

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

**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.

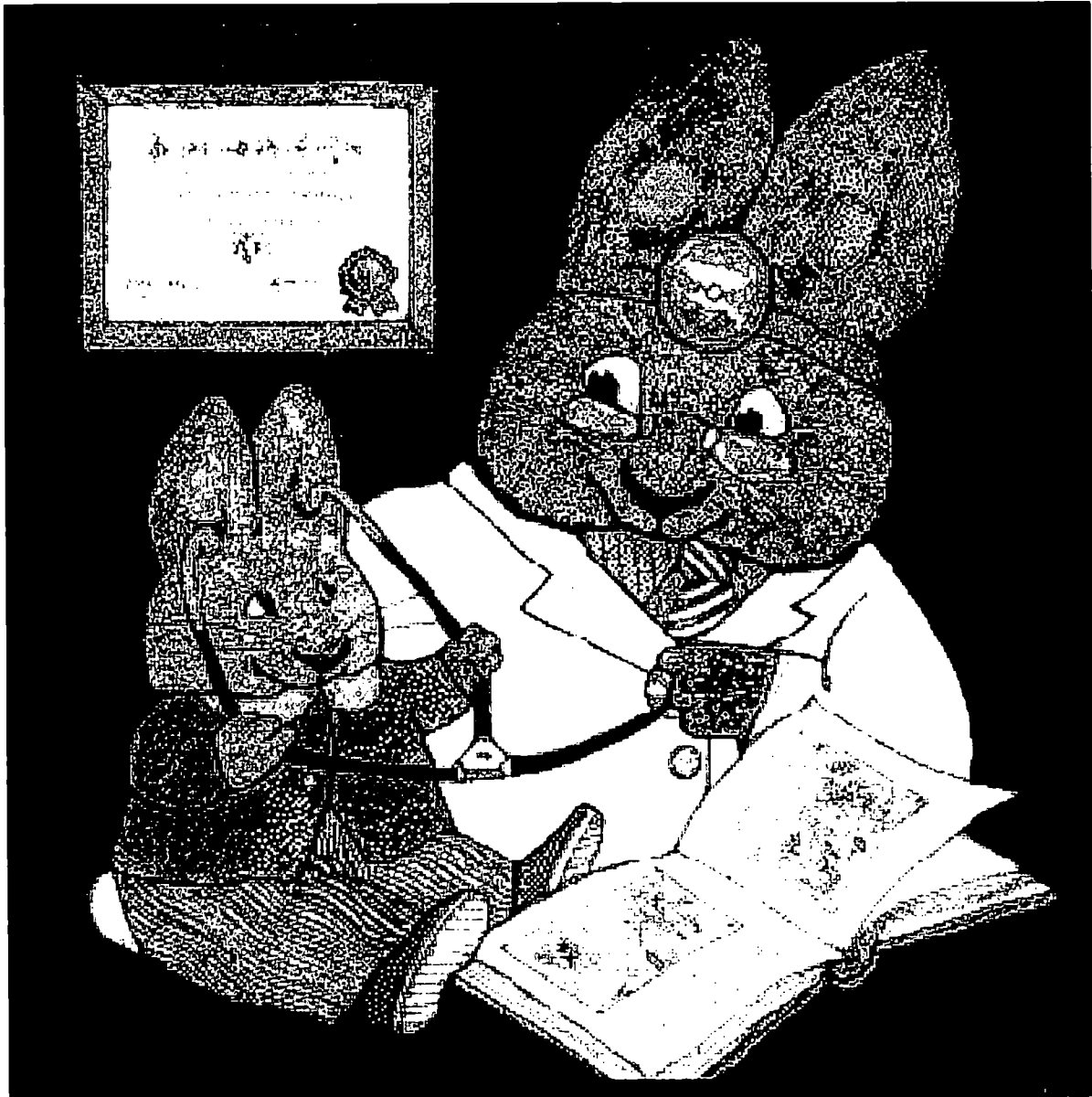
Annual Report Reflects Success of Prescription for Reading Partnership's First Year. Today, the First Lady will receive the Prescription for Reading Partnership's first annual report which highlights the success of the effort and the accomplishments of its first year. Among the Partnership's accomplishments 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.

The Prescription for Reading Partnership



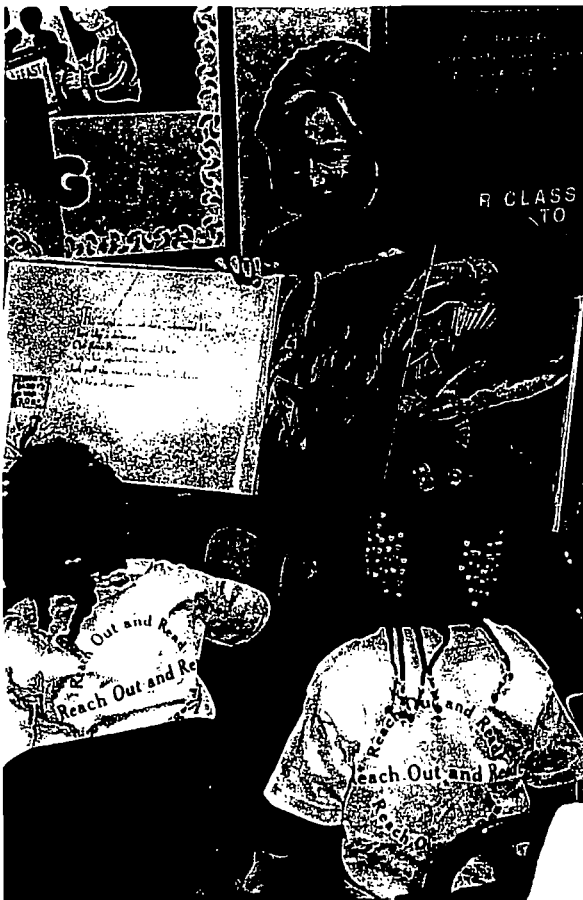
Annual Report
April 1998

The Prescription for Reading Partnership

On April 16, 1997, First Lady Hillary Rodham Clinton launched the *Prescription for Reading Partnership*. The Partnership is a public-private initiative that builds on and expands two proven literacy programs: *Reach Out and Read* (ROR) and the American Library Association's, *Born to Read*.

The Prescription for Reading Partnership has a single, critical goal: to use the reach and influence of doctors, health care professionals, and librarians – with the support of non-profit organizations, trade associations, corporations, and government agencies –

To foster early childhood learning and ensure that all children become successful readers.



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Highlights of the First Year

In the one year since the Partnership was launched:

2

- The number of children served by Reach Out and Read (ROR) – the 9 year old program where doctors are trained to integrate early childhood learning into children's healthcare, and then "prescribe" reading to parents when they bring children in for check-ups, and give them free books – increased from 150,000 to 750,000.
- More than one million books were given free to families by ROR doctors – each one accompanied by encouragement and suggestions on how to read together.
- The number of hospitals and community healthcare centers actively participating in the ROR program has increased from 80 to 213. Thanks to the leadership of the National Association of Community Health Centers and the National Association of Children's Hospitals and Related Institutions, there are now ROR programs in 43 states.
- 4,500 physicians and nurse practitioners were trained in early literacy development.
- The American Academy of Pediatrics recognized that reading and books were an integral part of a healthy childhood. They established the encouragement of literacy as a "standard of care" for all children, and are taking steps to integrate it into the residency training for all pediatricians.
- More than 235,000 new books were donated to ROR by Scholastic and its partner First Book. Another 60,000 books were donated by Random House. In addition, a system to provide books at the lowest possible cost was put into place by a consortium of leading publishers and First Book.
- The number of libraries participating in the American Library Association's (ALA) Born to Read program – a partnership between librarians and health care professionals who reach out to expectant parents, conveying the importance of having healthy babies who are developmentally ready to read– expanded from 5 to 309. Some 360,000 families in 25 states were reached by these programs.
- The American Booksellers Association distributed 200,000 free copies of *Read to Your Bunny* by Rosemary Wells to families through health care providers and bookstores.
- 5 million copies of a "Reading Checkup Guide" were prepared by Reading is Fundamental (RIF) with support from Visa, and distributed to parents via pediatricians and the American Academy of Pediatrics.
- A public service TV ad campaign promoting reading to young children ran on ABC television stations.
- A multi-lingual book publishing program was developed by Scholastic and the R.R. Donnelley Company. These children's books – published in 10 different languages, each with the English translation on the same page – will serve the millions of families whose native language is not English.
- The Association of American Publishers continued its financial support to ROR, and developed an advertising and promotional campaign called "Designated Reader" designed to spur more reading to children.
- A number of foundations not only fulfilled their generous financial commitments to ROR, but expanded them.

Snapshots from the Field

Children's Hospital,
Oakland, CA

One of the attending pediatricians shared this anecdote about the impact of the Reach Out and Read program. "I was in the clinic today and the kids said, 'Yes!' and jumped up and down when they heard they got a book! "

They were so excited! And I thought how nice, that they associate getting a book with coming to the doctor. I think that the program is really catching on! How nice that they relate coming to the doctor in a positive light, versus being a scary experience."

"Wakanayeja Yawapi"
(*"Children Read" in Lakota Sioux*)
Rosebud, SD
Lucy Reifel, MD

Dr. Reifel, the lone pediatrician, loads her van with medical supplies and children's books prior to conducting well-child visits at community centers and halls throughout the Rosebud Reservation. Due to the highest teenage pregnancy rate in the state, Dr. Reifel stresses the importance of reading to teenage mothers. Not only does she distribute the books; she is often the only volunteer reader. There are no libraries or bookstores on the reservation, so her efforts are especially appreciated.

The Prescription for Reading Partnership

Background

When First Lady Hillary Rodham Clinton first convened a meeting of "interested parties" in the winter of 1997, the topic of doctors being trained in early childhood learning and reading had not yet entered the public's collective consciousness. But for the dozen or so representatives from healthcare organizations, the American Library Association, foundations, and trade associations, the First Lady's spotlight on the issue reinforced what they knew to be true, and what was soon recognized as a critical opportunity.

That recognition was based on the growing scientific evidence of the importance of parents regularly reading to their children from as early as six months of age. And it was based on the 8 years of clinical evidence about the influential role healthcare professionals – pediatricians, nurses, and others – could provide by "prescribing" reading to mothers when they brought their young children in for check-ups.

Since 1989, when a team of pediatricians and early childhood educators from Boston City Hospital collaborated to create a program that integrated the encouragement of early literacy into standard pediatric health care, the evidence of that involvement has become apparent. Parents who participated in Reach Out and Read programs are up to 8 times more likely to read to their children than parents who have not been exposed to this pediatric influence.

Similarly, there is a noticeable, positive impact on parents who have been exposed to books and reading through the American Library Association's Born to Read program – which reaches out even earlier, to mothers-to-be. Since 1995, the ALA's five Born to Read demonstration sites have shown that the integration of pediatric care, literacy outreach and books can make a difference in preparing children to be successful readers.

In March, 1997, recognizing the underlying support from key pediatricians, early childhood educators, and literacy advocates for the concept of pediatric involvement in literacy – and aware that the upcoming White House "Brain Conference" would generate greater public understanding – the First Lady's Office convened one more meeting.

But this time something more than just an enhanced awareness of the problem – and a recognition of some interesting, successful, but isolated initiatives – emerged.

Snapshots from the Field (Contd)

**Children's Hospital Oakland
Oakland, CA
Hilary Bethke, MD**

"I have a family in my clinic whose mother has exceptionally poor control of her five and a half year old twins. Although it rarely happens with other families in my clinic, Jasmine routinely ends up in time-out during her visits. That day was one of the worst: 4 five minute time-outs! When I asked her what the matter was, she said that she couldn't find her book. I said that she could take home any (used) book that she wanted. She said, "But I want the book YOU gave me." I was touched that my involvement was so important to her.

The most important thing that ROR has done for us is the First Book partnership. By making it possible to purchase books cheaply, ROR-Boston and First Book have functionally raised thousand of dollars for us. The more books we buy, the more money we don't have to raise. I am grateful on a daily basis for this alliance."

Responding to Mrs. Clinton's challenge to make something happen, a loose amalgamation of health care professionals, literacy advocates, and trade association representatives coalesced into a focused, coordinated task force: the Prescription for Reading Partnership was born.

On April 16, 1997, in the Roosevelt Room of the White House, the First Lady launched the Partnership, discussed its goals, and announced the initial commitments from the partners. These commitments formed the basis of the last year's accomplishments discussed in this first Annual Report.

Mission and Goals

The mission of the Partnership is to ensure that:

- We create a nation of readers.
- We support at-risk parents in their role as the child's first teacher.
- Every child has the opportunity for healthy brain development through early stimulation of language and listening skills.
- Every child develops a love of reading as the basis for lifelong learning.
- We meet the America Reads Challenge of having every child read on level by the end of third grade.
- We break the cycle of illiteracy and poverty allowing all children to achieve their dreams.

The goals of the Partnership are to ensure that by the year 2000:

- Reading and books will be recognized as an integral part of a healthy childhood, and the encouragement of emergent literacy will be formally integrated into the pediatric "standard of care" for all children, and into the residency training of all pediatricians.
- Expectant parents will be apprised of tips for "raising a reader" through pre-natal clinics.
- Every child under the age of six will receive a "prescription for daily reading" from every pediatrician during every well-child check-up. That prescription will reinforce parents' daily reading to children, the importance of helping children grow up with books, and will be accompanied by advice and support from the doctor about ways to stimulate a child's healthy growth and development.

Snapshots from the Field (Contd)

**The University of Kansas Medical Center
Kansas City, KS
Virginia L. Tucker, MD**

"I would like to express my appreciation for the book that became available for David, a 2 year old young man who was seen in my General Clinic on May 21, 1997 for his Kan-Be-Healthy physical examination. David came with his 4 year old sister, 6 month old brother, and both parents. The book David received was the one with pictures of animals. Immediately, David's sister pounced on it, saw the pictures and asked her mother what the words were. She then, knowing the names of the animals, said "This is a____" and told him the name of the animal, its color and where it lived. They must have gone through the book a half-dozen times or more, before he finished his clinic visit. He was particularly pleased that the book belonged to him and not to his sister. At the close of the interview and the physical, the mother stopped me to say that they were most appreciative for the book. As their Pediatrician, I wanted to express my appreciation to you and others who made this possible for David.

Another physician reports:

"A very difficult-to-examine 12 month old was given a book at the start of the exam. The baby was thrilled and I was able to do my exam while he looked at the book without difficulties. Also, an 18 month old was thrilled to receive a new book, but Mom did not make eye contact, so I said, "Is something bothering you?" She then told me she couldn't read and was ashamed. I reassured her that she could tell the story from pictures and she has now enrolled in a learn-to-read program."

