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David Carr -
Miss Spider's New
Carr

CONNECTICUT
WEEKLY

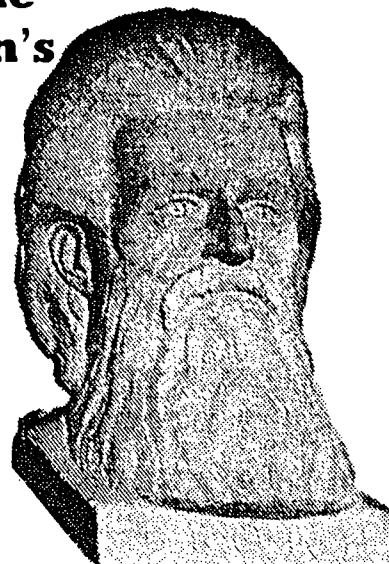
The New York Times

SUNDAY, DECEMBER 1, 1996

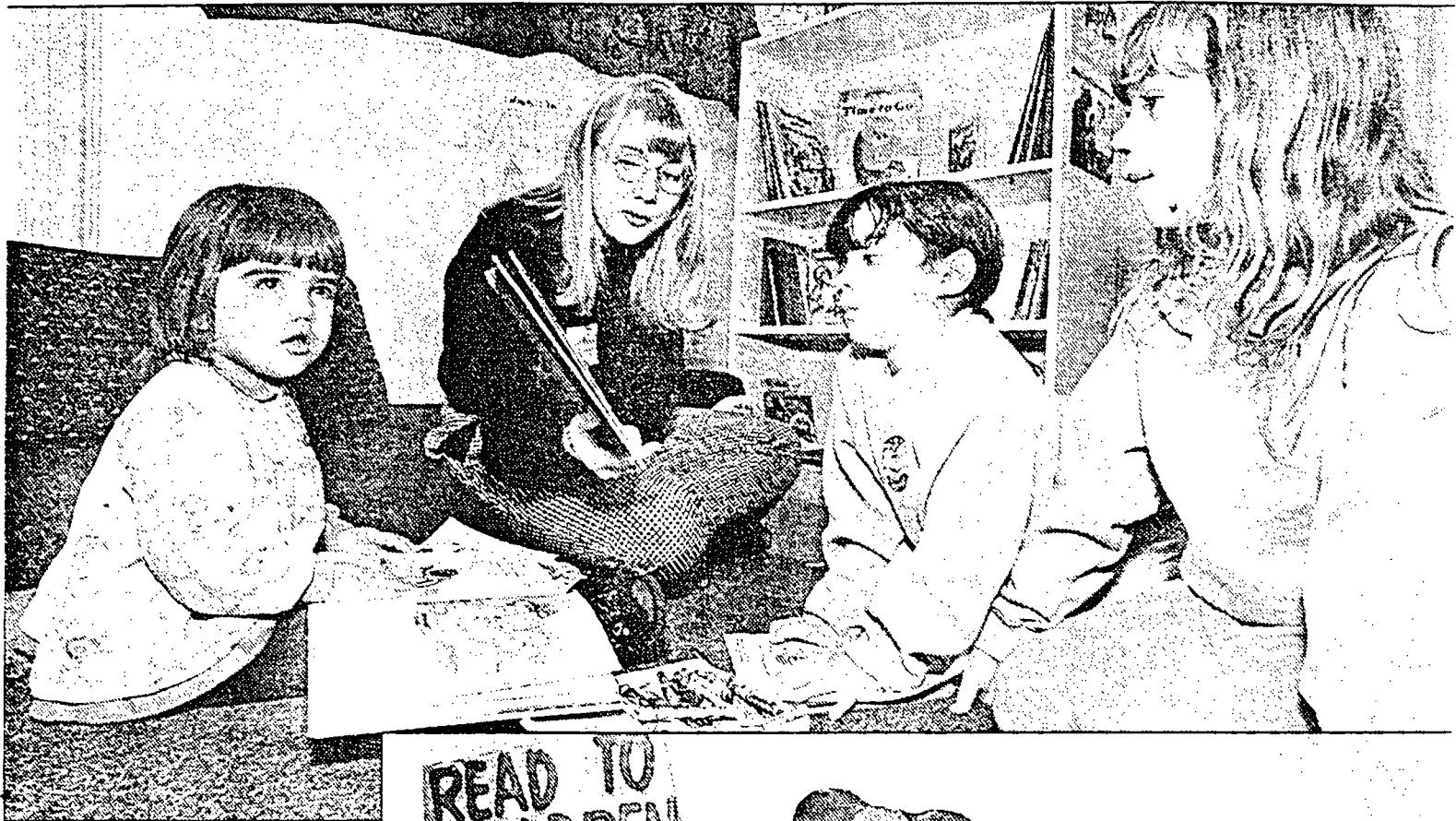
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Adding Reading to the Health Care Plan



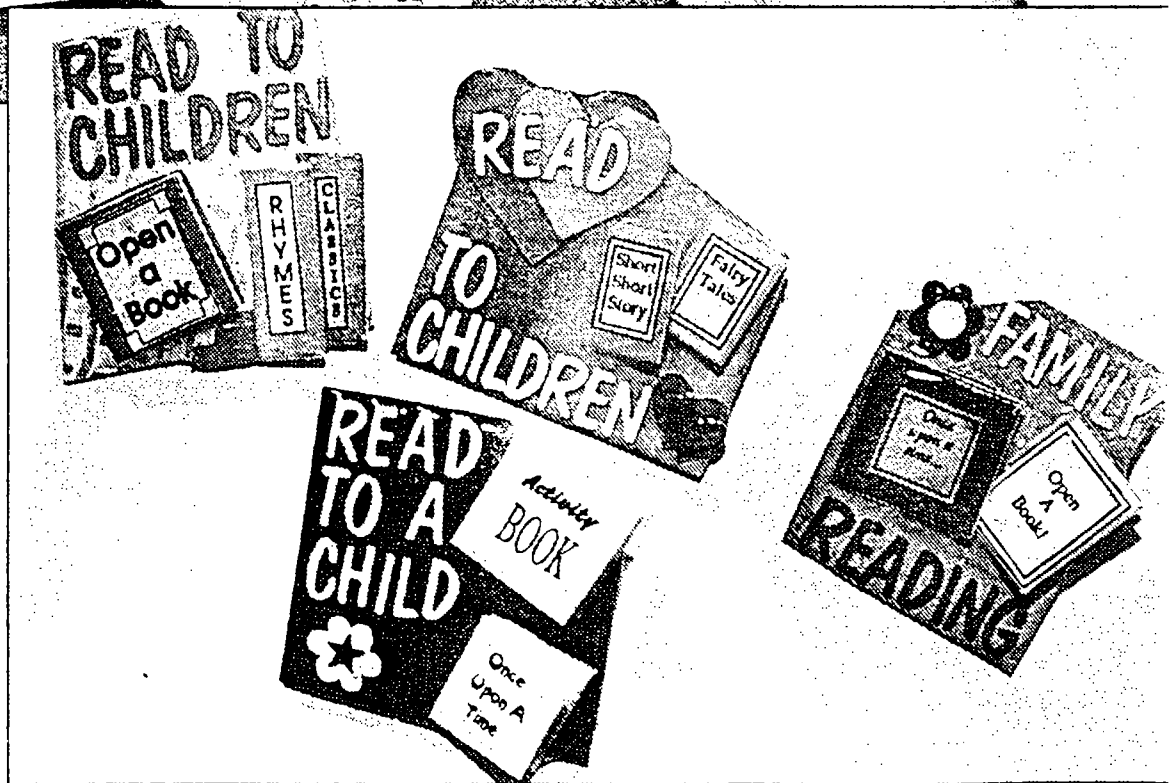
By ALIX BOYLE

ON the premise that you must feed children's minds as well as their bodies, Fair Haven Community Health Center is giving books to its youngest patients to foster a love of reading and help prepare them for school. A quieter waiting room is an added bonus.

Fair Haven is one of New Haven's poorest neighborhoods. For many of the children, the used books they take home from the center's waiting room and the new books they receive as gifts during periodic health checks are the only ones they own. There is not even a bookstore in Fair Haven, said Dr. Laurel Shader, a staff pediatrician and director of the center's Reach Out and Read program.

In a quiet corner of the waiting room, the children delight in hearing stories read to them by volunteers including Yale University students, a neighborhood puppeteer and occasionally a New Haven alderman or two.

On a recent Monday morning, Krystal Nakamura sat on pillows in the clinic's waiting room and read the "The Cat in the Hat" in Spanish to sisters Jennifer and Jessica Ro-



Photographs by Thomas McDonald for The New York Times

At the Fair Haven Community Health Center, Krystal Nakamura gets into books with Erica Martinez, left, and Jessica and Jennifer Roman. The program is Reach Out and Read.

man and Erica Martinez ages 6, 4 and 2. Erica was having her ear checked. Jessica had a stomach ache and Jennifer was along to keep them company. When asked what was her

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

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

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

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

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

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

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

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

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

the survey found.

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

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

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

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

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

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

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

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

DO NOT FORGET THE NEEDIEST!

First Book

1319 F Street, N.W.
Suite 500
Washington, D.C. 20004
Phone (202) 393-1222
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MEMORANDUM

TO: Jennifer Klein cc: Doris Matsui

FROM: Christine Benero
Steve Cohen
Kyle Zimmer

DATE: July 17, 1997

RE: America Reads Project

Thank you for taking the time to meet with us last week regarding the America Reads Challenge. It was exciting to be able to think through with you how we might be helpful in supporting the goals of America Reads and moving the project forward.

