics
University of Maryland School of Medicine

Tyson Tildon, Ph.D.
Professor, Dept. of Pediatrics
Associate Dean, Research and Graduate Students, University of Maryland
President, Baltimore City School Board

Joel Lee
Vice President
Market Development & Communications
University of Maryland Medical Center

Victoria Strittmatter
Director, Public Affairs
University of Maryland School of Medicine

Marianne Felice, M.D.
Director, Division of Adolescent Medicine
Department of Pediatrics
Maryland's Hospital for Children
University of Maryland Medical Center

Morton I. Rapoport, M.D.
President & CEO
University of Maryland Medical System

Susan Swift
Consultant to the Dept. of Pediatrics
University of Maryland

Chris Carver, Ben & Noah
Family of Virginia Keane, M.D.

David Ramsay, D.M., D.Phil.
President
University of Maryland at Baltimore

Kenneth Mallott & Alex Helsand
Youth coordinators of PAC Book Drive

Mimi Blitzer
parent of one youth coordinator

Steve Cohen
Managing Director, Scholastic Books

Alan Cohen
Director of Publicity, Scholastic Books

Nicholas Calloway
Partner of David Kirk

and Kirk

for

Bert Giroux

ographer, traveling with Scholastic and Callaway

an Dougherty

amera man, traveling with Scholastic and Callaway

Thomas M. Stanton

ound man, traveling with Scholastic and Callaway

at Cowan

Boston Reach Out and Read Coordinator

Perrn Klass, M.D.

Medical Director, Boston Reach Out and Read

Christine Benero

CEO, First Book

Tony Cippolone

Director, Annie E. Casey Foundation

Heather Neblatt & newborn daughter Camille

Baltimore Medical Systems

Deborah Taylor

Enoch Pratt Free Library

Robert Rieffel

Enoch Pratt Free Library

James Welbourne

Asst. Director, Enoch Pratt Free Library

Mary Ashe

Child Life Specialist

Hopkins Harriet Lane Pediatric Clinic

John Andrews, M.D.

Hopkins Harriet Lane Pediatric Clinic

Jarissa L...

Clinical

Hopkins Lane Pediatric Clinic

Teri Mar...

and Youth at Hopkins Harriet Lane Pediatric Clinic

Dan Haw...

Mid-Atlantic Primary Care Assn.

Shannon W...

Reach Out Lead Site Coordinator

East Baltimore Medical Center

Barbara B...

Reach Out Lead Coordinator

St. Agnes Hospital

Michael E...

M.D.

Chairman of Pediatrics

St. Agnes Hospital

Delores S...

Druid Farm Health Center

Karen Ne...

M.D.

Medical Director

Druid Farm Health Center

Dawn Bre...

Child Case Management Supervisor

Johns Hopkins Bayview Medical Center

Vickie W...

Director of Medical Services

Center for Action & Pregnancy, Hopkins Bayview

Lisa Blane...

Total Heart Care

Preston B...

Community Affairs Liaison

Park West Medical Center

Rhonda Friedman
Baltimore City Public Schools

Rebecca Hartman
Greenspring Pediatric Assn., Sinai Hospital

Charlene Gill
Executive Director
Ready At Five Partnership

Bobbi Seabolt
Executive Director
American Academy of Pediatrics, Maryland Chapter

Maggi Gaines
Executive Director
Baltimore Reads

Anne London
Executive Director
Maryland State HIPPY Network

The Honorable Samuel "Sandy" Rosenberg
State Delegate

Cinnamon Brown
Early Childhood Specialist, Healthy Start

Beth Michelson
University of Maryland

Bonnie Winters
University of Maryland

Withdrawal/Redaction Marker

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[001]

PATIENT NAMEDOBMOTHER'S NAME

Curtis Dove, IV
Montajhae Tinner
Thomas Briggs
Jasmine Biko
Kristen Lee
Joshua Hunter
Sarah Holmes
Gabrielle Webb
Michelle Puppe
Kevona Sephes
John Alwill
Amy Alwill
Darius Divers
Emma Sissman

P6/(b)(6)

Kishia Tinner
Kizzy Tinner
Tonya Jackson
Carol Jones
Annie Lee
Dora Hunter
Phyllis Holmes
Carla Webb
Kathryn Beecher
Danielle Blackston
Cynthia Johnston
Cynthia Johnston
Gale Boone
Barbara Squires

* Von Hammond P6/(b)(6) sibling of Joshua Hunter coming with Dora Hunter, patient has evening appointment.

Baltimore Reach Out and Read Partners Group

Pediatric Clinics

The Johns Hopkins Harriet Lane Primary Care Pediatric Clinic
The University of Maryland Pediatric Ambulatory Clinic
Sinai Hospital Greenspring Pediatric Association
Baltimore Medical System Matilda Koval Pediatric Clinic
Druid Family Health Center, Children & Youth Clinic
Johns Hopkins Bayview Center for Addiction and Pregnancy
East Baltimore Medical Center Pediatric Clinic
St. Agnes Hospital Pediatric Clinic
Park West Medical Center Pediatric Clinic
Total Health Care Pediatric Clinic

Other Partners

Baltimore Healthy Start/Starting Points
Enoch Pratt Free Library
Ready At Five Partnership
Mid Atlantic Primary Care Association
American Academy of Pediatrics, Maryland Chapter
Baltimore City Public Schools
Baltimore Reads
Ripken Learning Center of Baltimore Reads
Maryland State HIPPIY Network
In the First Place
The Annie E. Casey Foundation

**First Lady Hillary Rodham Clinton Participates in Launch of Baltimore Partnership
to Prescribe Reading to Infants and Toddlers**
June 10, 1997

"There are few things that I believe could make a more dramatic difference over the next 10 years in this country than to persuade parents of all educational and economic levels to take this mission of reading to and talking with their young babies seriously."

--First Lady Hillary Rodham Clinton, January 10, 1997

Today, First Lady Hillary Rodham Clinton will participate in the launch of a Baltimore partnership to bring pediatricians, hospitals, health centers, book publishers, libraries and others together to make sure that infants and toddlers who come to the doctor have access to books and are read to regularly. The Baltimore initiative is part of a new national effort to urge pediatricians to routinely "prescribe" that parents read to their young children. Mrs. Clinton called for the creation of this effort at Georgetown University Medical Center on January 10, 1997, and she announced the national partnership at the White House on April 16, 1997. The American Academy of Pediatrics now recommends that pediatricians prescribe reading to infants and toddlers as part of standard pediatric care.

The Baltimore Partnership will build on the Reach Out and Read Program, in which volunteers read to children in waiting rooms, health care providers prescribe reading, use books in well-visits, and give books to children at the end of a visit. This model program is already being used in more than 80 health centers and hospitals around the country.

The National Partnership Has Already Secured:

- More than 250,000 books to be distributed through health clinics and centers around the country;
- Commitments to train 10,000 pediatricians and 950 community health centers to prescribe reading and provide books to hundreds of thousands of children by the year 2000.

The National Partnership, Led by Reach Out and Read, Scholastic, Inc., and First Book, includes the American Academy of Pediatrics, National Association of Community Health Centers, National Association of Children's Hospitals and Related Institutions, American Library Association, Random House, Irving Harris and the Harris Foundation, Annie E. Casey Foundation, American Booksellers Association, Association of American Publishers, Mellon Trust, Dreyfus Corporation, ABC television, Reading Is Fundamental, National Association of Chain Drug Stores, and the National Community Pharmacists Association, and seeks additional partners.

Call to Ensure that by the Year 2000 Every Child Under Age Five is Read to Regularly. The First Lady is calling for every community to come together using its local library in partnership with health providers to help encourage reading to young children and ensure that every child under age five is read to regularly by the year 2000. Today, only 39% of parents with children three read to their children daily [Commonwealth Fund, 1996]. Research shows that when doctors prescribe reading and give books to low-income parents and their children, these parents are *four times* more likely to read to their children [AMA, AJDC, 8/91].