- All children – and parents – will have access to books via local libraries, and will be encouraged to get a library card. In addition, librarians will provide tips on reading, and offer select lists of developmentally appropriate titles.

- The 6 million most at-risk children will receive free books in pre-natal clinics and from pediatricians during every well-child check-up.

Why This Initiative

The scientific evidence is now clear and compelling: babies' brains are not "prewired" before birth; brain growth in the early years is very rapid and can be stimulated by reading.

Like their physical development, which requires nurturing, human brains also need food to grow – stimulation from parents and caregivers. We know that brain growth during the early years is very rapid and has a profound impact on a child's healthy development and school readiness. Not surprisingly, we also know that reading to children can be one of the most important actions a parent can take to stimulate a child's learning capacity.

The Need

Unfortunately, far too many parents are unaware of the tremendous opportunity that reading on a regular basis to their young children can provide. According to "Starting Points," the 1994 report of the Carnegie Corporation of New York, fewer than half of American parents read to their infants and toddlers on a regular basis.

This tendency is most concentrated among families with lower incomes, thereby increasing the risk of illiteracy, failure in school, drug and welfare dependency. But the problem of parents not reading to children crosses the entire socio-economic spectrum, with researchers estimating that several million children under the age of six are not read to on a regular basis.

With a quarter of all children being born into homes below the poverty level, there are nearly 1 million newborns – and almost 6 million children under the age of 6 – who are most at-risk.

Snapshots from the Field (cont.)

Fair Haven Community Health Center
Fair Haven, CT
Laurel B. Shader, MD, FAAP

"A critical component of the Fair Haven ROR program is the Story Corner in the waiting area, where community volunteers read stories to children of all ages and coach parents in reading aloud to their own kids. The new and "gently used" books that fill the shelves in the Story Corner are donated by individuals, schools, book stores, and religious and civic organizations. Children are invited and encouraged to take home any book they like -- more than 25,000 books have gone home so far. The Story Corner has completely changed Fair Haven's waiting-room environment for the better.

The health care and education of our children are inextricably linked. Children raised in an unstable environment, without a loving caretaker, without a medical home, without proper nutrition, start their school lives at a clear disadvantage. The forum for educating our families is as diverse as the families themselves. We reach out to families in our exam rooms and waiting areas, in child care settings, and the neighborhood library. We hope to cut through the barriers to literacy and create a population of children who reach school age healthy, safe, and ready to learn. We would like all of our children to walk down the hallways of the health center asking 'Can I have a book today?' And for all of their parents to be able to say: 'That last book you gave her -- oh, she loved it, we read it a hundred times!'

The Opportunity

There is now a very real opportunity to break this pattern of inadequate reading and to establish a new pattern: a pattern of more parents reading regularly to children.

This opportunity is based on several proven and promising programs developed by doctors and early childhood experts, and focuses on early intervention by pediatricians, other health care professionals, and librarians.

Pediatricians have a strong and trusting relationship with parents of young children. Indeed that relationship takes the form of "anticipatory guidance," wherein the doctor prescribes appropriate, healthy behavior, and the parent expects -- and often acts on -- it. One key component of the Prescription for Reading Partnership is the establishment of a formal link between anticipatory guidance and reading as a medical "standard of appropriate care."

Simply put, just as immunizations, a healthy diet, and child safety are standards of care, reading must become a standard of care.

The Strategy

The Partnership identified 4 key elements necessary to achieve its goals:

- Adequately trained and motivated doctors and librarians.
- Health care sites where reading will be prescribed and books distributed.
- Appropriate books for children.
- Creative, compelling messages that reach the target audience where they are-- watching TV, movies, listening to radio, shopping in stores-- and help motivate them to read to their children regularly.

Snapshots from the Field (cont.)

Hasbro Children's Hospital Providence RI

As the children come through the double, metal doors and into the pediatric primary care center, it's not hard to tell which ones know about the RIF reading program here at Hasbro Children's Hospital. They're the ones hollering, "We're going to read today!"

"Reading at home is rare to nonexistent for these children," says the program's coordinator. "There are few books available at home, due to financial constraints." The Hasbro program primarily serves preschool children from an urban, low-income population that is multicultural and multilingual.

A one-year-old girl and her three-year-old brother arrive with their mother. They're just removing their coats when a college-age RIF volunteer approaches them, book in hand. He explains to the mother that he's about to start reading to a few children already gathered.

A few minutes later, both mother and children are listening to the story. The walls around them display colorful posters and, on a table, there are leaflets about family reading to take home. When the children are called into the examination room, it turns out the doctor has something to say about reading, too. She talks to the mother about the importance of reading aloud to young children, particularly to enhance their language development. Then, when the exam's finished, she guides the family to a big batch of RIF books and explains that the children can each choose one. They're delighted!

Commitments vs. Accomplishments

When the Partnership was launched on April 16, 1997, a list of commitments from the partners was announced. The "delivery" on these promises was significant and encouraging:

Commitment:

"The Reach Out and Read National Training Center at Boston Medical Center will train 10,000 pediatricians and pediatric residents by the year 2000 to implement Reach Out and Read programs in their local communities."

Accomplishment:

Reach Out and Read trained over 4,500 pediatricians and nurse practitioners in early literacy development, putting it well on its way to its goal of 10,000.

Commitment:

"The National Association of Community Health Centers' 950 member health centers will implement Reach Out and Read programs reaching one million parents and children by the year 2000; and

Commitment:

The National Association of Children's Hospitals and Related Institutions will challenge its 150 member hospitals to serve as training sites for Reach Out and Read programs, and is setting a goal of tripling the number of early reading programs currently operating in children's hospitals across the country by the year 2000. NACHRI will also disseminate information through its children's hospital members to parents about the importance of daily reading."

Accomplishment:

Reach Out and Read, working with the National Association of Community Health Centers and the National Association of Children's Hospitals and Related Institutions successfully increased the number of health care sites from 80 to 213. As a result, the number of children served by ROR-trained doctors increased from 150,000 to over 750,000.

Accomplishment:

NACHRI's summer 1997 edition of Children's Hospitals Today magazine carried an article promoting early reading programs to its readership of children's hospital CEO's administrators, trustees, clinicians, and community supporters.

***Snapshots from the Field (cont.)
(Hasbro Children's Hospital)***

Back in the waiting room, the RIF volunteer admires the three year old's new book, and talks with the child's mother, who is surprised to learn that the public library has free "storytime" hours when librarians read books aloud to young children. She wasn't sure that the library was free. Maybe she and the kids will go to the preschool reading hour next week.

With coats back on and books clutched tightly in hand, the children and their mom say goodbye.

Note: The RIF program at Hasbro continues to grow. Today, more than 150 volunteers are involved and over 14,000 books are distributed annually, thanks to increased funding from Abbott Laboratories, Billy Andrade Children's Charities, and golfer Brad Faxon. Dr. Pamela High, M.D. works with a hospital-based committee to coordinate the program. library was free. Maybe she and the kids will go to the preschool reading hour next week.

Accomplishment:

A special NACHRI publication, "Healthy Children in Healthy Families," featured a nuts and bolts article on how to establish a ROR program at a children's hospital. This publication was sent to community education directors, child advocacy directors and clinicians at children's hospitals nationwide.

Accomplishment:

NACHRI's consumer newsletter for parents, Starting Out Healthy, brought the message of the importance of early reading to more than 400,000 parents.

Commitment:

"The American Library Association will work with the nation's 16,000 public libraries to establish Born to Read programs, promoting partnerships between librarians and health care professionals teaching the critical importance of reading and preschool learning to parents of the 4 million babies born each year."

Accomplishment:

The ALA made Born to Read an overall priority of the Association. The program was heavily promoted to its members, and it received significant press coverage in both American Libraries – the ALA's own official journal and in School Library Journal, where it was a cover story in July. As a result, the number of Born to Read sites increased from the original 5 demonstration projects to 309. Some 360,000 families in 25 states are currently reached by these Born to Read programs.

Accomplishment:

Born to Read received Federal funding for expansion in the state of Florida. Ten training teams worked throughout the state not only to expand Born to Read, but also to coordinate efforts with Reach Out and Read, thereby enhancing both the quantity and quality of service to families.

Accomplishment:

To further the coordination of the BTR and ROR programs, Dr. Robert Needleman, one of the founders of ROR participated in a program at the Public Library Association National Conference in Kansas City. At the same conference, Dr. Wendy Turnbull and Helma Hawkins from the Kansas City area talked about the success of the BTR project developed locally. More than 150 librarians from across the country were in attendance, most of who have requested further information about both programs.

Snapshots from the Field (cont.)

Mississippi State Department of Health Immunization Program

When the Mississippi State Department of Health decided to provide some sort of incentive for parents to bring their children for their initial and follow-up shots as well as WIC certification, they considered t-shirts or tote bags as opposed to the historic candy incentive before they hit on a book. To Mississippi Department of Health officials, literacy and health are a natural partnership in the developmental life of the children.

Under the name "Healthy Start/Smart Start," the Mississippi State Department of Health Immunization Program began a partnership with Reading Is Fundamental. The goal is to provide books to children during their two, six and 12 month immunization visits at all 110 Mississippi State Department of Health clinic sites. Children served also include older children who come for immunizations or come with younger siblings. Virtually any child who comes to a clinic can choose a book as part of the program.

Mississippi, which has the lowest per capita income in the nation, the highest teen pregnancy rate, the highest school drop out rate, the lowest literacy level, and one of the highest infant mortality rates, also has one of the most active and accessible public health systems. The MSDH provides at least 85% of all childhood immunizations and prenatal care in the state. Because clinics are located statewide and can be found in especially rural areas, the program is reaching the neediest of Mississippi's children. Most health clinic patients have little or no money to purchase books. Many are unaware of the importance of reading to children at an early age and its link to success in school.

Commitment:

The American Academy of Pediatrics will provide its 53,000 members with a specially designed prescription pad to promote daily reading and age-appropriate activities to stimulate a child's early learning. It will also distribute to its membership checklists for parents and developmental milestones so that they can measure their child's growth and development.

Accomplishment:

The Academy has undertaken activities to: Formalize the Academy's support of reading initiatives and ensure an internal structure to address them. The charge to the AAP Committee on Early Childhood, Adoption and Dependent Care was expanded to include development and oversight of programs that promote reading.

Accomplishment:

The Academy also took steps to ensure that all relevant AAP policies and programs identify and promote the need to read to children at an early age. The AAP manual Guidelines for Health Supervision directs pediatricians to discuss using books and reading to children at many of the well-child visits from birth through age 3.

Accomplishment:

A session on the "Reach Out and Read" program was held at the AAP 1997 Annual Meeting in New Orleans to educate pediatricians on the promotion of reading. In addition, the Academy initiated development of a technical assistance packet to help pediatricians identify literacy development programs, free or low cost book suppliers, and recommended reading lists. Academy staff continues to provide information and referrals to pediatricians and others as a technical assistance service.

Commitment:

"As part of their commitment to America Reads, Scholastic Inc. and their partner First Book will fill the prescription of 200,000 new books through a partnership with pediatricians and health care professionals participating in Reach Out and Read and Born to Read programs.

In addition, for every \$100,000 raised in the support of Prescription for Reading, Scholastic will contribute an additional 5,000 books; for every \$500,000 contributed, an additional 35,000 books; and for every \$1 million, 100,000 new books."

***Snapshots from the Field (cont.)
(Mississippi State)***

Before the program was put into place, focus groups were conducted to ensure books would be an effective incentive for parents to bring their children in to get their shots. Health clinic clients are encouraged to take part in the process of reviewing titles and play an active role in the book selection process.

The program recently began its second year with an increase in state funding--up to \$350,000. The Mississippi Department of Health expects to serve up to 60,000 children throughout the state during the year. Every child who receives an immunization receives a RIF book and every child who enters a clinic is offered a book. To emphasize the link between a healthy and smart start for children, a video of Mrs. Pat Fordice, First Lady of Mississippi reading Itchy, Itchy Chicken Pox plays in the waiting rooms of the clinics.

The Mississippi Department of Education, Rotary, and the Governor's office provide volunteers for this statewide RIF program. Volunteers read with patients, share books and fun activities, and talk with parents about the importance of reading.

Accomplishment:

Scholastic and First Book together contributed 235,000 books to Reach Out and Read. These books were allocated as "book credits" to new ROR sites, allowing each health care center to select the books that were most appropriate for their population.

Accomplishment:

First Book initiated a system to provide books at the lowest possible cost and secured the participation of a dozen leading publishers.

Commitment:

"Random House Inc. will contribute 5,000 books a month for twelve months, totaling 60,000 new books to pediatric Reach Out and Read programs."

Accomplishment:

Random House delivered 60,000 high quality paperback and board books to ROR sites all across the country.

Commitment:

"The American Booksellers Association — through its 3,700 member bookstores across the country — will recruit 50,000 reading tutors and other volunteers for the America Reads Challenge, linking volunteers to health care professionals working with early reading and literacy programs. The recruitment drive will be launched at BookExpo America at the end of May. Additionally, any new children's books remaining following the BookExpo convention will be distributed through First Book to Reach Out and Read Programs."

Accomplishment:

With the concurrence of the other partners, the ABA did not recruit volunteers. Rather, it made available more than 200,000 free copies of the Rosemary Wells book, Read to Your Bunny, which dramatizes the importance of reading to children in a simple, colorful story. In addition, a literal "prescription" for reading to the child was given to parents at the time of the child's check-up. Plus it promoted the program through a beautiful poster distributed to bookstores.

Accomplishment:

The ABA contributed more than 5,000 books from its BookExpo convention to ROR programs.

Snapshots from the Field (cont.)

*Carla Morris, Children's Librarian
Provo Library,
Provo, Utah*

"The Born to Read program has had a major impact on our programming, circulation, and book selection. There is a real need for infant programming. We have seen our Book Babies class grow from just a few mothers and babies to up to 45 in each class. Our board books are always checked out. By providing this focus on our infant population, we send out a vital message: Reading to your infant is as important as daily food and care. It attacks illiteracy on the preventative end. It only takes a few minutes to read to your baby, but the benefits reaped as lifelong."

Commitment:

"The Association of American Publishers will provide the Reach Out and Read Training Manual and other ancillary materials used in ROR programs across the country. AAP is also making an initial contribution to help fund the start-up of a statewide Reach Out and Read initiative starting up in Texas."