As a result of our conversations, we have taken the liberty of drafting a concept paper which outlines how First Book, in partnership with Reading is Fundamental, would propose working within the America Reads framework. We have drafted the proposal using two scenarios, the first targeting 5.4 million children over the next five years, the second 12.3 million children. Obviously there is much room for negotiation between the two.

We would appreciate your feedback on this concept and how we might proceed from here. We are aware Carol Rasco is hosting a briefing on America Reads Monday, July 28th and we are anxious to learn of the status of the initiative at that time.

Thanks again for your willingness to explore these ideas. We look forward to speaking with you again soon.



America Reads First Book and Reading is Fundamental Proposed Demonstration Project

To support the efforts of the America Reads Challenge, First Book and Reading is Fundamental (RIF), two of the country's premiere literacy organizations, propose a five year national, community-based demonstration project that builds on the efforts of existing literacy programs and volunteer tutors.

Two simple observations lie at the core of this proposed demonstration project:

- A recent Boston University study concluded that "for the poorest children, the lack of books may be the most significant barrier to literacy promoting experiences."
- Recent testimony by a variety of witnesses before Representative Bill Goodling's House Committee on Education and the Workforce all underscored one critical need: the need for better teacher training in reading instruction using research-based, phonics-oriented, proven techniques.

Consequently, this national demonstration project will:

- Utilize books to leverage the work of new and existing literacy tutors, teachers, and volunteers across the country; and
- Provide funds for enhanced teacher and tutor training in reading instruction.

These two activities strongly support the goals of the America Reads Challenge. Books empower children and serve as important incentives and motivators for parents, teachers, tutors, and mentors. Research-based teacher training that focuses on phonemic awareness and systematic phonics instruction provides teachers with critical, proven tools to help the most at-risk children.

The Concept: First Book and Reading is Fundamental, in cooperation with other literacy partners, will work in 245 (614) communities across the country over a five year period to provide new books to children in school-based and community-based literacy programs working with volunteer tutors to ensure that children read well and independently by the end of third grade. These same communities will be eligible for phonics-based, teacher training funds.

The Program: In the participating communities, First Book and RIF will work with established local advisory boards to identify existing school-based and community mentoring and tutoring programs serving at-risk children. First Book and RIF will distribute a new book to each child participating in the program each month for 10 months.

These same communities will be eligible to send up to one-third of their existing tutors and K-3 teachers to special local training sessions where research-based, phonics-oriented reading instruction will be taught.

This combination of the commitment of ten books per child and better teacher/tutor training will enrich local literacy programs' efforts to ensure independent reading by the end of third grade. In addition First Book and RIF will expand its efforts to reach homeless children throughout the 245 (614) communities by establishing standing children's libraries in community homeless shelters.

Children Reached: Over the next five years First Book and Reading is Fundamental, as part of the American Reads Challenge, will reach 5.4 million (*12.3 million*) of the hardest to reach children in 245 (614) communities across the country providing them with 25 million (*61 million*) new books.

Project Cost: The majority of funding for this project will be for the purchase of new books and direct teacher/tutor training. At an approximate cost of \$2.75 per book, and \$1000 per teacher trained, which includes the administrative cost of the program, **\$176 million over five years** will be needed for the purchase of 25 million books and 27,000 teachers trained.

The more aggressive scenario costs ***\$410 million for 61 million books, and 72,000 teachers trained, over five years.*** Annual breakdowns are as follows:

Scenario One

Year	Children Served	Communities	Teachers Trained	Book Cost	Training Cost	Total Cost
1	82,000	8	3,272	\$2,249,500	\$1,145,200	\$3,394,700
2	409,000	41	4,180	11,247,500	4,179,980	\$15,427,480
3	818,000	82	4,263	22,495,000	4,263,007	\$26,758,007
4	1,636,000	164	9,960	44,990,000	9,959,948	\$54,949,948
5	2,454,000	245	7,966	67,485,000	7,966,018	\$75,451,018
Total	5,399,000		27,514	\$148,467,000	\$27,515,153	\$175,982,153

Scenario Two

Year	Children Served	Communities	Teachers Trained	Book Cost	Training Cost	Total Cost
1	409,000	41	5,726	11,247,500	\$5,726,000	\$16,973,500
2	818,000	82	3,722	22,495,000	\$3,721,900	\$26,216,900
3	1,636,000	164	10,149	44,990,000	\$10,149,335	\$55,139,335
4	3,272,000	327	19,352	89,980,000	\$19,351,733	\$109,331,733
5	6,135,000	614	33,309	168,712,500	\$33,308,894	\$202,021,394
Total	12,270,000		72,258	337,425,000	\$72,258,861	\$409,683,861

THE WHITE HOUSE

February 4, 1998

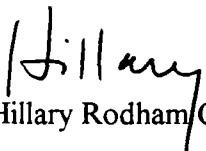
Elaine Grossman
3 Erie Avenue
Newton, Massachusetts 02161

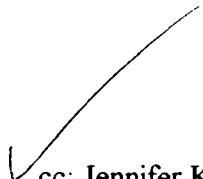
Dear Elaine:

Thank you for your very thoughtful letter and for being such a steadfast friend. Bill and I know that we could not continue the work we do everyday to serve our country without your support for the vision we share of a better life for all Americans. As we endeavor to make that vision a reality, your words of encouragement mean more than I can say.

With gratitude for your friendship and warm personal regards, I remain

Sincerely yours,


Hillary Rodham Clinton


cc: Jennifer Klein

file
Elaine Grossman

Mrs. Hillary Clinton
First Lady
The White House
600 Pennsylvania Avenue
Washington, DC 20006

January 26, 1998

Dear Mrs. Clinton,

I am writing to wish you good luck tomorrow. I heard on the news that you will be appearing on the Today Show, and I will be one of your many supportive listeners.

More importantly, I am looking forward to hearing your proposals for the future of day care in our country. I am currently working in the Reach Out and Read program, so I am acutely aware of the need for early intervention. I am also the previous director of child care for the Department of Social Services in Massachusetts, and a long term day care advocate. I applaud and welcome the leadership you and Mr. Clinton are demonstrating in this area.

I hope you know what a wonderful role model you are for this country. Life is a bumpy road, and you are an inspiration to us all. Your contributions to the work I do have been immeasurable. You contribute to us all through your living example of what it means to be a partner.

Thank you for your leadership and strength and for what I hope will be a return to the work of this administration.

Sincerely,

Elaine R. Grossman

cc: Carolyn
Jen

BARRY S. ZUCKERMAN, M.D.
Chief of Pediatrics
Medical Director
Boston Medical Center



Boston University
School of Medicine

Professor and Chairman
Department of Pediatrics

Associate Dean for Clinical Affairs
Boston University School of Medicine

January 21, 1998

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E-mail: barry.zuckerman@bmc.org

Mrs. Hillary Clinton
Office of the First Lady
The White House
Second Floor, West Wing
Washington, DC 20502

Dear Mrs. Clinton,

I am writing to thank you for your generous gift of \$10,000 from the It Takes a Village Foundation to the Kid's Fund here at Boston Medical Center. As you know, through Reach Out and Read programs around the country, this money will be used to put books into the hands of the children who need them most, the youngest children growing up in the most difficult circumstances. The books you are helping us buy, given by doctors and nurses, will help carry the message of literacy and hope into homes all over America.

In my own experience as a pediatrician, giving out books to young children and talking to parents about the importance of reading aloud, I have learned that once the child enjoys the book, the child will do the asking, and that once the parent sees the child's pleasure, the parent will be moved to read aloud again and again. Thus, getting the books to the children, and helping parents understand how to help their children enjoy them, gives pediatricians a way to translate their concern for their patients' development into direct and joyful parent-child activity. I cannot tell you how much we at Reach Out and Read have appreciated your leadership on this tremendously important issue. The Prescription for Reading Initiative has brought us enormous attention and interest over the past nine months--so much so that we have expanded to more than 200 sites around the country. The collaborations you encouraged when you brought the Initiative together have generated vital working partnerships for us with such organizations as the National Association of Community Health Centers and the National Association of Children's Hospitals and Related Institutions. In addition, as you know from Baltimore and from the plans for Chicago, we have been able to move from single programs to city-wide and state-wide initiatives; we are grateful for your leadership and for the

BOSTON UNIVERSITY MEDICAL CENTER

Boston Medical Center
Boston University School of Medicine
Boston University School of Public Health
Boston University Henry M. Goldman School of Dental Medicine

attention you have drawn to these initiatives, and hope we can continue to count on you to celebrate such remarkable collaborations.

But as we expand, as we reach more children (and we now reach over 600,000), we need more books. And I am therefor additionally delighted to receive your generous gift, and tell you frankly that we will use it to try and generate other gifts from other donors. We have the network in place now, growing all the time, to get books to children, to give advice to parents. I thank you for providing leadership in this area as well, and I look forward to working together in 1998.

Sincerely,

Best wishes for
the new year
Barry

Barry Zuckerman, MD

facsimile
TRANSMITTAL

BOSTON MEDICAL CENTER

Department of Pediatrics at BMC • 617-534-7424 • Fax 617-534-3833

to: Jennifer Klein # pages: 5
fax: (202) 456-2878 phone: _____

from: ☒ Barry Zuckerman, MD
☐ Josh Greenberg, JD
☐ Jessica Slade

☐ Cynthia Fernandes
☐ Melissa Brennan
☐ Rebecca Onie

subject: _____

comments: _____

BOSTON UNIVERSITY MEDICAL CENTER

BARRY S. ZUCKERMAN, MD

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BARRY S. ZUCKERMAN, MD
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January 6, 1998

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Jennifer Klein
Office of the First Lady
The White House

FAX: 202-456-2878

Dear Jennifer:

Happy New Year.