Response to the President's America Reads Challenge and the First Lady's call for a National Effort to Prescribe Reading to Infants and Toddlers. The national partnership is in direct response to the First Lady's call in January, 1997, for a national effort to build on the existing efforts to prescribe reading -- by programs such as Reach Out and Read and the American Library Association's Born to Read -- and to the President's America Reads Challenge to help parents be their children's first teachers and ensure that every child can read well by the end of third grade.

The White House Conference on Early Childhood Development and Learning Underscored the Importance of Reading to Infants and Toddlers. *The White House Conference on Early Childhood Development and Learning: What New Research on the Brain Tells Us About Our Youngest Children* (April 17, 1997) explored new research which shows that reading to children in their first few years of life actually helps their brains grow in addition to enhancing their emotional and social development and laying the groundwork for vocabulary and later educational success.

REACH OUT AND READ (ROR)

THE PROBLEM

- **Children who live in print-rich environments and are read to in their preschool years are much more likely to learn to read on schedule**
- **Parents of children living in poverty may lack the money to buy books, may not have easy access to good children's books, and may not themselves have been read to as children**
- **Reading problems may mean school failure, which increases the risk of absenteeism, dropping out, juvenile delinquency, substance abuse, and teenage pregnancy--all of which perpetuate the cycles of poverty and dependency**

PROGRAM DESCRIPTION

- **Reach Out and Read is a program that makes early literacy part of pediatric primary care**
- **Pediatricians encourage parents to read aloud to their young children and give their patients books to take home at all pediatric check-ups from six months to five years of age**
- **Through Reach Out and Read, every child starts school with a home library of at least ten beautiful children's books, and parents understand that reading aloud is the most important thing they can do to help their children learn to love books**

HOW ROR WORKS--PROGRAM COMPONENTS

- **Volunteer readers in the clinic waiting room read aloud to children as they wait for their appointments, showing parents and children the pleasures and techniques of looking at books with children**
- **Pediatricians are trained to counsel parents about the importance of reading with young children, offering age-appropriate tips and encouragement**
- **The doctor gives the child a new developmentally and culturally appropriate children's book to take home and keep at every check-up from six months to five years of age**

PROGRAM BACKGROUND

- **Reach Out and Read was developed at Boston City Hospital in 1989 by a collaboration of pediatricians and early childhood educators**
- **In collaboration with the Association of American Publishers, ROR has developed a Program Manual, handouts for doctors and parents, prescription pads to help doctors "prescribe" reading aloud, and many other unique materials to encourage literacy in pediatric practice**
- **With generous support from the Annie E. Casey Foundation, the program has been replicated in sites around the country; with further support from the William T. Grant Foundation, Robert Wood Johnson Foundation, Boston Company, there are now over 80 Reach Out and Read sites in clinics and pediatric practices in 34 states**

FOR MORE INFORMATION:

Please contact the Reach Out and Read office by phone (617)534-5701 or fax (617)534-7557 or write to Reach Out and Read National Training Center, Boston Medical Center, One BMC Place, Dowling 5 South, Boston, MA 02118.

AMERICA READS CHALLENGE: THE LEGISLATION

BACKGROUND

While American students today generally read as well as ever, 40 percent of our fourth graders scored below the basic level on the 1994 National Assessment of Educational Progress. Research shows that children who cannot read well and independently by the end of third grade are less likely to succeed in school and more likely to drop out. Reading is a skill that is developed not only in the classroom, but also outside of school and in the home. As teachers, schools, librarians, and principals work to strengthen in-school reading programs, all caring Americans can also play a role in helping young children learn to read.

When asked what was needed most to provide extra help to children who needed it, teachers, principals, librarians, parent groups, businesses, education and literacy groups, and community organizations said locally based coalitions could mobilize high-quality volunteer tutors to extend the learning time of children who need help in reading. In particular, they said they need trained reading specialists and tutor coordinators to help their schools and communities match tutors with children, and to provide training to tutors. Also, many parents want ideas and tips on how to help their children develop language and reading skills beginning at birth.

The America Reads Challenge legislation sets forth the first comprehensive, nationwide effort to create after-school, summer, and weekend tutoring in reading. Working with teachers and parents, this unprecedented initiative calls on all Americans in all fields — schools, libraries, religious organizations, universities, the media, community and national groups, and cultural organizations, as well as college students, business leaders, and senior citizens — to ensure that every American child can read well and independently by the end of third grade. The America Reads Challenge would mobilize tutors, reading coordinators, and experts in communities and states to assist existing literacy efforts, or to aid in the development of new reading partnerships to help our nation's children to read. It links parents, teachers, AmeriCorps members, trained reading professionals, and volunteer tutors to school, library, and community literacy efforts.

PROVISIONS OF THE LEGISLATION

1. America's Reading Corps: The America Reads Challenge would build on groundwork being laid by classroom teachers, librarians, and reading specialists by drawing upon the invigorating spirit of community volunteers in tutoring and mentoring. The Reading Corps grant is the heart of the legislation and would fund 25,000 reading specialists and tutor coordinators — including 11,000 AmeriCorps members — over five years. Over a five year period, tutor coordinators would help recruit one million volunteer reading tutors to be trained by the reading specialists.

The nearly \$1.5 billion in new education investments from the proposed legislation would supplement classroom reading instruction by enabling local reading partnerships to hire qualified professionals, such as a reading specialist or teacher, to train tutors and connect the school's reading program with the tutoring. By the fifth year of the program, it is expected that the tutors, coordinating with the classroom reading program, would be providing individual after-school, weekend, and summer reading tutoring for approximately three million children in grades K-3 who want and need the extra help. This effort would help link the reading program, teacher, school, child, and family.

The America Reads Challenge would also take advantage of the strength of AmeriCorps, Learn and Serve and the Senior Corps, which are involved in communities throughout the United States. An additional \$1 billion from proposed increases in appropriations for the Corporation for National Service would help local reading programs recruit and organize volunteer tutors.

A local reading partnership would include at least two agencies or organizations -- one of which must be a public school or a school district. The other could be a library, literacy group, museum, business, or youth-serving group, among others. The legislation requires that:

- Each local reading program use qualified and trained individuals;
- Each local reading program serve an area with a high number or percentage of children from low-income families or with the greatest need for reading assistance;
- Each local reading program build on and support in-school reading programs;
- Each local reading program make parental involvement and support a high priority, and be coordinated with early childhood and family literacy programs, such as Even Start and Head Start; and
- States demonstrate that all programs funded with the grant would reach children in the greatest need of assistance; use effective practices that show the most promise in helping all children -- including children with limited English proficiency and children with disabilities; and a clear strategy for coalition building.

Seventy percent of the State-grant money would be allocated to the states according to the Title I formula, and 30 percent will be awarded competitively based on the quality of state plans. States would distribute the funds to local applicants.

2. Parents as First Teachers Challenge Grants: The second part of the legislation recognizes that as their children's first teachers, parents can give their children the firm foundation they need to do well in school by, for example, reading to their children 30 minutes each day from infancy onward, talking with their children, or getting their children library cards and accompanying them to the library regularly.

The Parents as First Teachers Challenge Grants would provide \$300 million over five years to foster effective programs to help parents help their children become successful readers by the end of third grade. The bulk of this money will be awarded to local communities and organizations, with some available for national and regional groups.

Applicants for the Parents as First Teachers Grants must have a demonstrated record of working with parents in improving the reading skills of their young children, or must be planning to use a model that has been demonstrated to be effective. Grantees must strive to collaborate and form partnerships with other programs that provide support for parents, such as adult education and Even Start, and must include two or more groups.

3. Effective Models and Exemplary Partnerships: The Secretary of the U.S. Department of Education and the Chief Executive Officer of the Corporation for National Service would award \$500 million over five years to support effective models and partnerships which local communities and States can adapt. The purpose of these grants is to ensure that local communities have up-to-date information about what is working to help our children read -- including activities that assist parents working with their children beginning at birth. National organizations, as well as local and regional partnerships would be eligible for this funding.

4. Research and Evaluation: The legislation would allocate funds to evaluate programs, disseminate information about best practices, and provide technical assistance to local programs.