Accomplishment:

The AAP continued to provide financial assistance to ROR for its training manual, related materials and the Texas launch. In addition, the AAP, under its new President, Pat Schroeder, took the lead in attempting to "crack the culture" and get across the message that from early infancy on, reading aloud to children is as important to their welfare as buckling them into car seats and providing good nutrition.

Accomplishment:

Working with the Institute for Civil Society, a private non-profit foundation and think-tank, the AAP brought together a diverse group of individuals and organizations to explore a new "Designated Reader" initiative. Designed to encourage and empower adults to read to a child every day, the "Designated Reader" program will get its first public exposure at the 1998 BookExpo America in Chicago.

Commitment:

"Reading Is Fundamental, the nation's oldest and largest children's literacy organization, will reach nearly 4 million children this year ensuring that each receives at least three new books of their own. Among those served are many of the nation's youngest and neediest children in health clinics, immunization programs, hospitals, and Reach Out and Read programs."

Accomplishment:

With sponsorship from Visa, RIF created the "Reading Checkup Guide," which covers the six stages of early reading development and was designed to give parents practical information about helping their children grow up reading. The "Reading Checkup Guide" was endorsed by the American Academy of Pediatrics, which helped distribute more than 5 million copies through their membership.

Accomplishment:

With the sponsorship of Nestlé USA, Reading Is Fundamental created a library at MCV Hospital's Children's Medical Center in Richmond, Virginia. The library, located adjacent to the waiting room of the Randolph Minor Pediatric Group Practice, provides a comfortable place for families with children to read with and to their children.

Snapshots from the Field (cont.)

Patty Reid, Bureau Director of Children's Health Services

"Young parents need all the help and encouragement they can get. Along with medical information and helps, the importance of nurturing a child with books and reading provides a nice balance. We see the surprised and pleased looks on the faces of new mothers as they go home from the hospital with their Born to Read packets."

Approximately 22,500 pediatric patients visit each year. Books are available for reading while waiting for appointments, and young children will be able to select books of their own to keep. The informal setting of the waiting room library provides a unique opportunity to model appropriate speaking and listening experiences important to literacy development. Volunteers are responsible for staffing the library, and they also hold regular story times. RIF and Nestlé dedicated the reading room to Arthur Ashe in appreciation for the legacy of love, courage and books he gave to America's children.

Accomplishment:

With Saban Entertainment and the "All New Captain Kangaroo," RIF encouraged the reading habit on posters featuring the Captain. The Captain, whom RIF named as its National Ambassador, reads a book to his audience on each episode of his televised show. The posters were distributed through the American Academy of Pediatrics.

Commitments:

"ABC Television will produce and air a special Children First public service announcement highlighting the importance of reading to children on a daily basis."

Accomplishment:

ABC has in fact produced two television spots, and ran in them for twice the normal rotations for public service spots.

Commitments:

"Mellon Trust in Boston has announced a \$100,000 grant to Reach Out and Read, and issues a challenge to other companies to match its \$100,000 contribution."

The Annie E. Casey Foundation has committed to a grant of \$150,000 to the Reach Out and Read National Training Center, bringing Casey's long term support to \$600,000. Original funding from the Casey Foundation was used to create the Reach Out and Read National Training Center to support the programs' expansion beyond Boston.

Irving Harris and the Harris Foundation of Chicago are committed to a minimum of \$100,000 in grants to initiate a city-wide implementation of a ROR program in Chicago by 2000.

The Dreyfus Corporation in New York City has announced a \$50,000 grant to Reach Out and Read for New York City programs.

Accomplishment:

All of these pledges were fulfilled, and as a result, there has been a major expansion in the number of Reach Out and Read sites.

Commitment:

"The National Association of Chain Drug Stores, and the National Community Pharmacists Association, representing the nation's nearly 60,000 community retail pharmacies, will distribute reading tips for parents and suggested book titles to parents coming to the pharmacy to obtain medicines for their children."

Accomplishment:

Unfortunately, this is the single opportunity that the Partnership was unable to act on in its first year. This powerful channel to reach and influence parents of young children will certainly be utilized in the year to come.

Looking Ahead

In its first year, the Prescription for Reading Partnership accomplished what few public-private initiatives ever achieve: a true synergy where the overall achievements exceeded the sum of the members' individual contributions. Continuing that collaboration and dedication to shared goals can lead to real changes in the levels of literacy.

The key question is: can this rate of cooperative effort be sustained?

Happily, the indicators are all positive:

- Reach Out and Read has 53 applications pending from hospitals and community health care centers to establish ROR sites that would reach another 150,000 children within the next three months.
- Applications for additional new ROR sites are expected to continue at a very aggressive pace, suggesting that at least 500,000 more children can be enrolled and served within the next 12 months. Large-scale expansions are underway in Alabama, Chicago, Los Angeles, North Carolina, Ohio, Rhode Island, Seattle, South Carolina, Texas, Vermont, and Westchester County, New York.
- 45 additional children's hospitals – members of NACHRI – have expressed interest in establishing a ROR program in the near future.
- In 1998, ROR training conferences will be conducted at NACHRI hospitals in New Haven, Birmingham, Atlanta, Cleveland, and Salt Lake City.
- ROR will be participating in the plenary sessions at the American Academy of Pediatrics annual meeting.
- The American Library Association's Born to Read program is included in the Florida Secretary of State's budget for the fiscal year beginning in October, 1998 for further state-wide expansion.
- Statewide expansion of the Born to Read program is also underway in Kentucky, Texas, New Jersey, and Connecticut.
- The ALA is working with Dr. Robert Needleman of ROR to support his research that documents the impact of both BTR and ROR programs.
- Born to Read training will be conducted at the ALA's National Institute in October 1998 in Indianapolis.
- A growth chart is being produced by the ALA, with recommended books for children from birth to age three, selected by the American Library Association/Children's Book Council Joint Committee.

- The importance of discussing parenting during pediatric visits will be included on the next edition of the American Academy of Pediatrics *Recommendations for Preventive Pediatric Health Care*.
- The Children's Book Council is working with the American Academy of Pediatrics on a two-phase project. Initially, CBC and AAP are exploring ways in which an expanded list of titles on the ALA-CBC Liaison Committee growth chart can be produced and given to members of AAP distribution to families during well-child visits. If this distribution is effective, the AAP and the CBC will initiate discussions with publishers and booksellers to make it possible for pediatricians to give a prescription to patients redeemable for a substantial discount at their local bookstore.
- Another major partnership involves Every Child A Reader, Inc., a non-profit agency initiated by The Children's Book Council, First Book, and the National School Supply and Equipment Association. These three organizations will collaborate in 1998 on a pilot project for a children's book distribution program. If, as anticipated, the pilot is successful, a children's book publishing industry-wide book distribution involving more than a million dollars worth of "remaindered" books will be launched nationally beginning early in 1999. National projects such as Reach Out and Read, the ALA's Born to Read program, PBS's Ready to Learn project, and First Book as well as state and community literacy groups and agencies serving children will be eligible for participation.
- In cooperation with the Institute for a Civil Society, the Association of American Publishers will sponsor a "Literacy Fair" on May 30 at BookExpo America in Chicago. In addition to celebrity guests, AAP and the Institute are inviting sponsors of "Read to Your Bunny," (ABA), "Read Across America" (the National Education Association), the Designated Reader initiative, "The Most Important 20 Minutes of the Day" (Association of Booksellers for Children), Reach Out and Read, and a host of other organizations with read-aloud initiatives to provide posters and informational materials for the Fair. BookExpo exhibitors and attending booksellers will be encouraged to walk through the Fair at lunchtime.
- ABC Television is exploring the development of new public service commercials that support reading to children, and ways to increase the frequency of those announcements on both the network and station affiliates.

- Recognizing that approximately 40% of the families served by Reach Out and Read programs do not speak English as their principal language — and yet the parents are being asked to read to their children— Scholastic is launching Multi-Lingual Books. Scholastic has translated four books — one board book and three picture books — into 10 different languages. (The original English “translation” appears on each page as well.) Working with R.R. Donnelley, Scholastic has developed a system to print these books digitally and on-demand, and thus keep the price of each book affordable. Boston’s Linguistic Systems Inc., which did the translations, contributed to the effort.
- 5,000 copies of the Scholastic Multi-Lingual Books are being contributed by Scholastic and R.R. Donnelley to the Partnership.
- Scholastic is also extending its grant and book challenge to Reach Out and Read. Scholastic will donate 50,000 books to ROR and continue the national challenge grant: for every \$100,000 they raise, Scholastic will contribute 5,000 more books.
- In addition, it will extend the challenge grant to the local level: for every \$5,000 raised locally, Scholastic will donate 500 books to that location.

Special Thanks to our Financial Supporters

Annie E. Casey Foundation*
Joan and Steve Belkin Foundation*
The Carnegie Corporation of New York*
The Dreyfus Corporation*
Irving Harris Foundation*
Hasbro Children's Foundation
Hirsh Family Foundation
It Takes a Village Foundation
Kimberly Clark, Inc.
Mellon Trust*
The Minute Maid Company*
Paul Newman Foundation
Reader's Digest Foundation
Rhode Island Foundation
Shaw's Supermarkets, Inc.*

** Continuing funding for a second year*

Prescription for Reading Partnership Members

ABC, Inc. Contact: Patricia Goodrich	Hicklebee's Children's Book Store Contact: Valerie Lewis
American Academy of Pediatrics Contact: Jackie Noyes	National Association of Chain Drug Stores Contact: Phillip Schneider
American Booksellers Association Contact: Oren Teicher	National Association of Children's Hospitals and Related Institutions Contact: Lisa Tate
American Library Association Contact: Dr. Susan Roman	National Association of Community Health Centers Contact: Dan Hawkins, Jr.
American Medical Association Contact: Richard Deem	National Community Pharmacists Association Contact: Todd Dankmyer
Association of American Publishers Contact: Pat Schroeder	Reach Out and Read Contact: Dr. Barry Zuckerman, MD
Children's Book Council Contact: Paula Quint	Reading is Fundamental Contact: Jim Wendorf
First Book Contact: Christine Benero	Scholastic Inc. Contact: Steve Cohen

For additional copies of this report or more information about the partnership, call 617-534-5701.



**"Books are the on-ramp to the
information superhighway"**

*– Dr. Susan Roman ,
American Library Association*

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

FAX

TO: Brenda Costello - 202-456-2239
Noa Meyer 202- 456-6244
Mwitu Ndugu - 312-922-5240
Kyle Kaszynaki - 312-353-1225

From: Phyllis Glink, Harris Foundation, Chicago Reach Out and Read Project Director
work phone: 312-621-0564
home phone: 773-528-0201
work fax: 312-621-0984

Re: Chicago Citywide Reach Out and Read Kickoff
Friend Family Health Center
Tuesday, April 28, 1998
Meet and Greet List

Here is the current list for the meet and greet/photo receiving line for the upcoming ROR event at the Friend Family Health Center. I have separated the list into program participants, high priority VIPs and medium priority guests. Please call me if we need to cut people off this list or to discuss whether the medium priority VIPs can attend. This list might change slightly on Monday when we finalize the attendance list for the upcoming event. The attendance list will be faxed mid-morning on Monday, April 27. I currently have a list of approximately 110 people attending the event for the speaking program only. All guest have been told to arrive by 9:00 am.

I will also be responsible for brining name tags the day of the event. My staff and staff from the University of Chicago Hospitals' Development Office will staff the guest table and make sure all of the VIP meet and greet guests are in the small conference room by 9:15 a.m. Should this change, please let me know and I will rearrange. After the guests have their photo taken, staff members will escort them to reserved seating in the gym.

Jennifer, I do not have the success story with me at home this weekend and I unfortunately do not have my access card to the office. I will fax it to you first thing on Monday. As I said in my message, the story does not focus on children ages six months to five years. Rather, it is about a second literacy program that has grown out of the ROR program for six to eight year old children. I will fax what I have on Monday if it is helpful. Sorry I did not have more stories.

Please call me at home if you need to reach me today. I will be out from 6 pm - 8:30 pm but can be reached on my cell phone at 773-852-4054. Thank you.

773-852-4054

773-528-0201

CHICAGO CITYWIDE REACH OUT AND READ KICKOFF
TUESDAY, APRIL 28, 1998, FRIEND FAMILY HEALTH CENTER
9:00 A.M. - 11:00 A.M.

MEET AND GREET VIP LIST - PHOTO RECEIVING LINE

Program Participants

Irving B. Harris, Chairman, The Harris Foundation
 Dr. Rick Solomon, Director, Friend Family Health Center and Associate Professor of Pediatric, The University of Chicago Children's Hospital
 Dr. Robert Needleman, Assistant Professor of Pediatrics, Rainbow Babies and Children's Hospital, Case Western Reserve University and co-developer, Reach Out and Read
 Josephine Minow, Children's book author and child advocate
 Jim Flanigan, Chicago Bear

High Priority VIPs (alphabetical order)

Jill Brennen, President, Reading Is Fundamental, Illinois
 Karen Danczak Lyons, Deputy Commissioner, Chicago Public Libraries (representing Mary Dempsey, Commissioner, Chicago Public Libraries)
 Phyllis Glink, Program Officer, The Harris Foundation, Chicago Reach Out and Read Project Director
 Bill Gordon, Executive Director, American Library Association
 - ~~Ellen Gordon, University of Chicago Hospitals Donor~~
 - ~~Melvin Gordon, University of Chicago Hospitals Donor~~
 Alderman Barbara Holt
 Heather Hutchinson, President, Advocate Charitable Foundation
 Mrs. Ellen Hyndman, \$100,000 donor to Evanston Hospital ROR (might be replaced by family member)
 (?) Lynn Gardner, Vice President for Communications, Scholastic Inc.
 Jeffrey Jacobs, President, Harpo Studios, Founder, CIVITAS Initiative: Child Trauma Program
 Susan Kidder, Executive Director, Literacy Chicago
 - Susan Manilow, University of Chicago Hospitals Board Member
 - Bernice Meltzer, University of Chicago Hospitals Donor
 - Earl Meltzer, University of Chicago Hospitals Donor
 Newton Minow, Jo Minow's husband
 Nell Minow, Jo Minow's daughter and author of four books
 - Ralph Muller, President and CEO, the University of Chicago Hospitals and Health System
 Diane Sautter, President, Chicago Children's Museum
 (?) Richard Sewell, Faculty member, The University of Chicago Hospitals
 Hugo Sonnenschein, President, The University of Chicago
 Gloria Ysasi Diaz, Vice President Book Publishing Services, R. R. Donnelley & Sons Company

Herb Adelson

Medium Priority VIPs (alphabetical order)

(?) — Steve Cohen, Scholastic Books, Inc
 Pat Cowen, National Coordinator, Reach Out and Read
 (?) — Susan Levy, Director of Community Relations, R. R. Donnelley & Sons Company
 (?) — Hannah Rosenthal, Regional Director, Department of Health and Human Services

NOTE: If necessary, Irving B. Harris, Phyllis Glink and Ralph Muller will be available to introduce meet and greet guests.