Enclosed is the letter I sent to Mrs. Clinton, in attempt to do something in Boston for Reach Out and Read in December. I would appreciate you help in identifying a date for her to visit Boston to announce our City-wide effort for Reach Out and Read. Enclosed is a New York Times article, if you or Mrs. Clinton haven't already seen it. What do you think about next years idea for donations for children at Christmas time, "just give books".

I'll be writing a letter to thank Hillary for the very special donation to Reach Out and Reach and also wanted to let you know how much it means to me. I would also like her permission to frame and hang up her kind note on the wall. Her support for our efforts is something I am proud to show off. I would also like to request if it is possible to send a signed picture I could hang with it. Thank you for your help.

Sincerely,

A handwritten signature in cursive script that reads "Barry".

Barry S. Zuckerman, MD

A18 NE

FRIDAY, DECEMBER 26, 1997

National Report

The New York Times

Boston Journal

Health Clinic's One Rx for All: Books

By SARA RIMER

BOSTON, Dec.

25 — For those who think television and video games have

dampened children's enthusiasm for books, a visit to the pediatrics clinic at the Boston Medical Center is instructive.

In the waiting room on Tuesday, a 5-year-old girl named Nada Maoumoud was looking at the pictures in Charles M. Schulz's "It's the First Day of School."

DeShaun Cash, 7, was reading aloud from "The Very Hungry Caterpillar."

Mariano Neris, 7, was holding tightly to "Circus!"

Pat Cowan, who directs the clinic's volunteer readers, was reading "Bedtime for Frances," about a hedgehog, to Uju Obejebi, a 4-year-old girl from Nigeria in a pink Barney jacket.

The chief of pediatrics, Dr. Barry Zuckerman, was showing the pictures in a miniature version of "The 12 Days of Christmas" to 9-month-old Tanya Brown. A smiling Tanya took the book from the doctor, and stuck it in her mouth.

Dr. Zuckerman beamed. His mission is to get children to love books, and reading. Chewing on them is one way to get started.

Nine years ago, Dr. Zuckerman and his colleagues were bringing their children's books from home into the clinic for the young patients to look at in the waiting room.

Then one of the doctors complained. "He said some of the parents and children were taking the books home," Dr. Zuckerman recalled. "I said, 'Great!'"

He decided to start giving books to the children who visited the clinic, which serves Boston's poor families. And so Reach Out and Read was born. The national program, cited as the model for the reading initiative the White House began last spring, makes books a part of pediatric primary care.

Starting at 6 months and continuing until age 5, children are given one new book at each checkup. By the time they start school, they own at least 10 books, a library that costs all of about \$30.

"Where can you get a better bargain than that?" said Dr. Zuckerman, a founder of Reach Out and Read, which is part of Read Boston, a citywide effort to insure that by third grade all children are reading at grade level.

Reach Out and Read, which relies on money from private foundations,



Ed Quinn for The New York Times

Dr. Barry Zuckerman dispenses free books and a love of reading to his young patients at the pediatric clinic of Boston Medical Center. The program he helped found has been cited as a national model.

gave away more than half a million books around the country last year. The books are crucial for children from poor neighborhoods, where bookstores and libraries are scarce and, Dr. Zuckerman says, "families don't have a lot of discretionary income for books."

In addition, many of the parents were not read to as children, and often they do not have the habit of reading aloud to their children. The pediatricians introduced the ritual by "prescribing" reading aloud.

"Given a choice, most kids would rather be with a parent reading a book than watching TV," said Dr. Zuckerman, who still has the biography of Buffalo Bill he won in a grade-school reading contest.

Carmelo Rivera, 11, who had come to the clinic with her 2-year-old sister, Ingrid, agreed. "You get more things in your brain by reading books," said Carmelo, whose personal favorite is "The Little Mermaid."

A 1985 study by the National Commission on Literacy found that reading aloud to children when they were young was the single most important tool in helping them learn to read.

More recent research has shown that stimulation, like reading aloud, is crucial to brain development in the early years.

The publishing industry has been slow to catch on, but this year several publishers have given thousands of remainder books to Reach Out and Read. Stacked on a table in the middle of the waiting room were beautiful new books.

More books lined the medicine cabinets of each doctor's office. The doctors make the books a part of the checkup. The idea is that literacy is as important to children as immunization and good nutrition.

"It's not about teaching the alphabet," said Dr. Zuckerman, a nationally known children's advocate. "It's about sharing books, and having books becoming familiar objects."

Alarmed by the rising tide of consumerism, with children barraged by television advertisements for toys, their parents may not be able to afford, he said he wanted to start a movement in children's gift-giving for next Christmas. He already has the slogan, "Just give books."

BARRY S. ZUCKERMAN, M.D.
Chief of Pediatrics
Medical Director
 Boston Medical Center



Boston University
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Professor and Chairman
 Department of Pediatrics

Associate Dean for Clinical Affairs
 Boston University School of Medicine

November 05, 1997

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Hillary Clinton
Office of the First Lady
The White House
Second Floor, West Wing
Washington, DC 20502

Dear Mrs. Clinton,

Thank you for supporting and promoting the Reach Out and Read Program as part of your national initiative, Prescription for Reading. The partnership you pulled together is expanding and we are implementing city and statewide pediatric literacy programs around the country instead of scattered individual sites. You attended the Baltimore kick-off (where you appeared with their Mayor and Dr. Perri Klass at the University of Maryland), but we have similar initiatives at one or another stage of implementation in Chicago, Vermont, Texas, Pittsburgh, Indiana, Alabama, Kansas City, New York, regions of California and Florida and many others.

In Boston we are now ready to expand Prescription for Reading/Reach Out and Read to all twenty-six health centers and four pediatric hospital clinics. The Mellon Bank and Minute Maid Orange Juice are funding this effort and the Reach Out and Read National Center will train the pediatricians. The Boston Celtics, in conjunction with high school students, are also involved, through our NBA volunteer initiative, TEAM UP. Mayor Menino and I would like to invite you to a kick-off event for this citywide effort, which is part of the Mayor's Read Boston Initiative. We will schedule this event at your convenience. Jon Jennings told me you would be in town for the Team Harmony event on December 9 and I wonder whether it is possible to couple this visit with a Prescription for Reading/Reach Out and Read launch.

Thank you for your continued support and interest. Your leadership, your example and your message are bringing us closer and closer to our goal: that by the year 2,000 giving out books and literacy guidance to parents, will be as routine for pediatricians as giving immunizations.

BOSTON UNIVERSITY MEDICAL CENTER

Boston Medical Center
 Boston University School of Medicine
 Boston University School of Public Health
 Boston University School of Nursing

I have initiated a discussion with Kaiser Permanente about implementing Reach Out and Read for all of their sites nationally. David Lawrence, MD, the CEO, will work with me to obtain books, as part of a package, with each vaccine pharmaceutical companies sell to Kaiser. If this happens we may reach our goal before the year 2,000.

Thank you for your continued support.

Sincerely,

Barry Zuckerman, MD

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

Talking Points

[Acknowledgments: **Mayor Schmoke**; **Dr. David Ramsay**, President, University of Maryland at Baltimore; **Dr. Donald Wilson**, Dean, University of Maryland School of Medicine; **Dr. Morton Rapoport**, President and CEO, University of Maryland Medical System; **Dr. Michael Berman**, Professor and Chairman, Department of Pediatrics, University of Maryland School of Medicine, Maryland's Hospital for Children.]

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

- In an event at the White House in April, I had the privilege of announcing the Prescription for Reading Partnership-- a national campaign to put books in the hands of parents who bring their young children to the doctor, and to get doctors to prescribe daily reading. The partnership-- which we are launching today in Baltimore-- challenges communities across the country to bring together pediatricians, hospitals, health centers, book publishers, libraries and literacy organizations to encourage and enable parents to read to their children on a regular basis.
- The National Partnership has already secured more than a quarter of a million books to be distributed through health clinics around the country and commitments to train pediatricians and health centers to prescribe reading and provide books to hundreds of thousands of children.
- Baltimore is a city that reads. Your efforts to work provide every child in Baltimore with a strong foundation to thrive in a new century serves as a model for cities all across the country.
- I know that there are already many institutions in Baltimore doing wonderful things to encourage reading. For example, the Greenspring Pediatric Association at Sinai Hospital has been training medical residents on the role that health professionals play in reading. Beginning today, all of the participating hospitals in Baltimore will adopt the program.
- And today, we are joined by David Kirk, author of *Miss Spider's New Car*, which he and I will read to some of Baltimore's youngest citizens in just a few minutes.

**Pediatric Medicine
700 W. Lombard Street
Baltimore, Maryland 21201
Fax: 410-706-0653**

Fax Transmittal

To: Jennifer Klein Date: 6-10-97

Attention: _____

Fax#: 202-456-5542

From: Virginia Keane Pages: 4
including this cover sheet

Subject: _____

COMMENTS:

I am delighted to be able to host the kick-off for the Baltimore *Prescription* Partnership to ~~prescribe reading to infants and toddlers~~ and to welcome *for Reading* you, Mayor Schموke, Dr. Klass, (Mr. Kirk) and Mrs. Clinton to the University of Maryland Pediatric Ambulatory Center.

Pediatricians around the country were excited to learn that the simple steps prescribed by the Reach Out and Read program could help make reading a part of children's lives.

Now, with the leadership of Reach Out and Read, and the support of the Annie E Casey Foundation, First Book, and Scholastic Publishing, Baltimore has been selected as the Showcase City for the first regional Reach Out and Read Program. Funding has allowed Baltimore to form a partnership from the Pediatric community, the literacy community, and the business community, with coordination by Barbara Squires of the Baltimore City Health Department's Healthy Start Program.