Clinton Administration Efforts To Encourage Adults to Read to Very Young Children

America Reads' Parents As First Teachers Challenge Grants: The President's America Reads Challenge to make sure that every child can read well by the end of 3rd grade includes Parents as First Teachers Challenge Grants that will invest in proven efforts to provide assistance to parents who want to help ensure their children will read well. The grants will fund national and regional networks to share information on how parents can help children to read, and fund the expansion of successful local programs, such as the Home Instruction Program for Preschool Youngsters (HIPPY) or the Parents as First Teachers (PAT) program. The President's proposal includes \$300 million over 5 years for these grants.

Read*Write*Now: Read*Write*Now is an intensive summer component of the President's America Reads Challenge. More than 60 businesses and reading associations, community and religious groups joined together with the Education Secretary Richard Riley and have provided summer reading partners to almost one million children.

Partnership for Family Involvement in Education: Over 2000 family, school, community, employer and religious groups have joined with Secretary of Education Richard Riley to create the Partnership for Family Involvement in Education. The Partnership's activities include strengthening at-home activities that encourage reading, promoting and adopting family-friendly business practices such as providing leave time to attend parent-teacher conferences and volunteer in schools, and supporting learning communities through organized before- and after-school and summer activities.

Head Start and Early Head Start: For more than 30 years, Head Start has been one of our nation's best investments in helping low-income parents be their children's first teachers and in making sure that children start school ready to read and learn. Head Start provides low-income 3- and 4-year olds with cognitive, social and language development, comprehensive health services and nutrition. Under new standards developed by the Clinton Administration, family literacy is a new priority for Head Start. The 1994 Head Start reauthorization also set-aside a small percentage of Head Start funding for an Early Head Start program, providing family-centered and community-based services to tens of thousands of poor families with children age 0-3. All Head Start staff work closely with parents to help them build their reading, parenting, and work skills. President Clinton has increased Head Start funding 43% in the last four years, providing Head Start to 800,000 children this year alone. The President's balanced budget continues to invest in Head Start with the goal of reaching 1 million children in the year 2002.

Even Start Family Literacy: Even Start is a family-focused Education Department grant program providing participating families with an integrated program of early childhood education, adult literacy and basic skills instruction, and parenting education. Even Start received \$102 million in funding in fiscal 1997, providing funding to every state and the District of Columbia to reach 576 local programs.

Goals 2000 Parent Resource Centers: In addition to involving parents in the development of state and local Goals 2000 education plans, the President's Goals 2000 program provides funding for each state to establish parent resource centers that help parents learn how to help their children achieve high standards. The centers coordinate existing programs, provide resource materials, and support a variety of promising models of family involvement programs. In fiscal 1997, \$15 million in funding is available for support centers in 42 states, 14 more than in 1996.

For children's good health, a book every check-up

PERRI K.

This week Boston's annual American Academy of Pediatrics conference, the professional organization that speaks for pediatricians, tests us and certifies our standards of medical practice with changing times.

But the pediatricians and I will be at the meeting, the last of the year, to discuss the new pediatric clinics around the country, has nothing to do with the per-acute miracles. We will give books to their young patients.

A decade ago it wasn't part of a pediatrician's job to give out books. But then, for the assessments of development and language weren't part of a pediatrician's job, either. Now, mental assessment and pediatric exams, shots and handouts, we haven't checked to see if we haven't done our job.

The next step is early literacy. Just as literacy starts developing long before a child actually begins to read, the next step is to read to the child. What happens between birth and the first year is absolutely essential. Children's school books are what they are or they are behind, set up for failure.

Mavor Thomas, a Boston literacy initiative, aims to have all children at the end of third grade, and early-childhood education part of this initiative because this is a problem, it's a present problem, it's a present problem.

Consider my 2-year-old, a primary

day host of the American Academy of Pediatrics, our standards of medical practice with changing times.

on that my colleagues and I will be at the meeting, the last of the year, to discuss the new pediatric clinics around the country, has nothing to do with the per-acute miracles. We will give books to their young patients.

**It's called
'a light in the
darkness.'**

man's role at the time of the development of the standard with giving advice. If a child is then we

in language. In language, the language starts to talk, long before a child actually begins to read, the next step is to read to the child. What happens between birth and the first year is absolutely essential. Children's school books are what they are or they are behind, set up for failure.

Read Boston, one year old, using by the children and have been the beginning of a school problem. The Reach Out and Read program was founded at Boston City Hospital about eight years ago by pediatricians

He came for a physical recently and we checked his teeth, vision, and as a toddler in the inner city, he was at high risk, and checked for anemia. But he didn't seem to have needles on his mind.

"Want book!" he yelled to me with 2-year-old intensity. "Want book!" I gave him a board book at his 18-month visit (along with his fourth DTP shot), another when he was 15 months (Hae-mophilus influenzae shot) and another when he was one year (measles-mumps-rubella). And so on way back to the 6-month-old checkup. That's six books already, though he's at least four more before he starts school.

Reading to children starts well before school and before formal instruction. Infants and toddlers learn to love books and to understand that books contain stories and information. A 1995 analysis that statistically examined 25 empirical studies found that the effects of parents and preschoolers concluded that essentially all studies showed a pronounced positive effect on outcome measures of language growth, emergent literacy and reading achievement. The positive effects of reading to preschool children were independent of socioeconomic status or parents' educational level.

Last week I saw a child I worry about. He's one year old, born with drugs in his system, the youngest of six children in a family that is struggling hard. Mother is in treatment. Maybe not always enough food. Hasn't grown very well. Hasn't really developed on schedule. But he looked good, finally putting on weight, making some developmental progress, though delayed for his age.

I gave him a board book full of bright photographs of children playing, and his mother and I watched him grab it. "I know you're busy," I started, and she beamed. "The other ones will read it to him," she said. "They always read him that book you gave him last time."

The Reach Out and Read program was founded at Boston City Hospital about eight years ago by pediatricians

Boston Globe
10/27/96



and educators. "The first time I gave a 1-year-old a book as part of a pediatric visit and saw the child's eyes light up, and saw the mother smile in response to her son's excitement, I knew I had found a special way to touch a child's life," says Dr. Barry Zuckerman, chairman of the department of pediatrics at Boston Medical Center and one of the founders of Reach Out and Read. "I believe it has as much or more impact on the child's future as anything I do as part of preventive care."

The goal of the program is to make literacy part of regular pediatrics. Zuckerman's mentor was Dr. T. Berry Brazelton, now a member of the advisory board of Reach Out and Read, which he calls "a light in the darkness."

A book at every checkup from six months to five years. At Boston Medical Center, we will give away our 100,000th book this fall. If it costs \$3 to \$4 for a book, and if every child sees the doctor 10 times between the ages of 6 months and 5 years, then these books cost \$30 to \$40 a child. Less than any immunization or blood test.

In a study by Zuckerman and another founder of the program, Dr. Rob-

ert Needelman, carried out in the pediatric clinic at Boston City Hospital, parents whose child had received a book at a previous visit to the clinic were three times more likely to report reading aloud to their children. For families on AFDC, the association was particularly marked: if they had received a book, parents were eight times as likely to report reading to their children.

Pediatricians are trained to think in terms of prevention. Give the MMR, and we don't have to treat the measles. Give the shots for children with asthma.

Growing up without a book is growing up deprived and with a deprivation that puts one at risk for failure. Just like many of the other risks of deprivation that children face in poverty, growing up without books is a loss in itself, but also a risk factor for larger, sadder losses. Double jeopardy. If we want our children to grow up reading, we have to do everything we can. We have to do it as early as possible.

Perri Klass is a pediatrician at Boston Medical Center and Dorchester Health Center.

Hillary Rodham Clinton

Comfort and Joy

The First Mom suggests reading as an easy way to help a baby's brain grow

THE NIGHT AFTER THE INAUGURAL, BILL AND I GATHERED with our family in the solarium on the third floor of the White House. After dinner our toddler nephews Tyler and Zachary climbed up on the couch with their Uncle Bill to hear him read a story. They accompanied him with words, sounds, pointed fingers and a few tussles over who would hold the book. As I watched them, I thought of all the times Bill and I used to take turns reading stories to Chelsea. Every night one of us (and occasionally both) would stretch out on her bed, hold her in our arms, and either read or make up new tales about imaginary characters who embarked on improbable but breathtaking adventures.