FAX

TO: Brenda Costello - 202-456-2239
Noa Meyer 202- 456-6244
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From: Phyllis Glink, Harris Foundation, Chicago Reach Out and Read Project Director
work phone: 312-621-0564
home phone: 773-528-0201
cell phone: 773-852-4054
work fax: 312-621-0984

Re: Chicago Citywide Reach Out and Read Kickoff
Friend Family Health Center
Tuesday, April 28, 1998
Attendance List and Final Meet and Greet List

Attached is the most current attendance list for the upcoming Reach Out and Read Kick-off and our most current VIP Meet and Greet list. I will be bringing these lists to Lou Vasta this afternoon when I see him at the Friend Center.

Name tags will be made for all of the guests. I will wait until tomorrow morning to label the meet and greet nametags in case we need to change the list.

This morning, Mwitu and I spoke about the reading program. We agreed that it would be appropriate for the speakers to join Mrs. Clinton, Jo Minow and Jim Flanigan in the waiting room for the reading program. The speakers will not be in the camera shot but will be off to the side. I will inform the speakers of this change. As discussed on Saturday, Jo Minow and Jim Flanigan will be ushered into the waiting room from the gym right before Mrs. Clinton completes her remarks. Jen Klein mentioned that Mrs. Clinton's remarks were about four minutes long.

I will be in my office until 2:30 p.m. Chicago time and then I will be heading over to the Friend Center. I can be reached on my cell phone after that time.

Thanks. Please do not hesitate to call me if you need additional information.

**CHICAGO CITYWIDE REACH OUT AND READ KICKOFF
TUESDAY, APRIL 28, 1998, FRIEND FAMILY HEALTH CENTER
9:00 A.M. - 11:00 A.M.**

MEET AND GREET VIP LIST - PHOTO RECEIVING LINE

Program Participants

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Dr. Robert Needlman, Assistant Professor of Pediatrics, Rainbow Babies and Children's Hospital, Case Western Reserve University and co-developer, Reach Out and Read
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Jim Flanigan, Chicago Bear

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Bill Gordon, Executive Director, American Library Association
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Alderman Barbara Holt
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Lynn Gardner, Vice President for Communications, Scholastic Inc.
Jeffrey Jacobs, President, Harpo Studios, Founder, CIVITAS Initiative: Child Trauma Program
Susan Kidder, Executive Director, Literacy Chicago
Susan Manilow, University of Chicago Hospitals Board Member
Bernice Meltzer, University of Chicago Hospitals Donor
Earl Meltzer, University of Chicago Hospitals Donor
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Nell Minow, Jo Minow's daughter and author of four books
Ralph Muller, President and CEO, the University of Chicago Hospitals and Health System
Diane Sautter, President, Chicago Children's Museum
Richard Sewell, Faculty member, The University of Chicago Hospitals
Hugo Sonnenschein, President, The University of Chicago
Gloria Ysasi Diaz, Vice President Book Publishing Services, R. R. Donnelley & Sons Company

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Susan Levy, Director of Community Relations, R. R. Donnelley & Sons Company
Hannah Rosenthal, Regional Director, Department of Health and Human Services

NOTE: If necessary, Irving B. Harris, Phyllis Glink and Ralph Muller will be available to the First Lady to introduce meet and greet guests.

126 people as of
April 27, 1998

**REACH OUT AND READ LITERACY PROGRAM KICK-OFF
TUESDAY APRIL 28, 1998**

1:00pm

ATTENDANCE LIST

Abelson, Herb M.D., University of Chicago, Department of Pediatrics

Armbruster, Patricia, Children's Librarian, West Town Health Center

Ariza, Catalina, Healthy Steps Specialist, Ravenswood Maternity Family Health Center

Aronson, Andrew, M.D., University of Chicago, Department of Pediatrics

Aronson, Erica, daughter of above

Banas, Helen, Eisenberg Foundation

Bostrom, Linda, American Library Association

Button, Laura, University of Chicago, Development

Bradziunas, Dana, M.D. Loyola Medical Center, Department of Pediatrics

Carter-Blank, Denise, The Robert McCormick Tribune Foundation

Clarick, Rob, Erie Family Health Centers

Cohen, Steve, Managing Director, Scholastic, Inc.

Conley, Daniel, Flanigan Foundation

Cowen, Pat, Reach out and Read

Cunningham, Peter, Flanigan Foundation

Cuthbertson, Sarah, Assistant Program Officer The Harris Foundation

Danczak-Lyons, Karen, 1st Deputy Commissioner, Chicago Public Libraries

D'Angelo, Nancy, Healthy Steps Specialist, Ravenswood Family Health Center

Dickson, Cathy, LaRabida Hospital

Dubrow, Jennifer, Healthy Steps Specialist, Ravenswood/McNeil Pediatric Clinic

Duster, Maxine, Cook County Children's Hospital

Easton, John, University of Chicago media/public affairs staff

Eck, Carol, University of Chicago, public affairs staff

Eppen, Ann, University of Chicago,

Eshleman, Amy, Assistant to the Commissioner for Special Projects

Gardner, Lynn, VP Communications Scholastic, Inc.

Gena, Rhoda, Volunteer Illinois Masonic ROR

Gill, Eileen, University of Chicago, Development

Ginther, Francis, R.N., Executive Director, Infant Welfare Society

Glink, Ilyce (Alex 2 1/2 years)

Glink, Phyllis, Program Officer, The Harris Foundation

Gordon, Bill, Executive Director, American Library Association

Gugenheim, Mary, Chicago Community Trust

Harris, Irving, The Harris Foundation

Haut, Dawn, M.D., American Academy of Pediatrics

Heagy, Linda, University of Chicago, Development/VIP list

Holland, Lois, Clinic Administrator, Grand Boulevard Health Center

Hildy, Kris, American Academy of Pediatrics

Holt, Barbara, Alderman

Hutchinson, Heather, Advocate Charitable Foundation

Hyndman, Ellen, Reach Out and Read Donor, Evanston Hospital

Hyndman, Eva, daughter of Ellen Hyndman

Flanigan, James, Flanigan Foundation

Gordon, Ellen, University of Chicago Development/VIP list

Gordon, Melvin, University of Chicago Development/VIP list

Irmeter, Liz, VISTA Volunteer, First Book

Jeffrey Jacobs, Harpo Studios, CIVITAS Initiative

Jacobson, Ronna, ROR Coordinator, Evanston Hospital

Jarrett, Valeria, University of Chicago, Development/VIP list

Johnson, Terry, Nurse Practitioner, VNA Health Center

Kaplan, Julie, Ezra Hotline

Kates, Ken, University of Chicago guest

Kidder, Susan, Literacy Chicago

Killner, Marta, M.D., University of Chicago Friend Center

Kittle, Laura, University of Chicago, Development/VIP List

Korajczyk, David, University of Chicago

Krieg, Iris., Pritzker Cousins Foundation

LaVelle, Avis, University of Chicago guest

Lehman, Amy, University of Chicago, Development/VIP list

Lehman, Max, son of above

Levy, Susan, R.R. Donnelley Foundation

Levin, Fay, VP of External Affairs at the Field Museum

Lipstein, Steve, University of Chicago guest

MacManee, Gillian, Erikson Institute

Manilow, Susan, University of Chicago, Development/VIP list

Manning, Pat, University of Chicago, child life staff

Marchi, Isabella, Univiersity of Chicago, child life staff

Marousis, Jim, Eisenberg Foundation

Mayofsky, Jay, M.D., Cook County Children's Hospital

McGinnis, Sherri, Universtiy of Chicago Public Affairs, Staff

Mengler, Anne, Loyola University Medical Center

Meltzer, Bernice, University of Chicago, Development/VIP list

Meltzer, Earl, University of Chicago, Development/VIP list

Mesirow, Linda, Reach Out and Read Donor, Evanston Hospital

Mesirow, Joanna, daughter of Linda Mesirow

Mesirow, Laura, daughter of Linda Mesirow

Minow, Josephine, Children's author and advocate

Minow, Nel, Daughter of Jo Minow

Minow, Newton, husband of Jo Minow

Mole, Donald, M.D., University of Chicago, Department of Pediatrics

Morgan, Lisa, University of Chicago, child life staff

Mortlock, Mary, R.N., Healthy Steps Specialists, Good Samaritan Hospital

Muller, Ralph, University of Chicago guest

Murphy, Jim, Eisenberg Foundation

Needlman, Allen

Needlman, Gloria

Needlman, Robert, Co-founder of Reach out and Read,

Neafsey, Judith, Director of Pediatrics, Illinois Masonic

Nix, Candice, ROR Coordinator, UIC Medical Center

Noronha, Peter, M.D., Chairman, Resident Curriculum Committee, UIC Medical Center
Department of Pediatrics

O'Brian, Tom, Eisenberg Foundation

Oremus, John Christopher, 5 year old son of Rubina Oremus

Oremus, Rubina, University of Chicago, Development/VIP list

Ortiz, Grace, Cook County Children's Hospital, Developmental Diagnostic Center

Parmet, Sharon, University of Chicago, media/public affairs staff

Pine-McClain, Gail, University of Chicago, media/public affairs staff

Powell, Bruce, freelance photographer

Preston, Fran, WLS News

Park, Hannah, PCC Wellness Center

Provine, Sabrina, Healthy Steps Specialist, Bethany Hospital

Rosenthal, Hannah, Regional Director, Department of Health and Human Services

Sanderson, Judith, University of Chicago guest

Sautter, Dianne, Chicago Children's Museum

Schiele, Michelle, University of Chicago, media/public affairs staff

Schultz, Lynn, University of Chicago guest

Sewell, Richard, University of Chicago, Development/VIP List

Solomon, Rick, M.D., The University of Chicago, Friend Center

Sonnenschein, Hugo, University of Chicago guest

Strohm, Lise, ROR Coordinator, Illinois Masonic Medical Center

Subero, Rose, Medical Director, West Town Health Center

Tarala, Kristie, University of Chicago, child life staff

Taylor, Jeanne, University of Chicago guest

Taylor, Richard, Loyola Medical Center

Toren, Carl, M.D., Medical Director, Infant Welfare Society

Wade, JoAnn, University of Chicago guest

Wallace, Linda, American Library Association

White, Beth, University of Chicago, Development/VIP list

White, Conner, son of Beth White

White, Corrine, daughter of Beth White

White, Mary Vensel, Harris Foundation

White, Patrick, son of Beth White

Wiecher, Elizabeth, Chicago Children's Museum

Wolff, Paula, University of Chicago, Development/VIP List

Yasi-Diaz, Gloria, VP for Book Publishing, R.R. Donnelley

Zia, Charlotte, American Academy of Pediatrics

Ziring, Dr. Phillip, Cook County Children's Hospital

IRVING B. HARRIS
ROR KICK-OFF SPEECH
APRIL 28, 1998

I would like to thank Mrs. Clinton and the rest of our distinguished speakers and guests for helping us launch the Chicago Citywide Reach Out and Read effort.

When I called Barry Zuckerman, who is one of our country's leading developmental pediatricians and co-developer with Robert Needleman of the ROR program, I told him I wanted to expand ROR to cover Chicago's pediatric outpatient and community based health centers. I knew we needed a program like this in Chicago. I have known for a long time that the first years of a child's life are critical and that a child who is nurtured, loved, held, talked to, played with and read to by someone they trust and love -- usually a parent or primary caretaker -- will be well on his way to a bright and successful future.

We know not only clinically but in living color from images provided by the new brain research that a baby's brain, even before birth, is being shaped by the environment. The activities that fill babies first days, months and years have a dramatic impact on the architecture -- the "basic wiring" -- of their brains which in turn impact on the nature and extent of their ability to relate well to others, to be

successful in school and later in the work place and to become productive members of our society. When a parent holds and talks to her child from birth, she actually turns on her baby's brain -- helping her child to develop the social, emotional and cognitive skills she will need to have a healthy and successful life.

I am very excited by the enthusiastic response we have had and continue to receive from Chicago's health care community. Doctors at the nineteen ROR sites already up and running will annually distribute over 100,000 new books to children ages six months to five years. I particularly want to thank Dr. Peter Norohna and his staff who run our first expansion program at the University of Illinois' ROR program for their help in the ROR effort. There are other sites already interested in starting ROR programs and we hope to continue to expand ROR until all of Chicago's children benefit from the program.

I would also like to thank and acknowledge the many local literacy organizations and institutions that have joined us in this effort including the Chicago Public Libraries who have developed a pilot partnership project with four Healthy Steps ROR sites, the Chicago Children's Museum who will host a ROR night during their Dr. Seuss exhibit, Literacy Chicago, the American Academy of Pediatrics, Literacy Volunteers of America, the American Library Association, Advocate Charitable

Foundation and many others. Together, we hope to build an entire community that supports and promotes literacy for children, families and adults.

When Mrs. Clinton announced her national Prescription for Reading Campaign she was joined by Scholastic Books which offered 5,000 new books to any donor who contributed \$100,000 to ROR by the year 2000. We met the challenge and have happily distributed the books to all of our new clinics. I am thrilled to announce that we were recently joined by The Hyndman - Mesirow Families who have endowed the Evanston Hospital ROR program with a \$100,000 grant. They have chosen to distribute their 5,000 books to all ROR programs in and around Chicago which will allow them share their love of reading with many children and families.

Today, I want to announce that the Harris Foundation will put forward another Challenge to individuals, corporations and foundations in Chicago. We will pledge to contribute a second \$100,000 to Chicago ROR programs by the year 2000 if our partners in the community contribute \$100,000 to the Chicago Citywide ROR Effort. This will assure another 5,000 free Scholastic Books for Chicago sites bringing the total to 15,000 free books for Chicago's ROR programs.

Let me close by congratulating the First Lady and the President for making early

TOTAL P.05

childhood development a priority issue and for raising the awareness that all children, when nurtured, cared for, and read to from birth, have the potential to develop into successful adults. Let me note that Chicago's Mayor, Richard Daley, has also recently made early childhood development and the need for quality child care for all of Chicago's children a major policy focus. These efforts combined with the expansion of early childhood development programs like Reach Out and Read will help families and children across this city and the nation reach their potential.

Thank you.