Our Pediatric partners include the Bayview CAP Program, The Druid Health Center, The East Baltimore Medical Center, The Hopkins Harriet Lane Clinic, The Matilda Koval Center, Sinai Hospital's Greenspring Pediatrics, St Agnes Pediatrics, Total Health Care, and Park West Medical Center, as well as the University of Maryland's Pediatric Ambulatory Center. Each will start a volunteer reading program, train doctors and nurses to encourage reading, and receive Reach Out and Read money to purchase books to give to their young patients.

Our other partners, such as the Maryland Academy of Pediatrics, Baltimore Reads, Ready at Five, The Midatlantic Primary Care

Association, The Baltimore Public Schools, and Enoch Pratt Free Library will join us in sharing tasks such as recruitment and training of volunteers, fund raising, book ordering and public relations so that we can provide this program to many thousands of Baltimore's children.

The Baltimore steering committee is confident that this partnership will expand. It seems you need only mention the Reach Out and Read Program and volunteers appear.

That certainly has been the case here at the University of Maryland at Baltimore. Our program is just getting started and already we have had residents, staff, students and faculty, as well as our Chairman Dr. Michael Berman offering to help. We have received shipments of donated new books from Random House and Scholastic Publishing which we will be giving to our patients. We have had many "gently used" books donated by the Pediatric Ambulatory Center physicians and staff for use on our waiting room, , and a donation of over one hundred books collected by Kenneth Mallott and Alex Helsand, children of two faculty members. Of course , we had lots of help from all of our staff for this kickoff event. With volunteerism like this we can't wait to participate in the regional training, and formally get our program off the ground.

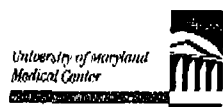
President and Mrs. Clinton are committed to improving the lives of children. They understand the importance of reading to children from the earliest age. The Baltimore Partnership would not have occurred without the challenge of the President and the First Lady to create a national effort urging pediatricians to prescribe reading to their youngest patients. Their initiative has ^{inspired} resulted in cities like Baltimore and National organizations like the Academy of Pediatrics to begin early literacy efforts.

Mrs. Clinton, we are honored by your commitment to children and by your presence here today. Thank you for being in Baltimore to launch the ~~First Regional Reach Out and Read Program~~. It is my pleasure to introduce Hillary Rodham Clinton.

*Prescription for
Reading
Partnership*

Later

Mrs. Clinton, on behalf of the Baltimore Healthy Start Program I would like to present you with a copy of *Shades Of Beauty*, a newly published children's book written by Cinnamon Brown, a Healthy Start staff member, and with a Maryland's Hospital for Children sweat shirt for each member of your family.



6-5709

**UNIVERSITY OF MARYLAND
SCHOOL OF MEDICINE**

2nd Floor, Western Health Center
700 West Lombard Street
Baltimore, Maryland 21201-1091
410 706-3076
FAX: 410 706-8163

DEPARTMENT OF PEDIATRICS
Office of Administration

To: Jaycee Pribulsky FAX: 202-456-5340
White House

From: Tamara Calkins
Public Affairs - 410-706-3076

Re: Dignitaries for recognition by the First Lady

**Pediatric Ambulatory Center
University of Maryland Medical Center**

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

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

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

Michael A. Berman, M.D.
Professor and Chairman
Department of Pediatrics
University of Maryland School of Medicine
Maryland's Hospital for Children

Tyson Tildon, Ph.D.
Associate Dean for Research and
Graduate Studies
University of Maryland School of Medicine
President, Baltimore City School Board

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

MEDICAL DIR,

6-2492

FAX**COVER****CITY OF BALTIMORE**

KURT L. SCHMOKE, Mayor

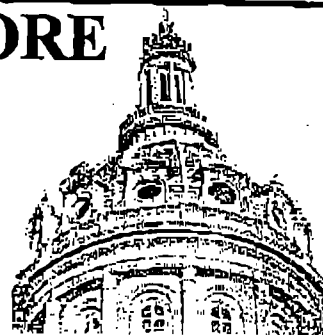
OFFICE OF THE MAYOR

250 City Hall

Baltimore, Maryland 21202

Fax Number: (410) 396-9568

Email: Mayor@epfl2.epflbalto.org


Baltimore
Facts About...
America's City of Firsts

As part of Baltimore's 200th Anniversary, the Baltimore Bicentennial Committee is celebrating "Baltimore: America's City of Firsts." The Committee is now compiling a list of world, North American and United States of America FIRSTS which took place in our great City.

Did you know of these "Baltimore Firsts":

ENTERTAINMENT: First Black Musical on Broadway written by James Hubert (Eubie) Blake - *Shuffle Along* (1921)

MEDIA AND PUBLISHING: First Sunday Newspaper in America was published - *Monitor* - (1796)

MEDICINE: First Dental College in the World - *Baltimore College of Dental Surgery* - (1840)

RELIGION: First Roman Catholic Seminary in the U.S. - *St. Mary's Seminary* - (1791)

Date: June 9, 1997To: Jennifer KleinFax Number: 202-456-9412Number of Pages (including cover sheet): From: Barbara Bastick-KentPhone Number: 410-396-3815Comments: Mayor Schموke's
Greetings

The information transmitted with this cover sheet is intended only for the personal use of the recipient(s) named above. If you are not a designated recipient, or an employee or agent responsible for delivering the message to a designated recipient, you are hereby notified that you have received this communication in error and that any use, distribution, or copying of this communication is strictly prohibited. If you have received this communication in error, please notify us immediately by telephone.

TALKING POINTS BY MAYOR KURT L. SCHMOKE

PREPARED BY CHRISTY MACY

Reach Out and Read Announcement**University of Maryland Pediatric Ambulatory Center****Tuesday, June 10, 1997 at 3 p.m.**

1. IT IS A GREAT HONOR AND PRIVILEGE TO WELCOME THE FIRST LADY, HILLARY RODHAM CLINTON, TO THE CITY OF BALTIMORE AND TO THE UNIVERSITY OF MARYLAND.
2. SHE IS HERE TODAY TO SPOTLIGHT A NEW NATIONAL READING PROGRAM THAT WE ARE IMPLEMENTING IN BALTIMORE, AND WHICH I KNOW IS CLOSE TO THE FIRST LADY'S HEART. IT'S CALLED THE REACH OUT AND READ PROGRAM, AIMED AT PROMOTING READING TO CHILDREN FROM THE EARLIEST MOMENTS IN THEIR LIVES. THIS INITIATIVE IS A MAJOR BOOST TO BALTIMORE'S COMMITMENT TO LITERACY -- WHICH SEEKS TO SERVE PEOPLE AT ALL AGES, AND AT ALL LEVELS OF ACHIEVEMENT. *prescription for Reading Partnership lead by BOR*
3. WHEN I CAME INTO OFFICE SOME NINE YEARS AGO, I SAID THAT IT WOULD MAKE ME PROUDEST IF ONE DAY IT COULD SIMPLY BE SAID OF BALTIMORE THAT THIS IS "THE CITY THAT READS." AND I THINK WE'VE MADE SOME SIGNIFICANT PROGRESS TOWARD THIS GOAL.
4. WE STARTED OUR CITYWIDE LITERACY CAMPAIGN IN 1988, WHEN WE ESTABLISHED THE NON-PROFIT BALTIMORE READS, AND THE QUASI-GOVERNMENTAL PARTNER, THE BALTIMORE CITY LITERACY CORPORATION. TOGETHER, THEY HAVE WORKED IN TANDEM TO DEVELOP AND EXPAND OPPORTUNITIES FOR TRAINING ADULTS WITH POOR LITERACY SKILLS.

Reach out and Read Announcement, page 2

5. AND WE'RE PROUD OF OUR PROGRESS. OVER THE YEARS, WE'VE EXPANDED SERVICES TO MORE THAN 45,000 ADULTS THROUGH 30 COMMUNITY-BASED LITERACY ORGANIZATIONS. THAT'S A HUGE JUMP. IN 1988, THE CITY SERVED ABOUT 2500 LOW LITERACY ADULTS. TODAY, WE SERVE 7500 ANNUALLY -- WITH A NEW FOCUS ON HELPING PEOPLE MAKE THE TRANSITION FROM WELFARE TO WORK. WE'VE BEEN ABLE TO MAKE THIS KIND OF PROGRESS THANKS TO THE INVALUABLE SUPPORT OF OUR PARTNERS IN BOTH THE PUBLIC AND PRIVATE SECTORS.

6. WE'RE ALSO DEVELOPING OPPORTUNITIES TO IMPROVE FAMILY LITERACY. BALTIMORE READS OPERATES AN AMERICORPS PROGRAM THAT WAS ONE OF THE PROTOTYPES FOR THE DEVELOPMENT OF PRESIDENT CLINTON'S AMERICA READS PROGRAM.

7. BY IMPLEMENTING THIS NEW REACH OUT AND READ INITIATIVE IN BALTIMORE, WE ARE FURTHER EXPANDING OUR LITERACY CAMPAIGN -- THIS TIME TO BENEFIT OUR YOUNGEST CITIZENS. THROUGH THESE NEW PARTNERSHIPS WITH PEDIATRIC CLINICS AND PEDIATRICIANS ACROSS THE CITY, WE'RE TRYING TO MAKE READING TO CHILDREN AN INTEGRAL PART OF RAISING HEALTHY, HAPPY CHILDREN -- AS IMPORTANT AS A GOOD DIET AND A LOT OF CUDDLING.