Bill and I did not know about brain cells or synapses or the newest discoveries in neuroscience. Reading to Chelsea became a daily ritual because it's what our own parents and grandparents had done with us, and because we wanted to spend quiet time with her every day. Bill's grandmother thought that reading to him would help him develop a strong vocabulary and the language skills he would need later on in school. My mother and father placed a similar premium on reading, and to this day I remember the feelings of security and comfort that I felt sitting in my grandfather's lap when he read stories to my brothers and me.

Today, thanks to advances in brain research, we know that reading with a child has intellectual, emotional and physical benefits that can enhance the child's development. The intimacy of sharing books and stories strengthens the emotional bonds between a parent and child, helps a child learn words and concepts, and actually stimulates the growth of a baby's brain.

As I discussed in my book, *It Takes a Village*, scientists have discovered that children whose parents read and talk to them during the first three years of life create a stronger foundation for future reading success. In other words, what our parents and grandparents knew instinctively is now backed up by hard scientific evidence.

That's why doctors and nurses are starting to prescribe reading to babies along with regular checkups and vaccinations. Recently I went to Georgetown University's Medical Center with Maurice Sendak, the renowned children's author and illustrator. His book *Where the Wild Things Are* was one of Chelsea's—and Bill's—favorites. Mr. Sendak read the story to children, and I announced, along with representatives of the American Academy of Pediatrics, the American Booksellers Associ-

ation and the American Library Association, a national campaign to put books in the hands of parents who bring their young children to the doctor, and to get doctors to prescribe daily reading. My husband and I will be discussing this and other activities to follow up on the latest findings about the brain at a White House conference in the spring.

It's important that we take to heart what the neuroscientists are telling us—without losing the heart of the reading experience. In today's high-tech world of E-mail and microchips, it is easy to forget the importance of human connections in our daily activities. Technology has brought many welcome conveniences to our lives. But it has the potential to create feelings of distance, detachment and isolation among us.

Reading to a child while touching, hugging and holding him or her can be a wonderful antidote to the im-

personal tendencies of the information age—for both the adult and the child. While critical to building brains, reading is equally important to building trusting and close relationships. That's why many of us remember the warm embrace or the comfortable lap that cradled us when we read books as children. And that's why reading should not be viewed solely as an intellectual proposition, particularly in the era in which we now live.

If Americans take away only one lesson from these

exciting scientific discoveries, I hope it's that reading to children is easy, affordable and feasible for parents no matter what their level of education or economic station in life. Children's books are available for free at public libraries in every community and can be found at reasonable prices in many bookstores. Doctors, librarians, teachers, book publishers, business leaders and the news media can help make books available to families and educate parents about the vital role that reading plays in our children's lives.

It isn't very often that we have before us such a simple, inexpensive and pleasurable way to improve our children's health and development and raise their prospects for a brighter future. Whether you lie down together on the rug, sit together in an old rocking chair or cuddle on your child's bed the way Bill and I used to with Chelsea, there is no better way to spend time than reading to your child.

And now we also know that there are few better ways to help your baby's brain grow.



Mrs. Clinton with her daughter in the crucial first three years

21ST STORY at Level 3 printed in FULL format.

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October 25, 1995 Wednesday, FINAL / ALL

SECTION: ARTS & LIVING; Pg. 3E

LENGTH: 905 words

HEADLINE: 'MISS SPIDER' AUTHOR SPINS 'WEDDING' TALE

BYLINE: By KATHLEEN KISNER

BODY:

"I don't know a lot about bugs, really," says David Kirk between bites of a sandwich at the Ritz-Carlton Cleveland's Riverview Room.

No, Kirk hasn't found a bug in his food. He's talking about his new children's book, "Miss Spider's Wedding" (Scholastic Inc./Calloway, \$15.95), the sequel to his best-selling debut effort, "Miss Spider's Tea Party." The first book, touted by Madonna on MTV as her favorite bedtime story, has sold more than 200,000 copies.

"I mean, I go on bug hunts with my daughter, Violet," adds Kirk, 39. "I know they have three sections and six legs, but I'm not familiar with them scientifically. I usually get out field guides and see what they look like when I'm illustrating one of my books."

Kirk, a down-to-earth guy who just laughs when a server unfolds his napkin and whips it across his lap, declines to have his chair pushed in closer to the table. "No, thanks, I'll do it myself!"

Near the end of a six-week, 17-city tour to promote his book, Kirk, a 1977 graduate of the Cleveland Institute of Art, is feeling not so much famous as homesick. He misses his wife, Susan; Violet, who is 9; and their green fixer-upper house in King Ferry in the Finger Lakes region of New York.

This is Kirk's second whirlwind book tour since the publication of his first children's book. When "Miss Spider's Tea Party" hit bookstores in 1994, it broke every rule in children's publishing. Its publisher, Scholastic, teamed up with Nicholas Callaway, the book packager and publisher who created Madonna's "Sex" book, and together they promoted the book more aggressively than the usual children's publisher.

Scholastic had a competitive advantage over many children's publishers: It distributes books through teacher-sponsored book clubs and school-organized book fairs. It promoted the book with "Miss Spider Tea Parties" kits in bookstores, including a Pin the Legs on Miss Spider game. Although it received lukewarm reviews in Publishers Weekly and Kirkus Reviews, the book hit the children's best-seller list in Publishers Weekly, largely as a result of ingenious promotion.

The Plain Dealer, October 25, 1995

Kirk's new book, "Miss Spider's Wedding," which took 18 months to complete, promises to keep pace with its predecessor. It sports detailed, neon-hued illustrations of benign, social bugs who are determined to fix up Miss Spider with an appropriate husband. A nosy beetle named May thinks Miss Spider's shy, bespectacled boyfriend Holley isn't good enough for her, but learns the hard way that handsome bugs like the hunk Spiderus aren't always all what they seem. (May and her laid-back husband, Ike, are based on Kirk's parents, he admits.)

Written in simple verse, the story is less gripping than the lush illustrations, though it has been favorably mentioned in both the New York Times and Wall Street Journal. But the vivid, quirky illustrations, and some of the themes, including the reversal of sex roles when Miss Spider rescues her true love from the bullying Spiderus, will appeal to adults and children alike.

"Violet and I had a debate about whether a toad should eat Spiderus, but I decided against that," says Kirk. "He'll be back in my next Miss Spider book."

Kirk thinks it will be nice to have a returning villain in the wings, though he plans to take at least a year off from writing about Miss Spider while an interactive Miss Spider CD-ROM and computer-animated feature film are in development.

Back when Kirk was attending the Cleveland Institute of Art, he never thought he would one day be a children's book author and illustrator.

"I wasn't influenced at all by my teachers," he says. "They were teaching us to make stripes and squares and X's, while I wanted to paint pretty girls and landscapes. That's pretty much what I did. It used to take me six months to finish a painting. They wanted me to learn to paint faster."

He spent much time at Lakeview Cemetery, painting and photographing.

"It's the most beautiful cemetery I've ever been in, even more beautiful than many of the famous ones in New York City," he says. "It's more beautiful than any park I know."

When he finished art school, he and his wife, Susan, a fellow art student whom he met at the institute, hung around Cleveland for a year. They painted a mural at Rick's Cafe in Chagrin Falls that is still there, and undertook some other commercial ventures.

"I used to find Cleveland scary," he says. "It changed a lot since I was here. All this development downtown is new, and people seem much friendlier now. I lived in University Circle and didn't have a car, and there was a lot of racial tension in the city. My friends and I used to get hassled on the bus and rapid platforms. It was sometimes an ugly scene."

But Kirk is grateful for his time at the institute. After graduation, he won an institute traveling scholarship for \$2,500, which he and Susan used to live in England for a year. They later moved into a loft in New York City with his brother, later moving to King Ferry. For 10 years, Kirk made collectible toys for adults, selling them to galleries.

The illustrations he painted on the sides of the toy boxes serendipitously

The Plain Dealer, October 25, 1995

caught the eyes of two publishers, Rizzoli International Publications and Callaway Editions Inc.