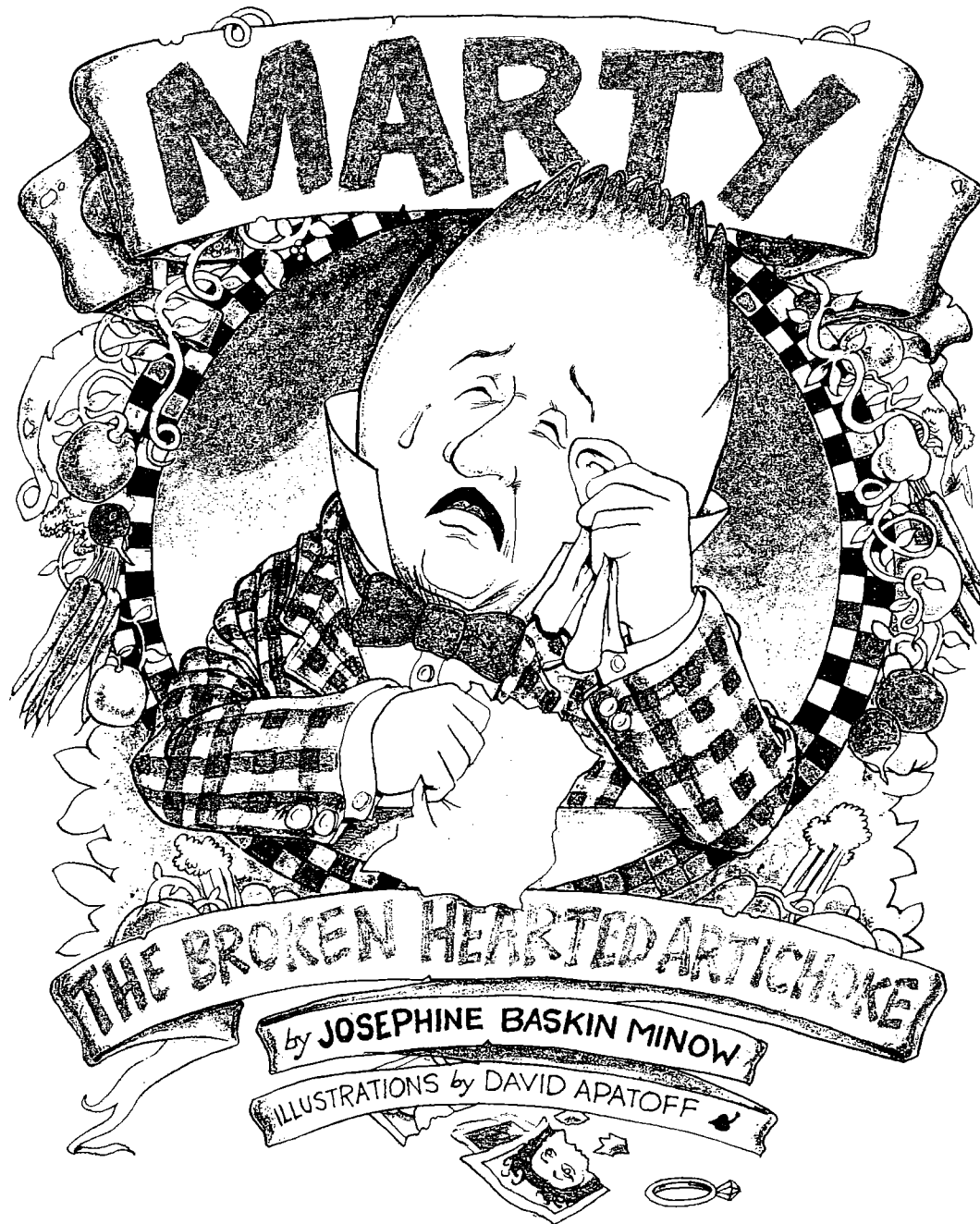
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Book, "Marty the Broken-Hearted Artichoke," 18 pages



MARTY

THE BROKEN HEARTED ARTICHOKE

by JOSEPHINE BASKIN MINOW

ILLUSTRATIONS by DAVID APATOFF



Note that this is
Dr. Barry Zuckerman?

**“Books are the On-Ramp
to the Information Superhighway”**

– Dr. Susan Roman , American Library Association

The Prescription for Reading Partnership



Annual Report
April 1998

The Prescription for Reading Partnership

On April 16, 1997, First Lady Hillary Rodham Clinton launched the *Prescription for Reading Partnership*. The Partnership is a public-private ~~literacy~~ initiative that builds on and expands two proven literacy programs: *Reach Out and Read* (ROR) and the American Library Association's, *Born to Read*.

Designed to leverage the reach and influence of health-care professionals, librarians, non-profit organizations, trade associations, corporations, and government agencies, the Partnership has a single, critical goal:

To help all children become fully literate.



Mona

The Prescription for Reading Partnership has a single, critical goal: to ~~encourage all children~~ ~~to read~~ parents to read to their children from an early age.

use the reach and influence of to foster early childhood learning and development through reading.

or to prepare children to be successful readers.

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Highlights of the First Year

In the one year since the Partnership was launched:

2

Explain what ROR is

- The number of children served by Reach Out and Read (ROR) has grown from 150,000 to 750,000.
- More than one million books were given free to families by ROR doctors – each one accompanied by encouragement and suggestions how to read together.
- The number of hospitals and community healthcare centers actively participating in the ROR program has increased from 80 to 213. There are now ROR programs in 43 states.
- 4,500 physicians and nurse practitioners were trained in early literacy development.
- The American Academy of Pediatrics recognized that reading and books were an integral part of a healthy childhood. They established the encouragement of literacy as a “standard of care” for all children, and are taking steps to integrate it into the residency training for all pediatricians.
- The number of libraries participating in the American Library Association’s (ALA) Born to Read program/expanded from 5 to 309. Some 360,000 families in 25 states were reached by these programs.
- 200,000 free copies of Read to Your Bunny ^{by Rosemary Wells} were distributed to families through health care providers and bookstores via the American Booksellers Association.
- 5 million copies of a “Reading Checkup Guide” were prepared by Reading is Fundamental (RIF) with support from Visa, and distributed to parents via pediatricians and the American Academy of Pediatrics.
- A public service TV ad campaign promoting reading to young children ran on ABC television stations.
- More than 250,000 new books were donated to the program by major publishers and First Book, a leading national literacy organization. In addition, a system to provide books at the lowest possible cost was put into place by a consortium of leading publishers and First Book.
- A multi-lingual book-publishing program was developed by Scholastic and the R.R. Donnelley Company. These children’s books – published in 10 different languages, each with the English translation on the same page – will serve the millions of families whose native language is not English.

Mention Scholastic specifically?

Explain Born to Read

Which program?

Snapshots from the Field

Children's Hospital,
Oakland, CA

One of the attending pediatricians shared this anecdote about the impact of the Reach Out and Read program. "I was in the clinic today and the kids said, 'Yes!' and jumped up and down when they heard they got a book! "

They were so excited! And I thought how nice, that they associate getting a book with coming to the doctor. I think that the program is really catching on! How nice that they relate coming to the doctor in a positive light, versus being a scary experience."

"Wakanayeja Yawapi"
("Children Read" in Lakota Sioux)
Rosebud, SD
Lucy Reifel, MD

Dr. Reifel, the lone pediatrician, loads her van with medical supplies and children's books prior to conducting well-child visits at community centers and halls throughout the Rosebud Reservation. Due to the highest teenage pregnancy rate in the state, Dr. Reifel stresses the importance of reading to teenage mothers. Not only does she distribute the books; she is often the only volunteer reader. There are no libraries or bookstores on the reservation, so her efforts are especially appreciated.

The Prescription for Reading Partnership

Background

What does this mean?

When First Lady Hillary Rodham Clinton first convened a meeting of "interested parties" in the winter of 1997, the topic of pediatric involvement in literacy had not yet entered the public's collective consciousness. But for the dozen or so representatives from healthcare organizations, the American Library Association, foundations, and trade associations, the First Lady's spotlight on the issue reinforced what they knew to be true, and what was soon recognized as a critical opportunity.

That recognition was based on the growing scientific evidence of the importance of parents regularly reading to their children from as early as six months of age. And it was based on the 8 years of clinical evidence about the influential role healthcare professionals – pediatricians, nurses, and others – could provide by "prescribing" reading to mothers when they brought their young children in for check-ups.

Since 1989, when a team of pediatricians and early childhood educators from Boston City Hospital collaborated to create a program that integrated the encouragement of early literacy into standard pediatric health care, the evidence of that involvement has become apparent. Parents who participated in Reach Out and Read programs are up to 8 times more likely to read to their children than parents who have not been exposed to this pediatric influence.

Similarly, there is a noticeable, positive impact on parents who have been exposed to books and reading through the American Library Association's Born to Read program – which reaches out even earlier, to mothers-to-be. Since 1995, the ALA's five Born to Read demonstration sites have shown that the integration of pediatric care, literacy outreach and books can make a difference in preparing children to be successful readers.

In March, 1997, recognizing the underlying support from key pediatricians, early childhood educators, and literacy advocates for the concept of pediatric involvement in literacy – and aware that the upcoming White House "Brain Conference" would generate greater public understanding – the First Lady's Office convened one more meeting.

Snapshots from the Field (Contd)

**Children's Hospital Oakland
Oakland, CA
Hilary Bethke, MD**

"I have a family in my clinic whose mother has exceptionally poor control of her five and a half year old twins. Although it rarely happens with other families in my clinic, Jasmine routinely ends up in time-out during her visits. That day was one of the worst: 4 five minute time-outs! When I asked her what the matter was, she said that she couldn't find her book. I said that she could take home any (used) book that she wanted. She said, "But I want the book YOU gave me." I was touched that my involvement was so important to her.

The most important thing that ROR has done for us is the First Book partnership. By making it possible to purchase books cheaply, ROR-Boston and First Book have functionally raised thousand of dollars for us. The more books we buy, the more money we don't have to raise. I am grateful on a daily basis for this alliance."

But this time something more than just an enhanced awareness of the problem – and a recognition of some interesting, successful, but isolated initiatives – emerged.

Responding to Mrs. Clinton's challenge to make something happen, a loose amalgamation of health care professionals, literacy advocates, and trade association representatives coalesced into a focused, coordinated task force: the Prescription for Reading Partnership was born.

On April 16, 1997, in the Roosevelt Room of the White House, the First Lady launched the Partnership, discussed its goals, and announced the initial commitments from the partners. These commitments formed the basis of the last year's accomplishments discussed in this first Annual Report.

Mission and Goals

The mission of the Partnership is to ensure that:

- We create a nation of readers.
- We support at-risk parents in their role as the child's first teacher.
- Every child has the opportunity for healthy brain development through early stimulation of language and listening skills.
- Every child develops a love of reading as the basis for lifelong learning.
- We meet the America Reads Challenge of having every child read on level by the end of third grade.
- We break the cycle of illiteracy and poverty allowing all children to achieve their dreams.

The goals of the Partnership are to ensure that by the year 2000:

- Reading and books will be recognized as an integral part of a healthy childhood, and the encouragement of emergent literacy will be formally integrated into the pediatric "standard of care" for all children, and into the residency training of all pediatricians.

Snapshots from the Field (Contd)

**The University of Kansas Medical Center
Kansas City, KS
Virginia L. Tucker, MD**

"I would like to express my appreciation for the book that became available for David, a 2 year old young man who was seen in my General Clinic on May 21, 1997 for his Kan-Be-Healthy physical examination. David came with his 4 year old sister, 6 month old brother, and both parents. The book David received was the one with pictures of animals. Immediately, David's sister pounced on it, saw the pictures and asked her mother what the words were. She then, knowing the names of the animals, said "This is a ____" and told him the name of the animal, its color and where it lived. They must have gone through the book a half-dozen times or more, before he finished his clinic visit. He was particularly pleased that the book belonged to him and not to his sister. At the close of the interview and the physical, the mother stopped me to say that they were most appreciative for the book. As their Pediatrician, I wanted to express my appreciation to you and others who made this possible for David.

Another physician reports:

"A very difficult-to-examine 12 month old was given a book at the start of the exam. The baby was thrilled and I was able to do my exam while he looked at the book without difficulties. Also, an 18 month old was thrilled to receive a new book, but Mom did not make eye contact, so I said, "Is something bothering you?" She then told me she couldn't read and was ashamed. I reassured her that she could tell the story from pictures and she has now enrolled in a learn-to-read program."

- Expectant parents will be apprised of tips for "raising a reader" through pre-natal clinics.
- Every child under the age of six will receive a "prescription for daily reading" from every pediatrician during every well-child check-up. That prescription will reinforce parents' daily reading to children, the importance of helping children grow up with books, and will be accompanied by advice and support from the doctor about ways to stimulate a child's healthy growth and development.
- All children -- and parents -- will have access to books via local libraries, and will be encouraged to get a library card. In addition, librarians will provide tips on reading, and offer select lists of developmentally appropriate titles.
- The 6 million most at-risk children will receive free books in pre-natal clinics and from pediatricians during every well-child check-up.

Why This Initiative

The scientific evidence is now clear and compelling: babies' brains are not "prewired" before birth; they are not machines. brain growth in the early years is very rapid and can be stimulated by reading.

Like their physical development, which requires nurturing, human brains also need food to grow—stimulation from parents and caregivers. We know that brain growth during the early years is very rapid and has a profound impact on a child's healthy development and school readiness. Not surprisingly, we also know that reading to children can be one of the most important actions a parent can take to stimulate a child's learning capacity.

The Need

Unfortunately, far too many parents are unaware of the tremendous opportunity that reading on a regular basis to their young children can provide. According to "Starting Points," the 1994 report of the Carnegie Corporation of New York, fewer than half of American parents read to their infants and toddlers on a regular basis.

Snapshots from the Field (cont.)

Fair Haven Community Health Center
Fair Haven, CT
Laurel B. Shader, MD, FAAP

"A critical component of the Fair Haven ROR program is the Story Corner in the waiting area, where community volunteers read stories to children of all ages and coach parents in reading aloud to their own kids. The new and "gently used" books that fill the shelves in the Story Corner are donated by individuals, schools, book stores, and religious and civic organizations. Children are invited and encouraged to take home any book they like -- more than 25,000 books have gone home so far. The Story Corner has completely changed Fair Haven's waiting-room environment for the better.

The health care and education of our children are inextricably linked. Children raised in an unstable environment, without a loving caretaker, without a medical home, without proper nutrition, start their school lives at a clear disadvantage. The forum for educating our families is as diverse as the families themselves. We reach out to families in our exam rooms and waiting areas, in child care settings, and the neighborhood library. We hope to cut through the barriers to literacy and create a population of children who reach school age healthy, safe, and ready to learn. We would like all of our children to walk down the hallways of the health center asking 'Can I have a book today?' And for all of their parents to be able to say: 'That last book you gave her -- oh, she loved it, we read it a hundred times!'