8. IT IS PARTICULARLY APPROPRIATE THAT THE FIRST LADY IS HERE TODAY TO CELEBRATE THIS NEW PROGRAM IN BALTIMORE. HER LIFE'S WORK AND PASSION HAVE BEEN TO IMPROVE THE WELL-BEING OF FAMILIES AND CHILDREN, AND SHE'S ALSO BECOME A MOST POWERFUL AND ARTICULATE ADVOCATE FOR LITERACY. MOST RECENTLY, SHE HAS HELPED PUBLICIZE THE EXTRAORDINARY IMPORTANCE OF THE QUALITY OF CARE DURING THOSE

Reach Out and Read Announcement, page 3

FIRST THREE YEARS OF A CHILD'S LIFE -- INCLUDING THE SIMPLE ACT OF READING TO A CHILD.

9. BEFORE I INTRODUCE DR. PERRI KCLASS, WHO HAS BEEN SUCH A GUIDING SPIRIT BEHIND THIS NATIONAL PROJECT, I WANT TO ACKNOWLEDGE AND THANK THE MANY PEDIATRIC CLINICS AND CITY AGENCIES WHO HAVE COME TOGETHER AS PARTNERS TO MAKE THIS PROGRAM SO EFFECTIVE. THANKS TO YOUR EFFORTS, BALTIMORE IS THE FIRST CITY IN THE NATION TO SPONSOR A CITY-WIDE, COORDINATED REACH OUT AND READ PROGRAM. APPRECIATION ALSO TO THE PROGRAM'S MANY SUPPORTERS, WHICH INCLUDE BALTIMORE HEALTHY START, THE ENOCH PRATT FREE LIBRARY, THE MARYLAND CHAPTER OF THE AMERICAN ACADEMY OF PEDIATRICS, AND BALTIMORE READS. MANY THANKS ALSO TO THE ANNIE E. CASEY FOUNDATION, FOR ITS INVALUABLE FINANCIAL SUPPORT.

10. NOW, I HAVE THE HONOR OF INTRODUCING DR. PERRI KCLASS, THE MEDICAL DIRECTOR OF REACH OUT AND READ AT THE BOSTON MEDICAL CENTER. SHE'S A PEDIATRICIAN, A PROFESSOR, AN ACCOMPLISHED AUTHOR, AND A LEADING EXPERT ON LITERACY DEVELOPMENT. THROUGH HER PIONEERING WORK ON THIS PROGRAM, DR. KCLASS HAS BEEN ABLE TO INTEGRATE HER COMMITMENT TO HEALTH CARE OF YOUNG CHILDREN WITH HER PASSION FOR BOOKS, STORIES, AND THE WRITTEN WORD. IT'S A GREAT PLEASURE TO HAVE HER WITH US TODAY.

#####

KLS:CHM:chm:hillary

6/9/97

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

Talking Points

[Acknowledgments: ~~Mayor Schmoke, Dr. Perri Klass, Reach out and Read, The Annie E. Casey Foundation represented by Tony Cippolone [chip-uh-loan], whose generous support has made this partnership possible in Baltimore, Steve Cohen, Scholastic Publishing and Christine Benero, First Book, who have been such important partners in our efforts to 'prescribe reading'; all the wonderful institutions in Baltimore where the program is being started; and David Kirk and Nicholas Callaway for sharing Miss Spider's New Car with us today.~~]

- I am delighted to be back in Baltimore. During my visit in September, I received a bumper sticker and pin declaring Baltimore 'the city that reads'. So I am very pleased to be here today to further the tradition of reading in the City of Baltimore and help launch the Reach Out and Read Partnership.
- We are beginning to understand just how important reading is to a child's emotional and cognitive development. We now know that a baby's brain is a work in progress. And that brain, like the baby's body, needs to be nourished through activities with parents or caregivers like reading books, singing songs and telling bedtime stories. These activities actually help the baby's brain grow and strengthen emotional bonds.
- There are few things that I believe could make a more dramatic difference over the next ten years in this country than to persuade parents of all educational and economic levels to take this mission of reading and talking with their young babies seriously.
- In an event at the White House in April, I had the privilege of announcing a national effort to give America's children the tools they need to achieve their God-given potential-- the Prescription for Reading Partnership. The partnership-- which we are launching today in Baltimore-- challenges communities across the country to bring together pediatricians, hospitals, health centers, book publishers, libraries and literacy organizations to encourage and enable parents to read to their children on a regular basis.
- The National Partnership has already secured more than a quarter of a million books to be distributed through health clinics around the country and commitments to train pediatricians and health centers to prescribe reading and provide books to hundreds of thousands of children.

Annie E. Casey

America's
Academy
of
Ped.

America Reads
Don't have to read
well

Doctors
role

In April
we

- In Baltimore, Sinai Hospital has been training residents on the role medical professionals play in reading; after today's event, all of the participating hospitals in Baltimore will adopt the program.
- Baltimore is a city that reads. Your efforts to work provide every child in Baltimore with a strong foundation to thrive in a new century serves as a model for cities all across the country to 'Reach Out and Read'.
- Connection to David Kirk



210 Guilford Ave., 2nd Floor
Baltimore, MD 21202-2418

Phone #: 396-7318
FAX #: 547-9018

FAX TRANSMITTAL

DATE: 6-9-97

TO: Jennifer Klein

COMPANY: _____

FAX #: 202 456 ~~5452~~ 9412

FROM: Barbara Linn

SUBJECT: _____

PAGES ~~2~~ 5 INCLUDING COVER

REPLY: ☐ Urgent! Forward Immediately
☐ Please Reply
☐ Call Upon Receipt

☐ For your Review
☐ No Reply Needed
☐ Other _____

COMMENTS: _____

**Interim Attendance List - ROR event on 6-10-97
as of 12 noon, 6-9-97**

**Kurt L. Schmoke
Mayor, City of Baltimore**

**Barbara Bostick-Hunt
Assistant to the Mayor**

**Jay Baker
Mayor's photographer**

**Sarah Garrett
Mayor's office**

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

**Elias Dorsey
Deputy Commissioner of Health
Baltimore City Health Department**

**Thomas P. Coyle
Assistant Commissioner
Baltimore City Health Department**

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

**Donald Wilson
Dean, University of Maryland School of Medicine**

**Michael A. Berman, M.D.
Chairman, Dept. of Pediatrics
University of Maryland**

**Tyson Tildon
Professor, Dept. of Pediatrics
University of Maryland**

**Nancy Grasmick
Maryland Superintendent of Schools**

Marianne Felice
Professor of Pediatrics
University of Maryland

Morton Rappaport
President
University of Maryland Medical Systems

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

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

Pat Sokolov,
University of Maryland at Baltimore

Dr. Ramsey
University of Maryland

Kenneth Mallott & Alex Helsand
youth coordinators of PAC Book Drive

Steve Cohen
Managing Director, Scholastic Books

Alan Cohen
Scholastic Books

Nicholas Calloway
Partner of David Kirk

David Kirk
Author

Pat Cowan
Boston Reach Out and Read Coordinator

Perri Klass, M.D.
Medical Director, Boston Reach Out and Read

Christine Benere
CEO, First Book

Tony Cippolone
Annie E. Casey Foundation

Lisa Tate
National Association of Children's Hospitals

Heather Neblatt & newborn daughter Camille
Baltimore Medical Systems

Deborah Taylor
Enoch Pratt Free Library

Carla Hayden, Ph.D.
Director, Enoch Pratt Free Library

Mary Ashe
Child Life Specialist
Hopkins Harriet Lane Pediatric Clinic

John Andrews, M.D.
Hopkins Harriet Lane Pediatric Clinic

Dan Hawkins
Mid-Atlantic Primary Care Assn.

Shannon Wright
Reach Out and Read Site Coordinator
East Baltimore Medical Center

Barbara Burns
Reach Out and Read Coordinator
St. Agnes Hospital

Michael Burke, M.D.
Chairman, Dept. of Pediatrics
St. Agnes Hospital

Delores Smith
Druid Family Health Center

Dawn Breon
Johns Hopkins Bayview Medical Center

Lisa Blaney
Total Health Care

Preston Reed
Park West Medical Center

Allan Bennet
Executive Director, Park West Medical Center

Rhonda Friedman
Baltimore City Public Schools

Rebecca Hartman
Greenspring Pediatric Assn., Sinai Hospital

Oscar Taube, M.D.
Chairman, Dept. Of Pediatrics
Greenspring Pediatric Assn., Sinai Hospital

Charlene Uhl
Executive Director
Ready At Five Partnership

Bobbi Seabolt
Executive Director
American Academy of Pediatrics, Maryland Chapter

Maggi Gaines
Executive Director
Baltimore Reads

Anne London
Executive Director
Maryland State HIPPIY Network

Pediatric Medicine
700 W. Lombard Street
Baltimore, Maryland 21201
Fax: 410-706-0653

Fax TransmittalTo: Jennifer KleinDate: 6-9-97

Attention: _____

Fax#: (202) 456-9412From: Barbara AguirrePages: 3

including this cover sheet

Subject: _____

COMMENTS:

Information on City's literacy efforts (you had asked
for this for Mrs. Clinton's remarks). Sorry it
took so long to get. Call me at my pager
410-934-8427 if you have any questions.

Baltimore Reads, Inc.

Baltimore Reads, Inc., a nonprofit organization created in 1988 works in public-private partnership to ensure that all adults in Baltimore have access to quality literacy services.

Baltimore Reads:

- Provides support services and resources to 34 providers citywide.
- Established and operates the Ripken Learning Center, a model adult literacy program.
- Established and operates innovative in-school family literacy programs to get students reading at grade level and promote lifelong educational success.