He was on his way as an author. "It's the illustrations more than anything that make a picture book successful," he says, adding that the cover alone took him two months to paint.

GRAPHIC: PHOTOS by: NO CREDIT; PHOTO 1:; Detail from an illustration from David Kirk's new book, "Miss Spider's Wedding."; PHOTO 2 (on page 8E):; Author David Kirk with his daughter, Violet. "Violet and I had a debate about whether a toad should eat Spiderus (the villain in 'Miss Spider's Wedding'), but I decided against that," Kirk says.

LANGUAGE: ENGLISH

LOAD-DATE: October 26, 1995

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Daily Variety

February 7, 1997 Friday

SECTION: NEWS; Pg. 5

LENGTH: 156 words

HEADLINE: Universal captures 'Spider'

BYLINE: DAN COX

BODY:

Universal Studios has picked up the exclusive rights to the storybook character "Miss Spider" with plans to exploit her in a new film as well as homevideo, CD-ROM, music, interactive and theme park venues, the studio announced Thursday.

David Kirk's character, which is enormously successful with kids, is featured in the books "Miss Spider's Tea Party" and "Miss Spider's Wedding," which together have sold more than 1 million copies in the last two years.

U already has a feature project in development about the spindly female arachnid. Kirk is the exec producer and scribe for the pic. Nicholas Callaway, publisher of the books, will produce along with Michael Peyser.

The feature may involve animation, but U insiders said it's still too early to determine how they will move forward on the pic.

U also has first-look rights on several future properties from Callaway & Kirk, a company that specializes in family entertainment.

" 'Miss Spider' is unique," said Sandy Climan, U's exec VP. "We feel this is the perfect time to build on its success in this genre and develop potential across all of our core businesses."

Callaway said U was "the perfect partner for us because they share our imagination, energy and vision for the incredible growth potential of our character."

Kirk was founder and designer of two toy companies before creating the successful books. His third effort, "Miss Spider's New Car," is set for release in September by Scholastic Inc.

The popular "Miss Spider" has joined forces with Universal

LANGUAGE: ENGLISH

LOAD-DATE: February 7, 1997

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The Baltimore Sun

October 22, 1996, Tuesday, FINAL EDITION

SECTION: FEATURES, Pg. 1E

LENGTH: 1150 words

HEADLINE: Doctor's orders include reading; Health: Pediatricians at St. Agnes Hospital prescribe books as part of babies' well-being.

BYLINE: Sandra Crockett, SUN STAFF

BODY:

Martin McCoy stands before a bookcase just able to peek over the first shelf.

The 17-month-old toddler is usually energy in motion, but a colorful case of books has his full attention now.

"You get to choose one," his mom tells him. "Go ahead, let's get one you want."

The sweetly round-faced youngster considers his options and then plucks a book from the lowest shelf. "Let's see what you got," says his mother, Danyel McFarlane. Martin holds the book upside down for his mother to see.

"Oh, 'I Am A Puppy,'" she says, reading the title. "So, you are a puppy, huh?"

It's all too much for Martin, who breaks out in giggles, opens the book, holds it over his head with two chubby hands and toddles off down the hallway as fast as his legs will allow.

Martin doesn't realize he's at his doctor's office and this isn't supposed to be fun, especially since he is due for a shot. But the book is part of the doctor-prescribed treatment in the pediatrics department at St. Agnes Hospital.

The Baltimore hospital is the first in Maryland to use the "Reach Out and Read" program. The program, which is in more than 30 hospitals around the country, receives funding from the Annie E. Casey Foundation, a national organization dedicated to improving childrens' lives.

St. Agnes decided to adopt the program in September after seeing it in action at Boston Medical Center. In fact, Michael G. Burke, chairman of the St. Agnes pediatrics department, was so impressed that he wasn't willing to wait for funding from the Casey foundation.

"We were 21st on the waiting list," Burke says. "We decided not to wait. We wanted to do something with literacy this year."

The hospital started its program by gathering about 1,000 children's books

The Baltimore Sun, October 22, 1996

through a "gently used" book drive and training a cadre of volunteer readers.

The idea is to get kids and parents into reading as early as possible -- long before they start school. Research shows conclusively that reading to a child, beginning at an early age, provides educational and emotional benefits. A national 1985 Commission on Reading determined that reading aloud is the best way to help children develop literacy skills.

"What we are realizing is that we get to see kids, more than any other professional, before they start going to school," Burke says. "Part of what we do on these visits is to tell parents what to expect. We have always traditionally advised them to do things like place covers on plugs, and on the use of smoke detectors."

How it works

Now St. Agnes pediatricians "prescribe" reading to children when they come in for their well baby check-ups. Here's how the program works:

After the parent and child sign in at the desk, they go to a cheerful, dark green carpeted waiting room. A volunteer reader sits on a slightly elevated stage area and invites the child (if she's old enough) to choose a book from her large wicker basket. The volunteer entertains the child with a story until it is time to go in the back and see the nurse.

Then, on the way to the nurse, the child is allowed to select a book from the bookcase. The books are grouped on each of the four shelves by age group. The child takes the book, now affixed with a paper bookplate with his or her name on it, into the examining room while she is seen by the doctor.

The final stop is back at the desk where the child's parent makes a future appointment date and is given any necessary prescriptions, including a prescription to read a book every day.

There are different prescriptions for different age groups. For instance, the "Reach Out and Read" prescription for children 12 months to 18 months (complete with the hospital's logo on it) says: "Name the objects on the page and talk about them. Let your child hold the book and help you turn the page. Read to your child every day approximately 5 to 10 minutes."

The prescription for children ages 5 through 7 says: "Encourage your child to 'read' to you and tell you the story. Take your child to get a library card and choose the books you will read together. When your child is ready, encourage letter and word recognition."

Burke doesn't know yet whether parents will follow the prescription, but he thinks the prognosis for the program is good.

In Boston, parents who have had contact with the "Reach Out and Read" program are four times more likely to list reading as an activity that they share with their child than parents who haven't, Burke says.

"One of the roles of a pediatrician is to give parents guidance on how to promote the health and well-being of their child. We are just expanding the

The Baltimore Sun, October 22, 1996

definition of the child's well-being to include literacy promotion," he says.

McFarlane, mother of little Martin, was already reading to her son but likes the idea of getting the reading prescription. She believes children, particularly when they are a little bit older than Martin, will be impressed with the prescriptions. "I think this will definitely help the kids want to read," she says.

But books, especially those for the very youngest children, are running low. "Right now, we are looking for grants for books from foundations," Burke says. Also, they are approaching publishers and organizations such as the Association of American Publishers to inquire about discount prices. The hospital could also use more reading volunteers who are willing to give up one or two hours a week of their time.

The volunteers

Nora Lanier, a secretary at St. Agnes, is one of the 20 or so volunteers in the "Reach Out and Read" program. Volunteer readers are trained to be an example to parents on how to read to their children, and Lanier demonstrates stellar qualifications for the task. She was able to earn the attention -- no small feat -- of 3-year-old Jeffrey Joynes.

Lanier gets down on the floor and makes eye contact with Jeffrey, who is waiting to see his doctor.

"I've been sitting here and I am soooo lonely. I need someone to read a story to. Which book do you want me to read?" Lanier shows Jeffrey her wicker basket of books.

The child, who is in the waiting room with his mother Jackie, looks over at mom and apparently is torn between sitting next to Lanier or making a run for it.

"Pick out a book," Mom coaxes him.

He chooses a book, but it is tough going initially. Lanier delves into the story about a confused bird looking for his mother. She points to pictures, pauses from her reading to ask the child questions, raises and lowers the pitch of her voice, and, finally, Jeffrey is hooked into the story.

"Where's my mother?" Lanier reads a line from the book.

"Right there!" Jeffrey responds, pointing to a picture on the page.

Another satisfied customer.