This tendency is most concentrated among families with lower incomes, thereby increasing the risk of illiteracy, failure in school, drug and welfare dependency. But the problem of parents not reading to children crosses the entire socio-economic spectrum, with researchers estimating that several million children under the age of six are not read to on a regular basis.

With a quarter of all children being born into homes below the poverty level, there are nearly 1 million newborns -- and almost 6 million children under the age of 6 -- who are most at-risk.

The Opportunity

There is now a very real opportunity to break this pattern of inadequate reading and to establish a new pattern: a pattern of more parents reading regularly to children.

This opportunity is based on several proven and promising programs developed by doctors and early childhood experts, and focuses on early intervention by pediatricians, other health care professionals, and librarians.

Pediatricians have a strong and trusting relationship with parents of young children. Indeed that relationship takes the form of "anticipatory guidance," wherein the doctor prescribes appropriate, healthy behavior, and the parent expects -- and often acts on -- it. One key component of the Prescription for Reading Partnership is the establishment of a formal link between anticipatory guidance and reading as a medical "standard of appropriate care."

Simply put, just as immunizations, a healthy diet, and child safety are standards of care, reading must become a standard of care.

The Strategy

The Partnership identified 4 key elements necessary to achieve its goals:

- Adequately trained and motivated doctors and librarians.
- Health care sites where reading will be prescribed and books distributed.
- Appropriate books for children.
- Creative, compelling messages that reach the target audi-

Snapshots from the Field (cont.)

Hasbro Children's Hospital Providence RI

As the children come through the double, metal doors and into the pediatric primary care center, it's not hard to tell which ones know about the RIF reading program here at Hasbro Children's Hospital. They're the ones hollering, "We're going to read today!"

"Reading at home is rare to nonexistent for these children," says the program's coordinator. "There are few books available at home, due to financial constraints." The Hasbro program primarily serves preschool children from an urban, low-income population that is multicultural and multilingual.

A one-year-old girl and her three-year-old brother arrive with their mother. They're just removing their coats when a college-age RIF volunteer approaches them, book in hand. He explains to the mother that he's about to start reading to a few children already gathered.

A few minutes later, both mother and children are listening to the story. The walls around them display colorful posters and, on a table, there are leaflets about family reading to take home. When the children are called into the examination room, it turns out the doctor has something to say about reading, too. She talks to the mother about the importance of reading aloud to young children, particularly to enhance their language development. Then, when the exam's finished, she guides the family to a big batch of RIF books and explains that the children can each choose one. They're delighted!

ence where they are— watching TV, movies, listening to radio, shopping in stores— and help motivate them to read to their children regularly.

Commitments vs. Accomplishments

When the Partnership was launched on April 16, 1997, a list of commitments from the partners was announced. The "delivery" on these promises was significant and encouraging:

Commitment:

"The Reach Out and Read National Training Center at Boston Medical Center will train 10,000 pediatricians and pediatric residents by the year 2000 to implement Reach Out and Read programs in their local communities."

Accomplishments:

Reach Out and Read trained over 4,500 pediatricians and nurse practitioners in early literacy development, putting it well on its way to its goal of 10,000.

Commitment:

"The National Association of Community Health Centers' 950 member health centers will implement Reach Out and Read programs reaching one million parents and children by the year 2000; and

Commitment:

The National Association of Children's Hospitals and Related Institutions will challenge its 150 member hospitals to serve as training sites for Reach Out and Read programs, and is setting a goal of tripling the number of early reading programs currently operating in children's hospitals across the country by the year 2000. NACHRI will also disseminate information through its children's hospital members to parents about the importance of daily reading."

Accomplishments:

Reach Out and Read, working with the National Association of Community Health Centers and the National Association of Children's Hospitals and Related Institutions successfully increased the number of health care sites from 80 to 213. As a result, the number of children served by ROR-trained doctors increased from 150,000 to over 750,000.

*Is there a way to
set off commitments
from accomplishments
it gets a bit
confusing.*

Snapshots from the Field (cont.)
(Hasbro Children's Hospital)

Back in the waiting room, the RIF volunteer admires the three year old's new book, and talks with the child's mother, who is surprised to learn that the public library has free "storytime" hours when librarians read books aloud to young children. She wasn't sure that the library was free. Maybe she and the kids will go to the preschool reading hour next week.

With coats back on and books clutched tightly in hand, the children and their mom say goodbye.

Note: The RIF program at Hasbro continues to grow. Today, more than 150 volunteers are involved and over 14,000 books are distributed annually, thanks to increased funding from Abbott Laboratories, Billy Andrade Children's Charities, and golfer Brad Faxon. Dr. Pamela High, M.D. works with a hospital-based committee to coordinate the program. library was free. Maybe she and the kids will go to the preschool reading hour next week.

Accomplishments:

NACHRI's summer 1997 edition of Children's Hospitals Today magazine carried an article promoting early reading programs to its readership of children's hospital CEO's administrators, trustees, clinicians, and community supporters.

Accomplishments:

A special NACHRI publication, "Healthy Children in Healthy Families," featured a nuts and bolts article on how to establish a ROR program at a children's hospital. This publication was sent to community education directors, child advocacy directors and clinicians at children's hospitals nationwide.

Accomplishments:

NACHRI's consumer newsletter for parents, Starting Out Healthy, brought the message of the importance of early reading to more than 400,000 parents.

Commitment:

"The American Library Association will work with the nation's 16,000 public libraries to establish Born to Read programs, promoting partnerships between librarians and health care professionals teaching the critical importance of reading and pre-school learning to parents of the 4 million babies born each year."

Accomplishments:

The ALA made Born to Read an overall priority of the Association. The program was heavily promoted to its members, and it received significant press coverage in both American Libraries—the ALA's own official journal and in School Library Journal, where it was a cover story in July. As a result, the number of Born to Read sites increased from the original 5 demonstration projects to 309. Some 360,000 families in 25 states are currently reached by these Born to Read programs.

Accomplishments:

Born to Read received Federal funding for expansion in the state of Florida. Ten training teams worked throughout the state not only to expand Born to Read, but also to coordinate efforts with Reach Out and Read, thereby enhancing both the quantity and quality of service to families.

Snapshots from the Field (cont.)

Mississippi State Department of Health Immunization Program

When the Mississippi State Department of Health decided to provide some sort of incentive for parents to bring their children for their initial and follow-up shots as well as WIC certification, they considered t-shirts or tote bags as opposed to the historic candy incentive before they hit on a book. To Mississippi Department of Health officials, literacy and health are a natural partnership in the developmental life of the children.

Under the name "Healthy Start/Smart Start," the Mississippi State Department of Health Immunization Program began a partnership with Reading Is Fundamental. The goal is to provide books to children during their two, six and 12 month immunization visits at all 110 Mississippi State Department of Health clinic sites. Children served also include older children who come for immunizations or come with younger siblings. Virtually any child who comes to a clinic can choose a book as part of the program.

Mississippi, which has the lowest per capita income in the nation, the highest teen pregnancy rate, the highest school drop out rate, the lowest literacy level, and one of the highest infant mortality rates, also has one of the most active and accessible public health systems. The MSDH provides at least 85% of all childhood immunizations and prenatal care in the state. Because clinics are located statewide and can be found in especially rural areas, the program is reaching the neediest of Mississippi's children. Most health clinic patients have little or no money to purchase books. Many are unaware of the importance of reading to children at an early age and its link to success in school.

Accomplishments:

To further the coordination of the BTR and ROR programs, Dr. Robert Needleman, one of the founders of ROR participated in a program at the Public Library Association National Conference in Kansas City. At the same conference, Dr. Wendy Turnbull and Helma Hawkins from the Kansas City area talked about the success of the BTR project developed locally. More than 150 librarians from across the country were in attendance, most of who have requested further information about both programs.

Commitment:

The American Academy of Pediatrics will provide its 53,000 members with a specially designed prescription pad to promote daily reading and age-appropriate activities to stimulate a child's early learning. It will also distribute to its membership checklists for parents and developmental milestones so that they can measure their child's growth and development.

Accomplishments:

The Academy has undertaken activities to: Formalize the Academy's support of reading initiatives and ensure an internal structure to address them. The charge to the AAP Committee on Early Childhood, Adoption and Dependent Care was expanded to include development and oversight of programs that promote reading.

Accomplishments:

The Academy also took steps to ensure that all relevant AAP policies and programs identify and promote the need to read to children at an early age. The AAP manual Guidelines for Health Supervision directs pediatricians to discuss using books and reading to children at many of the well-child visits from birth through age 3.

Accomplishments:

A session on the "Reach Out and Read" program was held at the AAP 1997 Annual Meeting in New Orleans to educate pediatricians on the promotion of reading. In addition, the Academy initiated development of a technical assistance packet to help pediatricians identify literacy development programs, free or low cost book suppliers, and recommended reading lists. Academy staff continues to provide information and referrals to pediatricians and others as a technical assistance service.

Snapshots from the Field (cont.)
(Mississippi State)

Before the program was put into place, focus groups were conducted to ensure books would be an effective incentive for parents to bring their children in to get their shots. Health clinic clients are encouraged to take part in the process of reviewing titles and play an active role in the book selection process.

The program recently began its second year with an increase in state funding--up to \$350,000. The Mississippi Department of Health expects to serve up to 60,000 children throughout the state during the year. Every child who receives an immunization receives a RIF book and every child who enters a clinic is offered a book. To emphasize the link between a healthy and smart start for children, a video of Mrs. Pat Fordice, First Lady of Mississippi reading Itchy, Itchy Chicken Pox plays in the waiting rooms of the clinics.

The Mississippi Department of Education, Rotary, and the Governor's office provide volunteers for this statewide RIF program. Volunteers read with patients, share books and fun activities, and talk with parents about the importance of reading.

Commitment:

"As part of their commitment to America Reads, Scholastic Inc. and their partner First Book will fill the prescription of 200,000 new books through a partnership with pediatricians and health care professionals participating in Reach Out and Read and Born to Read programs.

In addition, for every \$100,000 raised in the support of Prescription for Reading, Scholastic will contribute an additional 5,000 books; for every \$500,000 contributed, an additional 35,000 books; and for every \$1 million, 100,000 new books."

Accomplishments:

Scholastic and First Book together contributed 235,000 books to Reach Out and Read. These books were allocated as "book credits" to new ROR sites, allowing each health care center to select the books that were most appropriate for their population.

Accomplishments:

First Book initiated a system to provide books at the lowest possible cost and secured the participation of a dozen leading publishers.

Commitment:

"Random House Inc. will contribute 5,000 books a month for twelve months, totaling 60,000 new books to pediatric Reach Out and Read programs."

Accomplishments:

Random House delivered 60,000 high quality paperback and board books to ROR sites all across the country.

Commitment:

"The American Booksellers Association — through its 3,700 member bookstores across the country — will recruit 50,000 reading tutors and other volunteers for the America Reads Challenge, linking volunteers to health care professionals working with early reading and literacy programs. The recruitment drive will be launched at BookExpo America at the end of May. Additionally, any new children's books remaining following the BookExpo convention will be distributed through First Book to Reach Out and Read Programs."

Snapshots from the Field (cont.)

Italics

Carla Morris, Children's Librarian
Provo Library,
Provo, Utah

"The Born to Read program has had a major impact on our programming, circulation, and book selection. There is a real need for infant programming. We have seen our Book Babies class grow from just a few mothers and babies to up to 45 in each class. Our board books are always checked out. By providing this focus on our infant population, we send out a vital message: Reading to your infant is as important as daily food and care. It attacks illiteracy on the preventative end. It only takes a few minutes to read to your baby, but the benefits reaped as lifelong."

Accomplishments:

With the concurrence of the other partners, the ABA did not recruit volunteers. Rather, it made available more than 200,000 free copies of the Rosemary Wells book, *Read to Your Bunny*, which dramatizes the importance of reading to children in a simple, colorful story. In addition, a literal "prescription" for reading to the child was given to parents at the time of the child's check-up. Plus it promoted the program through a beautiful poster distributed to bookstores.

Accomplishments:

The ABA contributed more than 5,000 books from its BookExpo convention to ROR programs.

Commitment:

"The Association of American Publishers will provide the Reach Out and Read Training Manual and other ancillary materials used in ROR programs across the country. AAP is also making an initial contribution to help fund the start-up of a statewide Reach Out and Read initiative starting up in Texas."

Accomplishments:

The AAP continued to provide financial assistance to ROR for its training manual, related materials and the Texas launch. In addition, the AAP, under its new President, Pat Schroeder, took the lead in attempting to "crack the culture" and get across the message that from early infancy on, reading aloud to children is as important to their welfare as buckling them into car seats and providing good nutrition.

Accomplishments:

Working with the Institute for Civil Society, a private non-profit foundation and think-tank, the AAP brought together a diverse group of individuals and organizations to explore a new "Designated Reader" initiative. Designed to encourage and empower adults to read to a child every day, the "Designated Reader" program will get its first public exposure at the 1998 BookExpo America in Chicago.

Commitment:

"Reading Is Fundamental, the nation's oldest and largest children's literacy organization, will reach nearly 4 million children this year ensuring that each receives at least three new books of their own. Among those served are many of

Snapshots from the Field (cont.)

Patty Reid, Bureau Director of Children's Health Services

"Young parents need all the help and encouragement they can get. Along with medical information and helps, the importance of nurturing a child with books and reading provides a nice balance. We see the surprised and pleased looks on the faces of new mothers as they go home from the hospital with their Born to Read packets."

new books of their own. Among those served are many of the nation's youngest and neediest children in health clinics, immunization programs, hospitals, and Reach Out and Read programs."

Accomplishments:

With sponsorship from Visa, RIF created the "Reading Checkup Guide," which covers the six stages of early reading development and was designed to give parents practical information about helping their children grow up reading. The "Reading Checkup Guide" was endorsed by the American Academy of Pediatrics, which helped distribute more than 5 million copies through their membership.

Accomplishments:

With the sponsorship of Nestlé USA, Reading Is Fundamental created a library at MCV Hospital's Children's Medical Center in Richmond, Virginia. The library, located adjacent to the waiting room of the Randolph Minor Pediatric Group Practice, provides a comfortable place for families with children to read with and to their children. Approximately 22,500 pediatric patients visit each year. Books are available for reading while waiting for appointments, and young children will be able to select books of their own to keep. The informal setting of the waiting room library provides a unique opportunity to model appropriate speaking and listening experiences important to literacy development. Volunteers are responsible for staffing the library, and they also hold regular story times. RIF and Nestlé dedicated the reading room to Arthur Ashe in appreciation for the legacy of love, courage and books he gave to America's children.