Creating Solutions

Baltimore Reads works on many fronts to provide the resources necessary to serve adult learners in Baltimore.

Since 1988, Baltimore Reads has:

- Increased number of city literacy programs from 6 to 34.
- Served over 45,000 adult learners in Baltimore.
- Raised over \$12 million for literacy with an average of 84% of all dollars going directly to services for learners.
- Collected and redistributed 350,000 new and gently-used books to low-income families through the Baltimore Reads Book Bank.
- Distributed \$500,000 to city literacy providers.
- Distributed 200 used computers to providers.
- Referred 4,800 learners and 1,000 volunteer tutors through the Baltimore Reads Hotline (410/576-READ).
- Established 18 internship/job partnerships with area employers.
- Moved 60% of 1996/97 Ripken Center students off welfare and into jobs or internships.

V. Baltimore Reads Background and Purpose



Baltimore Reads, Inc., works in partnership with government, business, and public agencies to effectively address the needs of under-educated adults and their families. Over 200,000 adults in Baltimore lack the basic literacy skills to function independently. Baltimore Reads provides and supports learning opportunities for adults to become self-sufficient and active participants in the community.

- Since its inception in 1988, Baltimore Reads has increased literacy services available to adults in Baltimore City. The network of providers has grown from six programs to 34 programs, serving 7,000 adult learners annually. A total of 45,000 learners have been served over the last eight years.
- Baltimore Reads currently operates two literacy centers: The Ripken Learning Center and the Jonestown Family Learning Program.
- The Baltimore Reads Ripken Learning Center initiated a job training and placement program. In three months 22 learners have been placed in internships. Over the course of a year, 40 learners have been employed.
- Baltimore Reads offers umbrella and support services including financial, technical, planning, and curriculum assistance as well as training and collaborative opportunities to Baltimore literacy providers.
- Baltimore Reads manages the Baltimore Reads Book Bank. Since December 1992, this program has collected and redistributed over 300,000 new and gently used books to low-income families.
- In fiscal year 1996, Baltimore Reads collected and redistributed over 60 used computers for free distribution to various literacy programs. Additionally, Baltimore Reads provides technical support and training to facilitate the use of computers with adult learners.
- Baltimore Reads houses an information and referral hotline for adult learners and volunteers. In fiscal year 1996, the hotline referred over 968 learners and 60 volunteers to literacy programs.
- In 1996 Baltimore Reads was again awarded an AmeriCorps grant as part of the ENABLE partnership to expand its school-based literacy intervention program to first graders and their families.

Baltimore Reads: Where Learning Goes To Work

Baltimore Reads, Inc.
5 East Read Street
Baltimore, Maryland 21202
(410) 752-3595

Maryland 's Hospital for Children and the Department of Pediatrics at the University of Maryland provides comprehensive care to children in our local neighborhoods and outstanding specialty care and in patient services to children from the state and midatlantic region. Child health services, including primary care, neonatology, intensive care and a full range of subspecialty services are provided by our attending physicians, who are all faculty of the University of Maryland School of Medicine. Medical students and residents receive outstanding training in the care of children from our faculty in our many facilities. The department maintains an active research program.

The Pediatric Ambulatory Center is the major primary care practice for the Department of Pediatrics. For thirty years the PAC has been providing comprehensive care to some of Baltimore's most needy children. Each year we care for about 7,000 children at 21,000 visits. Our patients reflect the neighborhood where we are located. Ninety percent of our patients are African American, and most of the rest are white. Seventy five percent of our patients are insured through Medicaid, and about 20% are "Grey Zone", i.e. children whose parents work but who do not have health insurance. We receive Title V funding through the Baltimore City Health Department to assist in providing care to Grey Zone children. We have also been the recipients of Healthy Start funds and SSI case management funds, which help us to care for our complex and difficult to reach patients. Our center is also a hub for pediatric primary care training and research.

Dr. Virginia Keane has been the Medical Director of the Pediatric Ambulatory Center since 1990. An Associate Professor of Pediatrics, she is a graduate of the City College of New York School of Biomedical Education and the State University of New York at Buffalo. She received her residency training at the University of Maryland and completed a Robert Wood Johnson General Academic Pediatrics fellowship at the Johns Hopkins Hospital. She joined the faculty at the University of Maryland in 1987. Her research interests include high

risk behaviors and immunizations. Her clinical interest is in care of urban children with complex medical and social problems, and in integrating health care services for poor families. Under her leadership services provided at the PAC have expanded to include WIC and Medicaid eligibility. She serves as a consultant on various issues to the State of Maryland Health Department, the Baltimore City Health Department, is on the State WIC Advisory Board, and is an active member of the local Chapter of the Academy of Pediatrics. She is currently involved in implementing the transition to managed care under Maryland Medicaid 1115 waiver. She is a recent recipient of a Reach Out and Read grant. She lives in a three generation household, including her father, her husband and her two sons, ages seven and ten.



Renaissance Harbor Place Hotel

One Boston Medical Center Place
Boston, MA 02118-2393

FAX TRANSMITTAL

To: Jennifer Klein	From: Peni Kless
Company: White House	
Telephone:	Telephone: 617 534 3696
Fax: 202 456-2878	Fax: 617 534 3690

Number of Pages (including cover): 2

Message: ^{Outline of my remarks —}
I will be in and out of
my office this afternoon —
leave me a message with
connects (I'm happy to make charges —

Thanks

Peni

Perri Klass, M.D.--Baltimore, 10 June 1997

(Goodnight Moon?)

INTRO--

last week I saw a mother with a six-month-old and an eighteen-month-old (at NHC in Boston)

how excited to see Baltimore collaborating on this city-wide initiative
we at Reach Out and Read very pleased to see our model put into operation on this scale, thanks to
continuing support of Annie E. Casey Foundation, Scholastic, and the continued leadership of the First
Lady and the Prescription For Reading Initiative

IMPORTANCE OF READING

what are we learning about language and brain development in the early years of life?

critical that all the complex neuronal connections
get made

all those connections happen in response to stimulation
to noise, and language, and faces and the rich fascinating world as it comes into focus

IMPORTANCE OF PEDIATRICIANS

as pediatricians, we see children over and over during the first years of life (shots!)

we are the first professionals trained in child development that parents see regularly, before school, before
Head Start, before preschool

we are in alliance with parents to help their children grow up healthy and happy
and so, if we make reading our business, we link it to nutrition, to safety, to the prevention of illness--to
essential vital issues in the lives of young children

often find myself saying, have to talk to babies or they don't learn to talk
and the truth is, more and more we understand that this is also true with written language, with literacy:
children need to grow up around books, need to grow up with written language, to be ready to learn to read
specific cognitive steps--but also, liking books, loving books and book-time

REACH OUT AND READ

Reach Out and Read takes advantage of those many pediatric visits in the early years of life

takes advantage of that relationship that exists between parents and provider

Reach Out and Read developed nine years ago at BCH, collaboration between pediatricians and early
childhood educators (Robert Needlman, Barry Zuckerman, Kathleen Fitzgerald Rice)--the program has 3
components, all of which will be operating here and at other centers in Baltimore

--volunteer readers in the waiting rooms

--advice from the pediatrician or nurse-practitioner as part of the check-up

--and at every check-up from six months to five years, give a book

by kindergarten, ten children's books in the home

studies now show that when parents are asked to name their child's favorite activities, or to recall everything
they've done with their child in the last 24 hours, parents who received a book at the last visit are more
likely to mention books and reading

in one study, parents receiving AFDC were 4 to 8 times as likely to mention reading with their
children if they had received a book at a previous visit

peditricians love giving out the books (as opposed to the ever more numerous shots)

the children love getting them

the boy who needed the stitches

come in and they ask, are you going to give me a book today

when I give a book, feel I am saying to the parent, I believe your child can learn, can succeed in school--I
believe your child can grow up to be a reader,

and I believe that you can help your child grow up to love books

with the support of the First Lady, the city of Baltimore is making a grand gesture of faith towards parents
and children-- Reach Out and Read is proud to be a part of it.

More on

HRC--

wouldn't

have happened

if HRC hadn't

called for . . .

Intro Dr. Virginia Keane

I am ecstatic to be able to host the kick-off for the Baltimore ~~area Reach Out and Read Program~~, and to welcome you, Mayor Schmoke, Dr. Klass and Mrs. Clinton to the University of Maryland Pediatric Ambulatory Center.

Partnership to
Prescribe Reading
to Infants
and
Toddlers

Dr. Klass's work shows that pediatricians can positively impact on family reading and early childhood literacy. Now she is spreading this work throughout the country. As a joint initiative of Reach Out and Read and the Annie E Casey Foundation, Baltimore has been selected as the Showcase City for the first regional Reach Out and Read Program. Their funding has allowed Baltimore to form a partnership from the Pediatric community, the literacy community, such as the Enoch Pratt Free Library, Baltimore Reads and Ready at Five, and the business community, with coordination by Barbara Squires of the Baltimore City Health Department's Healthy Start program. Our health care partners, who include the Bayview CAP Program, The Druid Health Center, The East Baltimore Medical Center, The Hopkins Harriet Lane Clinic, The Matilda Koval Center, Sinai Hospital's Greenspring Pediatrics, St Agnes Pediatrics, Total Health Care, and Park West Medical Center, as well as the University of Maryland's Pediatric Ambulatory Center will receive Reach Out and Read money to purchase books to give to our young patients. The partners have agreed to share tasks such as recruitment and training of volunteers, fund raising, book ordering and public relations so that we can efficiently and effectively provide this program to many, many of Baltimore's children.