New or gently used children's books may be sent or taken to St. Agnes Hospital's pediatric department at 900 Caton Ave., Baltimore, Md. 21229

Pub Date: 10/22/96

GRAPHIC: COLOR PHOTO, CHIAKI KAWAJIRI : SUN STAFF, Checkup: Volunteer Nora Lanier, a secretary at St. Agnes, reads to Jeffrey Joynes, 3, in the hospital's pediatrics department.; PHOTO, CHIAKI KAWAJIRI : SUN STAFF, Happy

The Baltimore Sun, October 22, 1996

reader: Danyel McFarlane, left, and Dr. Susma Vaidya entertain McFarlane's 17-month-old son, Michael McCoy, with a book.

LOAD-DATE: October 24, 1996

FIRST LADY HILLARY RODHAM CLINTON
REACH OUT AND READ
BALTIMORE, MARYLAND
JUNE 10, 1997

Talking Points

[Acknowledgments: **Mayor Schmoke**; **Dr. David Ramsay**, President, University of Maryland at Baltimore; **Dr. Donald Wilson**, Dean, University of Maryland School of Medicine; **Dr. Morton Rapoport**, President and CEO, University of Maryland Medical System; **Dr. Michael Berman**, Professor and Chairman, Department of Pediatrics, University of Maryland School of Medicine, Maryland's Hospital for Children; **Dr. Tyson Tildon**, Associate Dean for Research and Graduate Studies, University of Maryland School of Medicine, and President, Baltimore City School Board; **Dr. Marianne Felice**, Director, Division of Adolescent Medicine and Vice Chair, Department of Pediatrics, Maryland's Hospital for Children, University of Maryland Medical Center.]

- I am delighted to be back in Baltimore. During my visit in September, I received a bumper sticker and pin declaring Baltimore 'the city that reads'. So I am very pleased to be here today to further the tradition of reading in the City of Baltimore and help launch the Reach Out and Read Partnership.
- This day is possible because of the efforts of so many people working together. I would like to thank the Annie E. Casey Foundation for their generous support; Reach Out and Read, without whose leadership this day may not have come; Scholastic Publishing and First Book, who have been such important partners in our efforts to 'prescribe reading'; the American Academy of Pediatrics for recommending that pediatricians prescribe reading to infants and toddlers as part of standard pediatric care; and all the wonderful institutions in Baltimore who are joining the Partnership.
- We are beginning to understand just how important reading is to a child's emotional and cognitive development. We now know that a baby's brain is a work in progress. And that brain, like the baby's body, needs to be nourished through activities with parents or caregivers like reading books, singing songs and telling bedtime stories. These activities actually help the baby's brain grow and strengthen emotional bonds.
- We know that most parents come into contact with a pediatrician. They might not take their child to a library or preschool program until the child is over the age of three, but they will, in all likelihood, come into contact with a health care provider. If that doctor or nurse were to prescribe reading-- and take it a step further by handing that parent or caregiver a book-- in most cases, the parent will try to follow through on the doctor's prescription.
- We have to help parents understand that, no matter their educational level or reading ability, they can stimulate their children's emotional and intellectual growth by talking to

and reading to their children. even when they stumble over a few words here or there. Most likely, their children won't even notice. But they *will* notice the power of reading and books to take them on fascinating adventures and introduce them to interesting ideas.

- In an event at the White House in April, I had the privilege of announcing a national effort to give America's children the tools they need to achieve their God-given potential-- the Prescription for Reading Partnership. The partnership-- which we are launching today in Baltimore-- challenges communities across the country to bring together pediatricians, hospitals, health centers, book publishers, libraries and literacy organizations to encourage and enable parents to read to their children on a regular basis.
- The National Partnership has already secured more than a quarter of a million books to be distributed through health clinics around the country and commitments to train pediatricians and health centers to prescribe reading and provide books to hundreds of thousands of children.
- In Baltimore, Sinai Hospital has been training residents on the role that medical professionals play in reading. Beginning today, all of the participating hospitals in Baltimore will adopt the program.
- And today, we are joined by David Kirk, author of *Miss Spider's New Car*, which he and I will read to some of Baltimore's youngest citizens in just a few minutes.
- Baltimore is a city that reads. Your efforts to work provide every child in Baltimore with a strong foundation to thrive in a new century serves as a model for cities all across the country to ~~Reach Out and Read~~.

Nicole R. Rabner

07/16/98 05:32:55 PM

Record Type: Record

To: Jennifer L. Klein/OPD/EOP

cc:

Subject: Good news about literacy and Reach Out and Read

A1 Boston Globe story today:

READ BOSTON

Literacy program shifts its focus to
children's families

By Jordana Hart, Globe Staff, 07/16/98

Until now, teacher training, volunteers, and book drives have been the backbone of ReadBoston, the city's nationally acclaimed child literacy project aimed at having students read proficiently by third grade.

But an unexpected windfall this past school year of a \$1 million anonymous donation, plus \$600,000 from the Boston public schools, means the project will be able to turn its attention sooner than expected to families, where the children's first learning takes place.

The idea is to make sure children have books at home, that parents read to them every day, and that parents who themselves need help with reading know where to get it. ReadBoston does not plan to teach parents to read, but it will refer them to adult literacy programs.

ReadBoston's aim is to ensure that very young children are read to and talked to from birth. Research shows that children who are read to from a young age are more likely to enjoy reading and be good at it. According to the Federal Interagency Forum on Child and Family Statistics, 57 percent of American children ages 3 to 5 were read to by a family member every day of the week, up from 53 percent in 1993.

"We have worked on teacher training these last couple of years, and now the real effort is how to get the message to families that they can help their children get ready for school," said project director Margaret Williams.

The 10-year literacy project, which celebrates its third birthday on Oct. 15, was hailed as a national model last year by First Lady Hillary Rodham Clinton. It has focused steadily on getting established reading programs, like Success for All and the Early Learning Literacy Initiative, into Boston's elementary classrooms.

So far, reading teachers in 40 of the city's 77 elementary schools and early

learning centers have been trained through ReadBoston and the school department in the latest reading techniques. About 1,000 reading volunteers, trained by Boston Partners in Education, which oversees the placement of Boston school volunteers, worked in almost 30 schools and after-school programs, Williams said. This past year, volunteers tutored about 1,500 students weekly.

But by now, most of the schools have adopted early literacy projects as their primary focus.

"I do think the program is on track because the school department has stepped up in a big way," said Richard Weissbourd, one of ReadBoston's founders and an education lecturer at Harvard University.

However, one principal said she needs even more reading volunteers than last year and hopes that ReadBoston will continue to fill the gap. Principal Jean Dorcus of the Dennis C. Haley School in Roslindale said she will have three first-grade classes next year, up from two.

ReadBoston "is the best thing that could ever happen to our kids," Dorcus said yesterday.

Even so, Williams said the \$1 million and the public schools' money, plus another \$575,000 in private donations, means ReadBoston can forge ahead with endeavors such as family literacy and school-business partnerships.

Williams pointed to a national Boston Medical Center program called Reach Out and Read, which began in the late '80s and has now become a partner with ReadBoston. The Reach Out program prescribes reading and gives away a book with each pediatric visit starting with children as young as six months. About 20 of the city's 27 community health centers now prescribe reading, and the rest will next year.

"One goal is to make sure the efforts of parents and teachers add to each other," said Dr. Barry Zuckerman, chief of pediatrics at Boston Medical Center and founder of Reach Out and Read. "Focusing on families should have a huge impact on children's school-related success."

ReadBoston also plans to use its increased endowment to more aggressively recruit companies and agencies to participate in its partnership programs. This past year, 300 workers from 25 area companies began showing up at schools as part of the Power Lunch program to read to youngsters during the school lunch period.

And in a coup for ReadBoston's partnership efforts, the Jewish Community Relations Council sent the project 200 reading volunteers through its newly formed Jewish Coalition for Literacy. The project plans to send 50 more volunteers to ReadBoston next school year. Each volunteer generally works with one child.

"Part of what we do is a series of social justice initiatives to bridge the gap between suburban Jewish communities and the city," said Nancy Kaufman, the council's executive director. "The literacy project resonated with us."

More than 50 Boston-based companies, including The Boston Globe, support the program in a variety of other ways.

Meanwhile, a team of literacy researchers at Harvard University's Graduate School of Education is examining the effectiveness of the ReadBoston literacy program at two Dorchester elementary schools.