Accomplishments:

With Saban Entertainment and the "All New Captain Kangaroo," RIF encouraged the reading habit on posters featuring the Captain. The Captain, whom RIF named as its National Ambassador, reads a book to his audience on each episode of his televised show. The posters were distributed through the American Academy of Pediatrics.

Commitments:

"ABC Television will produce and air a special Children First public service announcement highlighting the importance of reading to children on a daily basis."

Accomplishments:

ABC has in fact produced two television spots, and ran in them for twice the normal rotations for public service spots.

Commitments:

"Mellon Trust in Boston has announced a \$100,000 grant to Reach Out and Read, and issues a challenge to other companies to match its \$100,000 contribution."

The Annie E. Casey Foundation has committed to a grant of \$150,000 to the Reach Out and Read National Training Center, bringing Casey's long term support to \$600,000. Original funding from the Casey Foundation was used to create the Reach Out and Read National Training Center to support the programs' expansion beyond Boston.

Irving Harris and the Harris Foundation of Chicago are committed to a minimum of \$100,000 in grants to initiate a city-wide implementation of a ROR program in Chicago by 2000.

The Dreyfus Corporation in New York City has announced a \$50,000 grant to Reach Out and Read for New York City programs.

Accomplishments:

All of these pledges were fulfilled, and as a result, there has been a major expansion in the number of Reach Out and Read sites.

Commitment:

"The National Association of Chain Drug Stores, and the National Community Pharmacists Association, representing the nation's nearly 60,000 community retail pharmacies, will distribute reading tips for parents and suggested book titles to parents coming to the pharmacy to obtain medicines for their children."

Accomplishments:

Unfortunately, this is the single opportunity that the Partnership was unable to act on in its first year. This powerful channel to reach and influence parents of young children will certainly be utilized in the year to come.

In its first year, the Prescription for Reading¹ Partnership accomplished what few public-private initiatives ever achieve: a true synergy where the overall achievements exceeded the sum of the members' individual contributions. Continuing that collaboration and dedication to shared goals can lead to real changes in the levels of literacy.

The key question is: can this rate of cooperative effort be sustained?

Happily, the indicators are all positive:

- Reach Out and Read has 53 applications pending from hospitals and community health care centers to establish ROR sites that would reach another 150,000 children within the next three months.
- Applications for additional new ROR sites are expected to continue at a very aggressive pace, suggesting that at least 500,000 more children can be enrolled and served within the next 12 months. Large-scale expansions are underway in Alabama, Chicago, Los Angeles, North Carolina, Ohio, Rhode Island, Seattle, South Carolina, Texas, Vermont, and Westchester County, New York.
- 45 additional children's hospitals – members of NACHRI – have expressed interest in establishing a ROR program in the near future.
- In 1998, ROR training conferences will be conducted at NACHRI hospitals in New Haven, Birmingham, Atlanta, Cleveland, and Salt Lake City.
- ROR will be participating in the plenary sessions at the American Academy of Pediatrics annual meeting.
- The American Library Association's Born to Read program is included in the Florida Secretary of State's budget for the fiscal year beginning in October, 1998 for further state-wide expansion.
- Statewide expansion of the Born to Read program is also underway in Kentucky, Texas, New Jersey, and Connecticut.
- The ALA is working with Dr. Robert Needleman of ROR to support his research that documents the impact of both BTR and ROR programs.

- Born to Read training will be conducted at the ALA's National Institute in October 1998 in Indianapolis.
- A growth chart is being produced by the ALA, with recommended books for children from birth to age three, selected by the American Library Association/Children's Book Council Joint Committee.
- The importance of discussing parenting during pediatric visits will be included on the next edition of the American Academy of Pediatrics *Recommendations for Preventive Pediatric Health Care*.
- The Children's Book Council is working with the American Academy of Pediatrics on a two-phase project. Initially, CBC and AAP are exploring ways in which an expanded list of titles on the ALA-CBC Liaison Committee growth chart can be produced and given to members of AAP distribution to families during well-child visits. If this distribution is effective, the AAP and the CBC will initiate discussions with publishers and booksellers to make it possible for pediatricians to give a prescription to patients redeemable for a substantial discount at their local bookstore.
- Another major partnership involves Every Child A Reader, Inc., a non-profit agency initiated by The Children's Book Council, First Book, and the National School Supply and Equipment Association. These three organizations will collaborate in 1998 on a pilot project for a children's book distribution program. If, as anticipated, the pilot is successful, a children's book publishing industry-wide book distribution involving more than a million dollars worth of "remaindered" books will be launched nationally beginning early in 1999. National projects such as Reach Out and Read, the ALA's Born to Read program, PBS's Ready to Learn project, and First Book as well as state and community literacy groups and agencies serving children will be eligible for participation.
- In cooperation with the Institute for a Civil Society, the Association of American Publishers will sponsor a "Literacy Fair" on May 30 at BookExpo America in Chicago. In addition to celebrity guests, AAP and the Institute are inviting sponsors of "Read to Your Bunny," (ABA), "Read Across America" (the National Education Association), the Designated Reader initiative, "The Most Important 20 Minutes of the Day" (Association of Booksellers for Children), Reach Out and Read, and a host of other organizations with read-aloud initiatives to

provide posters and informational materials for the Fair. BookExpo exhibitors and attending booksellers will be encouraged to walk through the Fair at lunchtime.

- ABC Television is exploring the development of new public service commercials that support reading to children, and ways to increase the frequency of those announcements on both the network and station affiliates.
- Recognizing that approximately 40% of the families served by Reach Out and Read programs do not speak English as their principal language — and yet the parents are being asked to read to their children— Scholastic is launching Multi-Lingual Books. Scholastic has translated four books — one board book and three picture books — into 10 different languages. (The original English “translation” appears on each page as well.) Working with R.R. Donnelley, Scholastic has developed a system to print these books digitally and on-demand, and thus keep the price of each book affordable. Boston’s Linguistic Systems Inc., which did the translations, contributed to the effort.
- 5,000 copies of the Scholastic Multi-Lingual Books are being contributed by Scholastic and R.R. Donnelley to the Partnership.
- Scholastic is also extending its grant and book challenge to Reach Out and Read. Scholastic will donate 50,000 books to ROR and continue the national challenge grant: for every \$100,000 they raise, Scholastic will contribute 5,000 more books.
- In addition, it will extend the challenge grant to the local level: for every \$5,000 raised locally, Scholastic will donate 500 books to that location.

Special Thanks to our Financial Supporters

Annie E. Casey Foundation*
Joan and Steve Belkin Foundation*
The Carnegie Corporation of New York*
The Dreyfus Corporation*
Irving Harris Foundation*
Hasbro Children's Foundation
Hirsh Family Foundation
It Takes a Village Foundation
Kimberly Clark, Inc.
Mellon Trust*
The Minute Maid Company*
Paul Newman Foundation
Reader's Digest Foundation
Rhode Island Foundation
Shaw's Supermarkets, Inc.*

** Continuing funding for a second year*

Prescription for Reading Partnership Members

ABC, Inc.

Contact: Patricia Goodrich

American Academy of Pediatrics

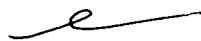
Contact: Jackie Noyes

American Booksellers Association

Contact: Oren Teicher

American Library Association

Contact: Dr. Susan Roman



American Medical Association

Contact: Richard Deem

Association of American Publishers

Contact: Pat Schroeder

Children's Book Council

Contact: Paula Quint

First Book

Contact: Christine Benero

Hicklebee's Children's Book Store

Contact: Valerie Lewis

National Association of Chain Drug Stores

Contact: Phillip Schneider

National Association of Children's Hospitals and Related Institutions

Contact: Lisa Tate

National Association of Community Health Centers

Contact: Dan Hawkins, Jr.

National Community Pharmacists Association

Contact: Todd Dankmyer

Reach Out and Read

Contact: Dr. Barry Zuckerman, MD

Reading is Fundamental

Contact: Jim Wendorf

Scholastic Inc.

Contact: Steve Cohen

For additional copies of this report or more information about the partnership, call 617-534-5701.



Note that this is
Dr. Barry Zuckerman?

“Books are the On-Ramp to the Information Superhighway”

– Dr. Susan Roman , American Library Association

Noa A. Meyer	04/21/98 05:56:16 PM
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Record Type: Record

To: Jennifer L. Klein/OPD/EOP

cc:

Subject: odds and ends

I just spoke with PG, here are some updates:

1. Kids are under control (3-5 year olds) she feels comfortable that there will be plenty of kids from the center there.
2. She's in communication with Jo Minnoe and is faxing me her bio.
3. The Center is in communication with Jim Flanagan and is faxing me his bio.
4. She will easily be able to boost numbers -- but I told her to hold off until Mwituu takes a look at the site.
5. She told me she's been having anxiety dreams about this event for the past month, and admitted to being a control freak -- unprompted, I assure you.
6. Mwituu and I spoke and I gave him a heads up on PG. He's on top of it.

Every time I get off the phone with her I feel like I need to catch my breath.

4/14 Call

Roll

Site

(Hona
312-744-2477

Program

312-744-2769

- Tour
- Speaking
- Reading

Substance

- what announcing

- check on report

- Glink - add announcements

Multilingual & donated first 5,000 books

- Sister Sheila, Maggie Daley,
Sarah Peng → expansion to
city clinics

- Chicago Tribune Clinics

Audience

- adults

- children

→ Press - - who calls press?

(No) Paper - 1 pager

(No) Briefing

→ Diane -- advance to look at site?

↳ Lynn Shulte.

↳ Michelle Schiele - Dir. of Dev. 312-702-4767

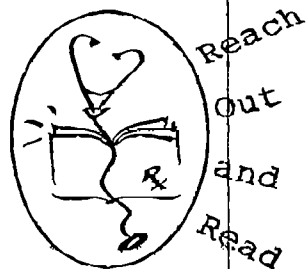
Rick Solomon

→ Political - Members of Congress | Electeds

01/13/1998 10:59

6175347557

PAGE 02



Barry Zuckerman, M.D.
Professor and Chairman of
Pediatrics
Boston Medical Center
Founding Director
Reach Out and Read

ROR National Staff

Perri Klass, M.D.
Medical Director

Christina Angell
Nancy Berman
Pat Covron, R.N.
Elaine Grossman, M.Ed.
Abby Jewkes, Ed.M.
Matthew Veno
Kate Williams

REACH OUT AND READ (ROR) PROGRESS

- | | | |
|-----|----|---------|
| 213 | 43 | 600,000 |
|-----|----|---------|
- 180 Reach Out and Read sites in 39 states serving over 500,000 children
 - 2 million books have been distributed to 1 million children at hospitals, health centers, and pediatric offices throughout the United States
 - 4,000 pediatricians and nurse practitioners have been trained in early literacy development
 - ROR National Center has provided over \$550,000 in grants to beginning ROR programs since 1996
 - ROR was spotlighted by President Clinton's America Reads Challenge
 - Scholastic has donated 125,000 books
 - First Book has donated 100,000 books and devised a discounted book ordering system for all ROR sites, involving 13 publishers
 - Bantam Doubleday has donated 107,000 books
 - Candlewick Press has donated 5,000 books
 - Random House Children's Publishers has donated 30,000 books
 - Reader's Digest has donated 3,500 books
 - Shaw's Supermarkets has donated 25,000 books
 - American Booksellers Association distributed 200,000 free copies of Read To Your Bunny to families via independent bookstores and donated remaining books from their convention in May
 - Contributions from Mrs. Clinton's "It Takes A Village" Foundation and the Paul Newman Foundation
 - Dreyfus awarded funding to a New York City hospital, which served as a matching grant
 - Ronald McDonald House Charities awarded funding for books to ROR and First Book
 - Mellon Trust awarded funding for expansion to 25,000 children at Boston health centers
 - Hasbro Foundation awarded funding for expansion to 17,000 children in Alabama
 - Rhode Island Foundation awarded funding for expansion in Rhode Island hospitals and health centers
 - Harris Foundation awarded \$110,000 to date for Chicago city-wide expansion
 - Casey Foundation awarded \$50,000 for Baltimore city-wide expansion
 - State-wide expansions are also underway in Texas and South Carolina
 - ROR programs in NYC have formed the first ROR City-Wide Coalition
 - Training session by ROR and plenary session by Barry Zuckerman, MD at the American Academy of Pediatrics Annual Meeting in November
 - Partnership with National Association of Community Health Centers to bring ROR to its 900 health centers; we are currently working to secure AmeriCorps*VISTA volunteers to serve in 100 ROR programs
 - National Association of Children's Hospitals and Related Institutions sent information on ROR to all its members; 21 are ROR sites and over 40 have requested additional information on the program
 - ROR is working with Reading Is Fundamental on a collaborative state-wide project
 - ROR is working with the Boston Public Library to develop volunteer training and on-site library card distribution
 - Mrs. Clinton has kicked-off ROR programs in Baltimore, Chicago, and Washington, DC

1/13/98

facsimile
TRANSMITTAL

to: Jennifer Klein, White House Scheduling Office
fax #: 202-456-2878
re: January 14, 1998 Meeting with Pat Cowan
date: January 13, 1998
pages: 11, including this cover sheet.

For some reason, my fax to Pat Cowan did not reach her before she left her office to go to Washington to meet with you regarding Reach Out and Read and the possibility of the First Lady kicking off the Chicago citywide ROR effort this upcoming April. I have taken the liberty of faxing you the background information on Chicago's program and have also tried to fax it to Pat at her home. Please bring these materials with you to your meeting tomorrow.

If you do not receive the entire fax or need additional information, I can be reached at 312-621-0564. Thank you and I look forward to working with you.

From the desk of...

Phyllis Glink
Program Officer
The Harris Foundation
2 North LaSalle Street
Chicago, Illinois 60602

312-621-0564
Fax: 312-621-0984

interoffice

MEMORANDUM

to: Pat Cowan, National Reach Out and Read Coordinator
from: Phyllis Glink, Program Officer, The Harris Foundation, 312-621-0564
subject: Chicago Citywide ROR Effort - First Lady Hillary Rodham Clinton's Visit
date: January 13, 1998

Attached is an updated report on the status of the Chicago citywide ROR effort including a current list of sites that have already been funded and those that will likely be funded before the First Lady's visit to Chicago. I have also attached a confidential draft summary of the proposed Children's Week. Last week Mayor Daley's sister passed away so he was unable to meet with his staff to officially discuss and approve the plan. However, there is no doubt that the Mayor's Children's Week will take place the week of April 20 - 24, 1998. In addition, there will be a lunch symposium on the status of children in the welfare system on Wednesday, April 22 sponsored by the City of Chicago-Cook County Task Force on Welfare Reform. Since these plans have not been approved, please use this document internally only when talking to the White House.