The Baltimore steering committee is confident that this partnership will expand, as it seems you need only mention the

With the leadership

The Univ. of Maryland and our partners across Baltimore are excited to be part of this partnership. The Reach Out and Read Model, with the support has formed a partnership among

Reach Out and Read Program and volunteers come racing to offer their assistance.

That certainly has been the case here at the University of Maryland at Baltimore. Our program is just getting started and already we have had residents, staff, students and faculty, as well as our Chairman Dr. Michael Berman offering to help with reading, fund raising and book drives. We have received shipments of donated new books from Random House and Scholastic Publishing which we will be giving to our patients at their well child visits birth to age five. We have had lots of donated "gently used" books which we will use in our waiting room and give to older children. We can't wait to begin our volunteer training and formally get our program off the ground.

I know that President and Mrs. Clinton are committed to improving the lives of children. They understand the importance of ~~early childhood literacy, and want to promote early reading, and the Reach Out and Read program.~~ Mrs. Clinton, we are honored by your commitment to children and by your presence here today. Thank you for being in Baltimore to launch the Reach Out and Read Program. It is my pleasure to introduce Hillary Rodham Clinton.

to children
at the
earliest
age.

Baltimore
Partnership.

Mrs. Clinton, on behalf of the Baltimore Healthy Start Program I would like to present you with a copy of *Shades Of Beauty*, a newly published children's book written by a Healthy Start staff member, and with these Maryland's Hospital for Children sweat shirts for each member of your family.

This Partnership would not have been possible w/out the commitment of the First Lady.

The First Lady announced this challenge for the an effort on this scale in January.

called creation of scale in January.

By April, she had announced a national Partnership to promote reading.

The American Academy

- 7

BALTIMORE KICK-OFF ATTENDEES

1. Johns Hopkins Children's Center
 John Andrews, MD *Instructor in Pediatrics*
~~George Dover, MD~~
~~Terry Metcalf, MD~~
 Mary Ash, Senior Child Life Specialist *started at Hopkins*
~~Marissa Ladinsky M.D.~~ ~~Barbara Duffy M.D.~~
 2. St. Agnes Hospital
 Michael Burke, MD, *Chief of Pediatrics*
 Barbara Burns, Onsite Coordinator
 3. University of Maryland Pediatric Ambulatory Center
 Virginia Keane, MD
 Beth Wendlinger, Pediatric Coordinator
 4. Sinai Hospital of Baltimore
 Rebecca Hartman, LICSW
 Oscar M. Taube, MD ?
 5. East Baltimore Medical Center
 Pasquale Bernardi, MD *Med. Director ROR ?*
~~Shanessa Wright - On site Coordinator ROR~~
 6. Matilda Koval Health Center
 Heather Neblett, MD *Med Director ROR*
~~Annette Snyder - On site Coordinator ROR~~
 7. Johns Hopkins Bayview Medical Center
 Dawn Breon, Child Case Management Supervisor
 Lauren Jansson, MD ?
 8. Park West Medical Center
 Allen S. Bennett, MD *Medical Director ROR*
 Preston Reed, Community Affairs Liason
 9. Druid Family Health Center
~~Karen Nelson, MD~~
~~Vanessa Cullens, MD~~
 Delores Smith, Early Childhood Education Specialist
- Enoch Pratt Free Library
 Robert Rieffel
 Deborah Taylor

City of Baltimore

Mayor Kurt Schmoke

Peter Beilenson, Commissioner of Health

Thomas Coyle, Assistant Commissioner of Maternal and Infant Care

Executive Director of Baltimore Healthy Start Program

Barbara Squires, Director of Policy, Baltimore Healthy Start Program

Maggie Gaines, Executive Director, Baltimore Reads

Daniel Hawkins, Mid-Atlantic Association of Community Health Centers

Boston Medical Center~~Barry Zuckerman, MD, Chief and Chairman, Department of Pediatrics
Medical Director, Boston Medical Center~~

Perri Klass, MD, Medical Director, Reach Out and Read

Patricia Cowan, RN, National Program Coordinator, Reach Out and Read

First Book

Christine Benero, Chief Executive Officer

Annie E. Casey Foundation Tony CippoloneScholastic, Inc. Alan Cohen, ~~Maureen Sager~~, Steve Cohen, Managing
Director

Childrens Author - David Kirk

American Academy of Pediatrics - Robert Henneman M.D.
Joel Alpert, Pres. Elect of AAP

National Association of Childrens Hospitals - Lisa Tate

~~American Booksellers - Oren Teicher~~~~Association of American Publishers - Judy Platt~~

Ready at Five Partners - Charlene Uhl

Hippy - Anne London

June 4, 1997

To: Pat Cowan

From: Rob Rieffel

re: Reach out and Read Kickoff.

Pat,

Here is the approved line for the Pratt Library:

"The Enoch Pratt Free Library looks forward to the opportunity to reinforce the interaction between parent, child and reading by integrating library services such as library card registration and ongoing children's reading activities, into the "Reach Out And Read" program. The Library enthusiastically anticipates an active partnership with the organizations involved in this important project."

Let me know as the details are worked out. Good luck.

R. Rieffel

*City wide
library*

210 Guilford Ave., 2nd Floor
Baltimore, MD 21202-3418

Phone #: 396-7318

FAX #: 547-9018

FAX TRANSMITTAL

DATE: 6-9-97TO: Rebecca May → Jennifer Klein

COMPANY: _____

FAX #: (202) 456-²²³⁹~~3073~~FROM: Barbara SpinaSUBJECT: Reach Out + Read EventPAGES 36 INCLUDING COVERREPLY: ☐ Urgent! Forward Immediately
☐ Please Reply
☐ Call Upon Receipt☐ For your Review
☐ No Reply Needed
☐ Other _____COMMENTS: Materials

- ① paragraph on use of residents + their training in literacy at one of our ROR sites (Sinai) - Jennifer asked for this
- ② background on Univ. of MD site + Virginia Keane's bio
- ③ general background on Baltimore's ROR program + partners in case you need it.

Greenspring Pediatric Associates, the Pediatric Outpatient Department of Sinai Hospital of Baltimore, strongly encourages childhood literacy, not only by providing a Reach Out and Read Program, but also by training the doctors of the future in literacy promotion. Pediatric residents receive training in early literacy development and in how to assist parents in encouraging children to read. Pediatric residents also receive training from Baltimore's Enoch Pratt Public Library. They learn how to read to children, and are introduced to some of the outstanding books in early childhood literature. This program of pediatric resident training insures that Greenspring Pediatric Associates' and Sinai Hospital's literacy promotion efforts will be disseminated to communities throughout the country, as pediatricians go into practice after their residency is completed.

Maryland's Hospital for Children and the Department of Pediatrics at the University of Maryland provides comprehensive care to children in our local neighborhoods and outstanding specialty care and inpatient services to children from the state and midatlantic region. Child health services, including primary care, neonatology, intensive care and a full range of subspecialty services are provided by our attending physicians, who are all faculty of the University of Maryland School of Medicine. Medical students and residents receive outstanding training in the care of children from our faculty in our many facilities. The department maintains an active research program.

The Pediatric Ambulatory Center is the major primary care practice for the Department of Pediatrics. For thirty years the PAC has been providing comprehensive care to some of Baltimore's most needy children. Each year we care for about 7,000 children at 21,000 visits. Our patients reflect the neighborhood where we are located. Ninety percent of our patients are African American, and most of the rest are white. Seventy five percent of our patients are insured through Medicaid, and about 20% are "Grey Zone", i.e. children whose parents work but who do not have health insurance. We receive Title V funding through the Baltimore City Health Department to assist in providing care to Grey Zone children. We have also been the recipients of Healthy Start funds and SSI case management funds, which help us to care for our complex and difficult to reach patients. Our center is also a hub for pediatric primary care training and research.

Dr. Virginia Keane has been the Medical Director of the Pediatric Ambulatory Center since 1990. An Associate Professor of Pediatrics, she is a graduate of the City College of New York School of Biomedical Education and the State University of New York at Buffalo. She received her residency training at the University of Maryland and completed a Robert Wood Johnson General Academic Pediatrics fellowship at the Johns Hopkins Hospital. She joined the faculty at the University of Maryland in 1987. Her research interests include high

risk behaviors and immunizations. Her clinical interest is in care of urban children with complex medical and social problems, and in integrating health care services for poor families. Under her leadership services provided at the PAC have expanded to include WIC and Medicaid eligibility. She serves as a consultant on various issues to the State of Maryland Health Department, the Baltimore City Health Department, is on the State WIC Advisory Board, and is an active member of the local Chapter of the Academy of Pediatrics. She is currently involved in implementing the transition to managed care under Maryland Medicaid 1115 waiver. She is a recent recipient of a Reach Out and Read grant. She lives in a three generation household, including her father, her husband and her two sons, ages seven and ten.

Baltimore's Coordinated Reach Out and Read Initiative

With funds from the Annie E. Casey Foundation, the Reach Out and Read (ROR) Program, developed by the Boston City Hospital, is sponsoring a coordinated Reach Out and Read Initiative in Baltimore City. While ROR has funded pediatric clinical sites around the United States to implement this highly successful pediatric early literacy program, the initiative in Baltimore represents the first effort to sponsor a city-wide coordinated ROR Program anywhere in the country.

In Baltimore, a number of pediatric clinics, as well as other agencies, have come together to form both a Reach Out and Read Partners Group, and a Reach Out and Read Steering Committee, to guide this initiative to implementation. The Partners Group is made up of all the participating and interested organizations (see attached list) including the pediatric sites; Baltimore Healthy Start; the Enoch Pratt Free Library; the Ready At Five Partnership; the Maryland Chapter of the American Academy of Pediatrics; the Mid-Atlantic Primary Care Association; and Baltimore Reads. The smaller Steering Committee is meeting regularly to work out arrangements for joint training of staff from the various clinical sites, for coordinated book ordering, and for coordinated volunteer development. The Steering Committee will also pursue additional funding and book donations to carry this project beyond the initial grant from the Casey Foundation, and to allow additional pediatric sites to participate.