Harvard researcher Lowry Hemphill said the first-graders at both schools showed progress in reading and writing by the end of first grade, particularly in learning strategies for recognizing unfamiliar words. But it is still too early to tell whether ReadBoston's volunteers and the teacher training were what helped students get ahead.

This story ran on page A01 of the Boston Globe on 07/16/98.
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FAX**DATE:** Friday, August 7, 1998**TO:** Jennifer Klein, White House**FAX:** 1202 456-2878**FROM:** Steve Cohen**PAGES:** 4**MEMO**

Jen- More committments to come! Have a good holiday. Steve

DATE: August 6, 1998
TO: Prescription for Reading Partners
FROM: Steve Cohen
RE: Moving Ahead

In conversations with many – but not all – of you, I felt that we were sharing a moment from the 1972 Robert Redford film, “The Candidate.” At the very end of the movie, Redford, the newly elected U.S. Senator turns to his media advisor, and unable to be heard over the din of the adoring campaign workers mouths the words, “What do we do now?”

By virtually any measure, the Prescription for Reading Partnership’s first year was an unmitigated – and probably unexpected -- success. Hundreds of thousands of children were touched – their lives opened up to the world of reading. And a loose coalition of organizations -- with sometimes-conflicting approaches and priorities – coalesced to lay a foundation for further accomplishments. Each of you should take pride in making something happen – and making a difference in children’s lives. I am proud to have been part of this group.

So, now the question is: What do we do now?

Let me share with you what some of the members have identified as their goals for year two, and ask that each of you do three things:

1. Articulate what your organization can realistically hope to accomplish between now and April 1999.
2. Suggest links, connections, opportunities, synergies that might be suggested by the objectives already detailed.
3. Identify objectives that have not yet been articulated.

Please get back to me – via phone, memo, e-mail, whatever is easiest – and I will compile your commitments, ideas, and comments into a revised draft, which I will then circulate to everyone. Please try to get back to me by August 31st.

Thanks.

Prescription for Reading Partnership
Goals for Year 2
DRAFT #1

1. Reach Out and Read will work with National Association of Community Health Centers and the National Association of Children's Hospitals and Related Institutions to extend the reach of children served by 500,000 to 1.25 million.
2. ROR will also work to extend the reach of pediatric literacy to HMO's and the U.S. Army's health care system.
3. The American Library Association will continue to extend the reach of its Born to Read program, and will put into place a new "census" tracking program to better document the reach and effectiveness of the program.
4. ROR and the ALA will get one million new library cards into the hands of children. A new link between the programs will "drive" parents and children into local libraries, further reinforcing the magic of books and reading.
5. Reading is Fundamental will work with ROR to secure funding in order to serve all children under 6 in both Rhode Island and Delaware.
6. Foundation support will be sought for a multi-year longitudinal study of the impact of pediatric literacy programs on children.
7. A postal stamp or collectible coin program will be introduced in Congress – with bi-partisan support – to generate voluntary monetary contributions for book donations.
8. The infrastructure for a mass-media campaign – television, radio, outdoor, in-store – supporting parents reading to kids will be put into place.
9. The first use of drug stores to distribute literacy materials and reinforce reading will be ready for implementation.
10. The ABA will again undertake a free book-and-materials distribution to parents of young children that extends the linkage between ABA bookstore members and pediatricians.
11. The American Academy of Pediatrics, having now formally endorsed the Reach Out and Read program, will work toward promoting the relationship and the ROR program, and toward the continued incorporation of literacy promotion as part of the standard of pediatric care.

12. Scholastic will extend its book challenge program on both the national and the local levels. It will also continue to expand its multi-publisher catalogue of discounted books for ROR sites, and expand the number of books and languages available in its Multi-Lingual book collection.
13. The What to Expect Foundation will join the Partnership make its materials available to families served by the Partnership.

**First Lady Launches Chicago's Citywide Expansion of Reach Out and Read and
Receives the Prescription for Reading Partnership's First Annual Report
April 28, 1998**

"There are few things that I believe could make a more dramatic difference over the next 10 years in this country than to persuade young parents of all educational and economic levels to take this mission of reading to and talking with their young babies seriously."

-- First Lady Hillary Rodham Clinton, January 10, 1997

Today, First Lady Hillary Rodham Clinton will launch a citywide effort to expand Reach Out and Read to all Chicago Public Health Clinics and community-based health centers and will receive the Prescription for Reading Partnership's first annual report. Last year, the First Lady challenged booksellers, publishers, libraries, hospitals, pediatricians, health centers, and others to work together to make sure that infants and toddlers who come to the doctor have access to books and are read to regularly. Today's announcement builds on the commitments made last year to the First Lady by the Prescription for Reading Partnership.

Effort Will Expand Citywide Reach Out and Read Programs Across Chicago by the Year 2000. In response to the First Lady's challenge, the Harris Foundation committed to spend a minimum of \$100,000 in Chicago to initiate a citywide Reach Out and Read effort by the year 2000. Like other Reach Out and Read programs around the country, the Chicago program will combine reading to children in hospitals by volunteers and pediatricians, counseling parents on the importance of and methods for reading to children, and giving children books to take home. The Harris Foundation has met its commitment by investing over \$150,000 so far to increase the number of Reach Out and Read sites from 3 to 19. At today's event, Harris will announce an additional challenge pledge of \$100,000 to Chicago Reach Out and Read programs by the year 2000.

Annual Report Reflects Success of Prescription for Reading Partnership's First Year. Today, the First Lady will receive the Prescription for Reading Partnership's first annual report which highlights the success of the effort and the accomplishments of its first year. Among the Partnership's accomplishments are: an increase from 150,000 to 750,000 children served by Reach Out and Read; an increase from 500 to 4,500 doctors trained to "prescribe reading"; and contributions by Scholastic and First Book together of more than 235,000 books to Reach Out and Read.

Scholastic Expands Commitment to Prescription for Reading Partnership by Creating Multi-Lingual Books. Having met its commitment to provide 200,000 new books to Reach Out and Read and Born to Read, Scholastic will take the next step by launching a multi-Lingual Book Collection, which will begin with four children's books, available in 10 different languages -- with the English translation on every page.

The Prescription for Reading Partnership Responds to the President's America Reads Challenge and the First Lady's Call for a National Effort to Prescribe Reading to Infants and Toddlers. The Prescription for Reading Partnership responds to the First Lady's call in January, 1997 for a national partnership to build on existing efforts to prescribe reading -- by programs like Reach Out and Read and the American Library Association's Born to Read -- and the President's America Reads Challenge to help parents be their children's first teachers and ensure that every child can read will by the end of third grade. The national partnership, led by Reach Out and Read, Scholastic, Inc., and First Book, includes the American Academy of Pediatrics, National Association of Community Health Centers, National Association of Children's Hospitals and Related Institutions, American Library Association, Random House, Irving Harris and the Harris Foundation, Annie E. Casey Foundation, American Booksellers Association, Association of American Publishers, Mellon Trust, Dreyfus Corporation, ABC television, Reading is Fundamental, National Association of Chain Drug Stores, and the National Community Pharmacists Association.

The White House Conference on Early Childhood Development and Learning Underscored the Importance of Reading to Infants and Toddlers. The White House Conference on Early Childhood Development and Learning (April 17, 1997) highlighted new research that shows that reading to children in their first few years of life actually helps their brains grow in addition to enhancing their emotional and social development.

April 24, 1998

Chicago Prescription for Reading Event

DATE: April 28, 1998
LOCATION: University of Chicago Friend Family Health Center
TIME: 10:00 am - 11:15 am
FROM: Jennifer Klein and Noa Meyer

I. PURPOSE

The purposes of this event are: (1) to launch Chicago's citywide Reach Out and Read effort; (2) to highlight the Administration's efforts to strengthen early childhood education, particularly the Prescription for Reading Initiative; and (3) to receive the Prescription for Reading Partnership's first annual report.