I would appreciate it if you could ask the First Lady's staff for the date that Mrs. Clinton will be in Chicago that week (if possible) or her top two choices so that the Mayor's staff can select a Literacy Day to coincide with her visit and include it in all of the printed and press materials for the week. It is possible we could combine literacy with child care and arrange for another public site visit or press conference with Mrs. Clinton on that issue as well. I also would like to know what she would like to do in conjunction with ROR (ie: a site visit to a new ROR clinic with opportunities to read to children and hold a press conference, a luncheon to benefit ROR in Chicago....) Finally, I think it would be best if at some point I start to work directly with her staff in order to keep the lines of communication and planning as clear as possible.

I am grateful for your help in coordinating this event and look forward to working with you to make it happen. I am confident that the First Lady will be very pleased with her experience in Chicago in April. If you need any additional information, please call me at 312-621-0564 or fax me at 312-621-0984. I can also be reached by e-mail at pglink@whi.com. Thanks again for your assistance and I look forward to hearing from you after your meeting with the White House staff on January 14, 1998.

xc: Irving B. Harris

interoffice

MEMORANDUM

to: Irving B. Harris, Funding Partners and Other Interested Parties
from: Phyllis Glink, Program Officer, The Harris Foundation, 312-621-0564
subject: Reach Out and Read Chicago Program Update
date: January 13, 1998

As you know, I have been working with Dr. Barry Zuckerman and the National Reach Out and Read Office in Boston to bring ROR to Chicago. Reach Out and Read is an early literacy program centered in pediatric outpatient clinics. Pediatricians or family practitioners use age and culturally appropriate books in their well child visits from birth through age five as a way to track children's development, and to help parents learn about child development and the importance of reading to their children. At the end of each visit, the doctor gives a new book to the family to take home with them, thus creating a home library of at least 12 books by age five. At the same time that the doctors are using books in their clinic visits, volunteers are reading to children in the waiting area, thus serving as models for the parents. An evaluation of this program has demonstrated that all families, but particularly high risk families, benefit tremendously from this program. ROR sites are currently located in almost every state and citywide efforts are taking place in New York, Philadelphia, Baltimore and now, Chicago.

A few months ago, the Harris Foundation agreed to spearhead the effort to bring ROR citywide in Chicago. The Harris Foundation has agreed to spend at least \$100,000 by the year 2000 on ROR programs in Chicago (As of December 31, 1997, we had already surpassed surpass this amount. Our pledge was used to match a challenge from Scholastic Books which resulted in 5,000 books for new programs in Chicago. The Harris Foundation has been designating 500 of these books to the first ten programs established in Chicago in addition to our outright grants.

We decided that we would start by contacting training hospitals since we feel very strongly that pediatric residents should be exposed to ROR and child development programs. The response from the medical community has been very positive and we have had a lot of interest from other sites for the program, such as community based health clinics.

In the last ten months, I have been working with Illinois Masonic, University of Illinois, Children's Memorial Hospital, Cook County Hospital, Rush, Loyola and the University of Chicago. I have also started to meet and have discussions with larger community based clinics including Erie Family Health Centers, West Town Clinic, Grand Boulevard Health Center, Infant Welfare Society and Lawndale Health Center.

On August 15, 1997, the Harris Foundation hosted a citywide ROR training for doctors, nurse practitioners, administrators, volunteers and development officers interested in the ROR program. We had over 110 people at the training and 24 sites represented (a list is enclosed). We also had the endorsement and participation of a number of local literacy organizations and institutions

Irving B. Harris, Funding Partners and Other Interested Parties

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January 13, 1998

dedicated to increasing literacy in Chicago. Since then, funded sites have done their own grand rounds in order to educate the rest of the clinics' staffs.

Attached is an updated list of the status of the Chicago effort including the grants made to date by the Irving B. Harris Foundation in support of ROR. As the list indicates, there are a few ROR programs that have been in existence before our official ROR citywide effort began. In addition, Bethany, Ravenswood and Good Samaritan will also have ROR programs as part of the Healthy Steps demonstration program. The Harris Foundation also supports this intensive developmental pediatric program. Many of the new ROR programs are already up and running. The ROR programs will be located in the outpatient clinics at these hospitals and at their branch clinics. For instance, Bethany will have three or four ROR sites.

We have strongly encouraged each site to also apply to the National ROR Office for start-up funds and to use the National ROR/First Book book ordering system as a way to decrease the cost for books. I believe that all sites that we have funded have received start-up funds from the National ROR office.

THE HARRIS FOUNDATION'S FINANCIAL SUPPORT AND STRATEGY

During my meetings with the various hospitals and community based health clinics, I have made it clear that the Harris Foundation does not intend to fund the entire budget for a ROR program. We feel strongly that a hospital needs to identify resources internally and from a variety of external sources to assure that the ROR program becomes institutionalized over time. It is our strategy to make two year decreasing grants to help the programs get started. These grants will be renewable.

I have told each site that I will work with them to identify other foundations, individuals and corporations that might be interested in making small grants to support ROR programs in Chicago. As the attached list indicates, there are already some foundations that have made grants to the ROR programs and I continue to work to partner with additional foundations. For instance, the Chicago Community Trust will most likely make some small grants to community based clinics as might the Michael Reese Health Trust. Prince Charitable Trusts might consider a grant to Bethany or Cook County Hospital since they are involved with those communities. The Community Memorial Foundation might be interested in funding Loyola Medical Center for the same reason. McCormick Tribune Foundation will not make a grant to ROR at this time since they are focusing on their accreditation of child care centers. However, I have been discussing the possibility of one of the McCormick Tribune Charities adopting this program since they are finalizing their focus and have determined that children and literacy are two priority areas. I have had a few preliminary conversations with the Starbucks Foundation. They have a decentralized system of funding. Each Starbucks site can apply for funds for local projects and staff are encouraged to volunteer. I will continue to discuss how to best involve Starbucks in the Chicago

Irving B. Harris, Funding Partners and Other Interested Parties

Page 3

January 13, 1998

citywide ROR effort. This information is to some degree speculation and certainly the result of informal conversations with my colleagues. It should be considered somewhat confidential.

OTHER ROR DEVELOPMENTS

The Book Sellers Convention donated all of the left over books from the convention to literacy programs in Chicago. These books were distributed to the sites that attended the August 15 ROR training. Bantam Books has recently agreed to donate close to 15,000 remainder books to the Chicago citywide effort. Many of these books are board books which can be given during the first three well child visits. Advocate Health Systems has graciously agreed to store the books for distribution later.

The National Office has also partnered with First Book which will become the central ROR book purchasing for the entire country. This will allow for economies of scale and cheaper books. It is my understanding that First Book has had an initial meeting to set up a Local Advisory Board in Chicago which will ultimately help sites with fund raising, volunteer management and other advocacy. This board will be comprised of local members of the National First Book Board of Directors, regional managers of book stores like Borders, a representative from the Chicago Public Library, possibly a volunteer representative such as the Junior League or Chicago Cares, funders and others interested in literacy. This Local Advisory Board should be formed in the next few months.

I met with Mary Dempsey who heads the Chicago Public Library System and Susan Kidder at Literacy Chicago. They are both interested in partnering with ROR in Chicago. After discussing possible links, we decided to try to put together a packet of information on library services and branch sites, family and adult literacy efforts and programs available through the library and an incentive to go to local branches to get library cards. I will continue to work with Mary, Susan and my other colleagues in literacy in Chicago.

Finally, the Harris Foundation in conjunction with the National ROR Office had invited First Lady Hillary Clinton to come to Chicago to launch the ROR Citywide effort during Mayor Richard Daley's Children's Week, April 20 - 25, 1998. The First Lady is heading the Prescription for Reading Campaign to encourage early literacy and has endorsed the ROR model. It is my understanding that Mrs. Clinton has agreed to come to Chicago. We will arrange whatever type of event she would like, most likely a press conference at one of the new ROR sites. We are excited about the opportunities Mrs. Clinton's visit will create to promote early literacy in Chicago.

REACH OUT AND READ CHICAGO CITYWIDE EFFORT

Pre-Existing ROR Programs in Chicago

Evanston Hospital - Perinatal Family Support Center
LaRabida Children's Hospital has a similar project
Infant Welfare Society, LEER program (Harris Grant - \$10,350)
West Lawndale Health Center

ROR Programs Recently Given Partial Funding by Harris Foundation

Illinois Masonic Hospital (2 year grant, \$10,000 yr. 1 +500 books, 5,000 yr. 2)
University of Illinois Medical Center (2 year grant, \$10,000 yr. 1 +500 books, 5,000 yr. 2)
University of Illinois - Children with Chronic Illness In-patient Clinic - (\$1,500)
Cook County Children's Hospital (2 yr. grant, \$30,000 yr. 1 +500 books, 15,000 yr 2)
Grand Boulevard Health Clinic (\$9,000 +500 books)
Urban League Family Health Center (\$250)
West Town Health Center - Health For Humanities (2 yr. Grant, \$8,000 yr. 1 +500 books, \$5k
yr. 2)
Community Health and Emergency Service (Cairo Illinois) (\$3,190)
Bethany Hospital - Healthy Steps, Advocate (Healthy Steps Grants)
Ravenswood Hospital - Healthy Steps, Advocate (Healthy Steps Grants)
Good Samaritan - Healthy Steps, Advocate (Healthy Steps Grants)

Expected ROR Proposals

University of Chicago Children's Hospital - Friends Outpatient Clinic - (proposal due Jan. 15, 1998)
Children's Memorial Hospital - Uptown Community Health Center
Erie Family Health Centers (five community based centers)
West Lawndale Health Center (already has an early literacy program which will become ROR)
Center for Successful Child Development - The Ounce of Prevention Fund
Loyola Children's Hospital
Evanston Hospital (on-going support)

ROR Preliminary Conversations

Rush Presbyterian St. Lukes

Support Organizations - Literacy Partners

The Chicago Public Libraries
Chicago Children's Museum
Literacy Chicago
American Library Association
U.S. Department of Public Health Services
The Urban League
Advocate Health Systems

Potential Funding Partners

Prince Charitable Trust (possible funding for Cook County)
McCormick Tribune Charities (preliminary discussion)
Chicago Community Trust (preliminary discussion)
Starbucks Foundation (preliminary discussion for a citywide book fund)
Community Memorial Foundation (preliminary conversation)
R. R. Donnelley Foundation (grant to Illinois Masonic)
Comdisco Foundation (Infant Welfare Society)
TJX Foundation (Infant Welfare Society)
Harris Bank Foundation (Infant Welfare Society)
Polk Bros. Foundation
Pritzker Cousins (potential national grant to ROR)
Michael Reese Health Trust

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**DETERMINED TO BE AN
ADMINISTRATIVE MARKING**

INITIALS: W DATE: 04/17/15

WEEK OF THE CHILD - April 20 - 24, 1998

WHY:

There are thousands of educational, social and recreational programs which serve children of all ages throughout Chicago. Although we can not highlight all of these programs individually, we can package these efforts by emphasizing that all the positive things happening in Chicago for children and their families.

Chicagoans — no matter where they work or live — have a responsibility to provide a safe, stimulating environment to foster the growth of our children.

HOW:

To package this effort we will stage a week of children's activities to highlight the accomplishments of children and the many activities and programs available to them throughout Chicago. The Week of the Child will be held during Spring Break in April of 1998 so that children can participate. By coordinating efforts with corporations, foundations, non-profits and government entities we can promote various educational and recreational activities for children and their parents to participate in throughout the city. The kick-off event will be a carnival for children at Navy Pier (a corporate sponsor is being sought for this event).

Each day throughout the week, Mayor Daley will highlight programs based around different policy areas (i.e., child care, health and safety, caregiver resources, education and literacy, the arts and humanities, youth development). The programs chosen may not be new, however they represent model programs, such as youths re-building their communities, or child care programs which encompass early childhood learning and development.

Marketing will occur through brochures which will be distributed to children the week prior through their school, and throughout the City, banners, and in newspapers. Parents can call 312-744-5000 for information on all the week's events.

WHAT:

The Week of the Child will highlight programs and activities throughout Chicago which go on all year round, not just during Spring Break.

The week is not meant to focus only on City funded programs, but instead on the many innovative approaches that are offered to children citywide.

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GOALS:

- Spotlight the valuable work going on throughout Chicago to serve children and youth by the public, private and non-profit sectors;
- Increase awareness of various programs and activities available to children and their families;
- Raise the consciousness of the general public about the importance of early childhood education and its effects on the future success of our children;
- Honor professionals and volunteers who work with children and youth;
- Ensure that Chicago's children, youth and their families have access to activities and programs during the week of Spring Break which are educational and recreational.

Criteria For Programs to be Highlighted by Mayor Daley:

- Innovative/comprehensive approaches
- Opportunities for children to contribute to their community
- Quality programming
- Unique partnerships

Examples of Entities the Week of the Child Will Be Coordinating With:

City Departments:

Chicago Police and Fire Departments
Commission on Human Relations
Department on Aging
Department of Cultural Affairs
Department of Environment
Department of Housing
Department of Human Services
Department of Libraries
Department of Public Health
Mayor's Office of Employment and Training
Mayor's Office for People with Disabilities

City Sister Agencies:

Chicago Park District

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Chicago Public Schools
Chicago Transit Authority

Other Government Agencies:

U.S. Department of Health & Human Services

Overall Children's Policy Groups:

Chapin Hall
City-County Welfare Reform Task Force
Voices for Illinois Children

Early Childhood Policy (ages 0-5):

Chicago Association for the Education of Young Children
Erikson Institute

Foundations:

Chicago Community Trust
Harris Foundation
Joyce Foundation
MacArthur Foundation
McCormick Tribune Foundation
Steans Family Foundation

Child Care:

Christopher House
Day Care Action Council

Children With Special Needs:

Shirley Ryan

Cultural Enrichment:

Chicago Arts Partnership in Education (CAPE)
Chicago Children's Museum
Marwin Foundation
Museums in the Parks
Urban Gateways

Education:

Chicago Archdiocese (in addition to CPS)

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Health:

American Academy of Pediatrics
Children's Memorial Hospital
Cook County Fantan Clinic
Illinois Caucus on Adolescent Health
LaRabida Children's Hospital
Wyler's Children's Hospital

Recreation:

Boys & Girls Clubs of Chicago
YMCA of Metropolitan Chicago

Youth Development:

Chicago Youth Centers
City Year
Public Allies
Youth Guidance