II. BACKGROUND

The Prescription for Reading Partnership

A year ago, you called on booksellers, publishers, libraries, hospitals, pediatricians, health centers, and others to work together to make sure that infants and toddlers who come to the doctor have access to books and are read to regularly. From your challenge, the Prescription for Reading partnership was born, building on existing efforts like Reach Out and Read and the American Library Association's Born to Read, and the President's America Reads Challenge. Scholastic, Reach Out and Read, and First Book have led the group and coordinated the commitments of the different parties including, the National Association of Children's Hospitals, American Academy of Pediatrics, Random House Children's Publishing, and Reading is Fundamental.

Announcements and Book Reading

Launching the Citywide Effort

You will launch a citywide effort to expand Reach Out and Read to all Chicago Public Health Clinics and community based-health centers. As with the original Reach Out and Read (ROR) model developed by Boston City Hospital in 1989, which made literacy development part of regular pediatric care for children, the program in Chicago combines reading to children in the hospital by volunteers and pediatricians, counseling parents on the importance of and methods for reading to children, and giving children a book to take home.

Since July of 1997 the Harris Foundation has lead the effort to expand Reach Out and Read to health clinics across Chicago and surrounding communities. The

Foundation committed to spend a minimum of \$100,000 in grants to initiate a citywide Reach Out and Read effort by the year 2000. They met this commitment by investing over \$150,000 so far to increase the number of Reach Out and Read sites from 3 to 19. Working together with the Harris Foundation are the Chicago Children's Museum, the Chicago Public Libraries which are piloting a program that partners librarians with Reach Out and Read programs, and others. At today's event, Irving Harris will announce an additional challenge pledge of \$100,000 to Chicago Reach Out and Read programs by the year 2000. While this pledge is not contingent on the challenge being met, it is the Harris Foundation's hope that other organizations in the community will respond to this challenge by matching their funds.

Prescription for Reading Report

At the event Dr. Needleman of Reach Out and Read will present you with the Prescription for Reading Partnership's first annual report (prepared by Scholastic) which touts the success of the coordinated effort and the accomplishments of its first year. Each of the accomplishments listed in the report fulfill commitments made to you last April at the launch of the Prescription for Reading Partnership. Among the accomplishments cited are:

- An increase from 150,000 to 750,000 children served by Reach Out and Read doctors.
- An increase from 500 to 4,500 doctors trained in to "prescribe reading".
- Contributions of Scholastic and First Book together of more than 235,000 books to Reach Out and Read.
- An increase from 30 to over 300 libraries participating in the Born to Read program.

Of the 13 commitments made last year, only one was left unfulfilled.

Scholastic's Multi-Lingual Books

Having met its commitment to provide 200,000 new books to Reach Out and Read and Born to Read, you will be announcing Scholastic's next commitment to the Prescription for Reading Partnership. In an effort to meet the needs of non-English speaking families, Scholastic has created the Multi-Lingual Book Collection, which will begin with four children's books, available in 10 different languages -- with the English translation on every page. The languages are: Spanish, Vietnamese, Portuguese, Russian, Arabic, Chinese, Cambodian, Haitian Creole, Polish and Korean.

Book Reading

Immediately following the announcements you will join Jo Minow, author of *Marty: The Broken Hearted Artichoke*, Jim Flanigan, a Chicago Bear, and 15 three to five year olds from the Friend Center as Jo Minow reads from her book. Jim Flanigan

has "adopted" the Friend Center and has guaranteed to donate 5,000 books this year and hopes to donate 10,000 more over the next three years to the Friend Center.

The Chicago Friend Family Health Center

The Friend Family Health Center opened in June of 1997 and provides comprehensive medical services for all the neighborhoods served by the University of Chicago Hospitals and Health System. On the afternoon of your visit, the Friend Family Health Center will launch Chicago's largest Reach Out and Read program.

III. PARTICIPANTS

Program Participants (Bios attached)

The First Lady

Dr. Richard Solomon, Director, Friend Family Health Center

Irving Harris, Chairman, The Harris Foundation

Dr. Robert Needleman, Founder, Reach Out and Read

Meet and Greet

To be provided

IV. FORMAT

See schedule

V. PRESS

Open press

VI. REMARKS

Provided by speechwriting

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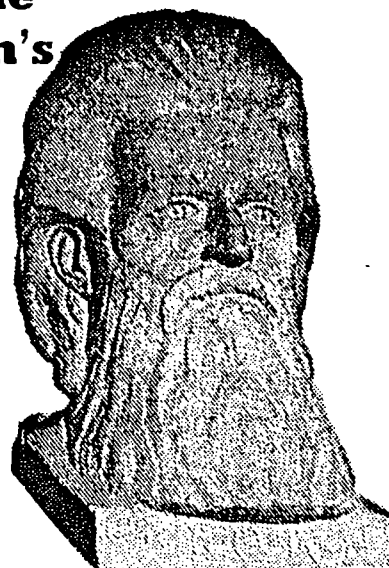
SUNDAY, DECEMBER 1, 1996

CONNECTICUT
WEEKLY

**What's to Be Done
With John Brown's
Home? 2**

**A Public Voice
For Hispanic
Interests 3**

**Adding Reading
To the Health
Care Plan 22**



favorite book, Jennifer grinned, revealing two missing front teeth, and picked up a copy of "Cinderella."

Since the program at the center began, mothers in attendance said, the children have become much more interested in books and reading.

That's precisely the aim of the year-old book program. Last year, the center gave away 10,000 children's books that had been donated by children, parents, teachers, bookstores, churches and synagogues. This year for Make a Difference Day, Oct. 26, R. J. Julia Booksellers in Madison asked customers to donate their used books, putting them in two schoolbuses parked outside the store. Schoolchildren from Branford, Guilford, Madison and Clinton as well as Girl Scout troops participated in the book drive and more than 12,000 books were collected for the center.

Besides giving books, the doctors and nurse practitioners encourage parents to spend 10 minutes a day with their children and a book. But telling parents to read to their children is not enough. "Until you actually give them something, they don't take it seriously," Dr. Shader said.

Before being seen by a doctor or nurse practitioner, children or parents can choose a new book written in English, Spanish or both languages. (About half the patients at the clinic speak Spanish.) Then Dr. Shader incorporates books into examining the children.

"It's the developmental lesson of your dreams," said Dr. Shader. "We use the book to do a developmental assessment. At six months, the child should put out his hands and grab the book. At 10 months, he'll take it and throw it; that's what we want him to do. We're checking gross motor, fine motor and vision."

A 15-month old will turn pages. A 2-year-old will point to the dog in a picture book. By age 4 or 5, many children can identify letters.

The staff at the health center did an informal survey last year, asking 62 families whether they read to their children, had books in the home and used the public library. About one-third of the families had no children's books at all, and few read to the children regularly.

In follow-up interviews this year, all but one of the parents or grandparents said they were reading to their children and now had books in the home. Now that the Fair Haven branch of the New Haven Public Library is open, more parents are taking their children to the library,

the survey found.

"I know of several adults here who don't read well but now they're looking at books with their kids. I think it's making a difference," Dr. Shader said. Some parents who go to the health center are illiterate and simply look at picture books with their children, creating a story as they go.

"The literacy program has brought a lot of calm and caring to the waiting room," said a social worker, Denise Dean, who is in charge of staffing the reading corner. Volunteers like Ms. Nakamura, a biomedical engineer who hopes to become a doctor, give their time because they enjoy being with the children and want to gain experience working in an urban health center.

The Reach Out and Read program costs \$9,000 a year (\$6 a year per child). The program, which serves about 1,500 children in the 6 months

In Fair Haven, the idea is to feed children's minds as well as their bodies.

to 5 years age group, was started with a grant from the Annie E. Casey Foundation through the national training site at Boston City Hospital. It is one of 30 such programs nationwide that was designed to train a generation of pediatricians to encourage a healthy intellectual life for their patients. The program is supported by grants, donations and fundraising activities like the sale of pins promoting literacy.

There are similar clinic and hospital-based literacy programs in the Hartford area.

Though reading is fun for its own sake, studies also show that literacy helps keep a body healthy. If you can read, you are less likely to turn up in an emergency room or a jail, Dr. Shader said.

"If you can't read, you can't do anything and you start out at the bottom of the totem pole," Dr. Shader said. "We're getting parents to pay attention. What they do at home helps kids."

DO NOT FORGET THE NEEDIEST!