The ROR project in Baltimore is being coordinated by Baltimore Healthy Start, Inc., a private non-profit corporation developed by the Baltimore City Health Department. Healthy Start is implementing the federally-funded infant mortality reduction project, as well as the Carnegie Corporation's Starting Points Initiative to promote the healthy development of families with children ages 0-3. ROR's goal to promote reading to children from the earliest age is a natural fit into both of Healthy Start's initiatives. Other participants on the Partners Group, such as the Pratt Library and the Ready At Five Partnership, are providing additional technical assistance and resources to further enhance the clinics' efforts to successfully implement Reach Out and Read.

With the announcement of the coordinated Baltimore ROR initiative on June 10, 1997 by Hillary Clinton, the Steering Committee is planning to have ROR implemented and underway in the participating pediatric sites by August. Activities now being planned in order to implement the program include the training of clinic staff, the obtaining of age-appropriate books to be given to children ages 0-5 at their well-child visits, and the identification and training of volunteers to read to children in the clinic waiting areas.

The coordinated Baltimore City ROR Initiative is also pleased to have the support of existing national ROR partners, including First Book, and Scholastic, and local literacy initiatives including Baltimore Reads.

Baltimore Reach Out and Read Partners Group

Pediatric Clinics

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

Other Partners

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

TO: Lee Tawney
FROM: Jennifer Klein *JK*
DATE: 6/6/97

Program for Launch of Reach Out and Read in Baltimore:

Remarks

Mayor speaks and intros Dr. Perri Klass, Reach Out and Read (2-3 minutes)
Dr. Klass speaks and intros Dr. Virginia Keane, University of Maryland (2-3 minutes)
Dr. Keane speaks and intros the First Lady (2-3 minutes)
The First Lady speaks (4-5 minutes)

Reading Program

David Kirk and the First Lady read **Miss Spider's New Car** to a group of children.



One Boston Medical Center Place
Boston, MA 02118-2393
Tel: 617 638 8000
Tel: 617 534 5000

Reach Out and Read

Boston Medical Center
1 Boston Medical Center Place
Dowling 5 South
Boston, MA 02118
(617) 534-5701
(617) 534-7557 FAX
Fax Cover Sheet

DATE: 6/3/97

TO: Jennifer Klein

FAX: 202-456-2878

FROM: Pat Cowan

Number of pages including cover sheet:

Message

Hi Jennifer
There may be a few additions to this
such as the names of the Casey Foundation person
& Scholastic person

BALTIMORE KICK-OFF ATTENDEES

Johns Hopkins Children's Center

John Andrews, MD

George Dover, MD

Terry Metcalf, MD

Mary Ash, Senior Child Life Specialist

Barbara Duffy

St. Agnes Hospital

Michael Burke, MD

Barbara Burns, Onsite Coordinator

University of Maryland Pediatric Ambulatory Center

Virginia Keane, MD

Beth Wendlinger, Pediatric Coordinator

Sinai Hospital of Baltimore

Rebecca Hartman, LICSW

Oscar M. Taube, MD

East Baltimore Medical Center

Pasquale Bernardi, MD

Matilda Koval Health Center

Heather Neblett, MD

Annette Snyder

Johns Hopkins Bayview Medical Center

Dawn Breon, Child Case Management Supervisor

Lauren Jansson, MD

Park West Medical Center

Allen S. Bennett, MD

Preston Reed, Community Affairs Liason

Druid Family Health Center

Karen Nelson, MD

Vanessa Cullens, MD

Delores Smith, Early Childhood Education Specialist

Enoch Pratt Free Library

Robert Rieffel

Deborah Taylor

City of Baltimore

Mayor Kurt Schmoke

Peter Beilenson, Commissioner of Health

Thomas Coyle, Assistant Commissioner of Maternal and Infant Care

Executive Director of Baltimore Healthy Start Program

Barbara Squires, Director of Policy, Baltimore Healthy Start Program

Maggie Gaines, Executive Director, Baltimore Reads

Daniel Hawkins, Mid-Atlantic Association of Community Health Centers

Boston Medical Center

~~Barry Zuckerman~~, MD, Chief and Chairman, Department of Pediatrics
Medical Director, Boston Medical Center

Perri Klass, MD, Medical Director, Reach Out and Read

Patricia Cowan, RN, National Program Coordinator, Reach Out and Read

First Book

Christine Benero, Chief Executive Officer

Annie E. Casey Foundation

Scholastic, Inc.

Steve Cohen

Maureen Sager

David Kirk - Miss Spider



One Boston Medical Center Place
Boston, MA 02118-2393
Tel: 617 638 8000
Tel: 617 534 5000

Reach Out and Read

Boston Medical Center
1 Boston Medical Center Place
Dowling 5 South
Boston, MA 02118
(617) 534-5701
(617) 534-7557 FAX
Fax Cover Sheet

DATE: 5/21/97

TO: Jennifer Klein

FAX: 202-456-2878

FROM: Patricia Cowan
617-534-7553

Number of pages including cover sheet: 2

Message

Att'n - Jennifer Klein - here is today's
version of the
Balt. Kick-Off

P.S. Please toss the first one (5/20)

Pat

REACH OUT AND READ BALTIMORE KICK-OFF

June 23, 24, 25, 26 ??

Last time - here
to show success
in immun.

10:00 AM: Annie E. Casey Foundation
701 St. Paul Street

- Introductory Remarks--Representative of AECF (Doug Nelson or Betty King)
- Doug Nelson or Betty King introduces First Lady--Remarks
- First Lady introduces Mayor Kurt Schmoke--Remarks - Baltimore Is A City That Reads
- Doug Nelson or Betty King introduces Barry Zuckerman, MD

(3-4 minutes)--introduction of local collaborators

Speakers

① Mayor

② Head of Hospital

③ Klass - Medical Director
~~Zuckerman~~

④ HRC

Parent of child to be read to ?

--remarks

11:00 AM: Harriet Lane Pediatric Primary Care Clinic
Johns Hopkins Children's Center
600 North Wolfe Street

Millard Fillmore's Wife

Harriet Lane Handbook - -

Pediatric handbook

- Welcome and brief tour of clinic
 - George Dover, MD, Physician-in-Chief, Johns Hopkins Children's Center
 - Janet Serwint, MD, Director, Harriet Lane Pediatric Primary Care Clinic
 - Barry Zuckerman, MD
 - Perri Klass, MD
- Reading to children in clinic registration area--Hillary Rodham Clinton
- Distribution of books to children
 - Hillary Rodham Clinton
 - George Dover, MD
 - Janet Sewint, MD
 - Barry Zuckerman, MD
 - Perri Klass, MD

Rosemary Wells -
Read to Your
Bunny
Bookmark.
This book
will be given
free

Another clinic ?

Tommy Kaplan - local author ?

Margaret Wise Brown ?

3:30-4:00 Arrival

1 hour

PUBLIC RELATIONS

**REMSIK-MUELLER
& ASSOCIATES, INC.**

GOVERNMENT AFFAIRS

May 28, 1997

Via Fax: 202-456-2878

Ms. Jennifer Klein
Special Assistant to the President for Domestic Policy
Office of the First Lady
Second Floor West
Washington, DC 20502

Dear Ms. Klein:

I am writing to you on behalf of the Sixteenth Street Community Health Center in Milwaukee, Wis. and Dr. John Bartkowski, the Center's chief executive officer. As I stated during our telephone conversation, the Center is very interested in helping to create awareness of the First Lady's "Prescription for Reading" program. In fact, the Center proposes to work with you and your staff to develop a media event to kick off the program, including a visit by the First Lady to the Center.

The concept of the program was initially presented to Dr. Bartkowski and other health care leaders during a White House briefing on March 24, 1997. As part of the First Lady's initiative, children's books would be delivered to a select number of community-based health centers nationwide and distributed to patients at no cost. This effort focuses on educating children and families who are in need of support, and parallels the Sixteenth Street Community Health Center's mission to help create a better quality of life for the young in a neighborhood that battles the effects of poverty on a daily basis.

That is why holding an event at the Center to introduce the program is a viable option. For instance, in 1996, the Center recorded more than 84,000 patient visits, of which nearly half were under the age of 12. In addition, the Center is located in Milwaukee, the heart of the Midwest, and has been providing health care services to a cultural diverse population for more than 25 years. The Center's emphasis on the welfare of children and community outreach has positioned it as an innovative and national leader in the health care industry.

I will follow up with you on Friday, May 30, or the early part of next week to discuss your interest in working with the Sixteenth Street Community Health Center to develop the "Prescription for Reading" program. In the meantime, if you have any questions, please call me at (414) 390-5500.

Sincerely,



Kathryn Wellner



One Boston Medical Center Place
Boston, MA 02118-2393
Tel: 617 638 8000
Tel: 617 534 5000

Reach Out and Read

Boston Medical Center
1 Boston Medical Center Place
Dowling 5 South
Boston, MA 02118
(617) 534-5701
(617) 534-7557 FAX

Fax Cover Sheet

DATE: 5/20/97
TO: Jennifer Klein
FAX: 202-456-2878
FROM: Patricia Cowan
PHONE: 617-534-7533

Number of pages including cover sheet:

Message

Just choose a date and add or delete
anything. Please excuse all the question marks

Pat

REACH OUT AND READ BALTIMORE KICK-OFF

June 23, 24, 25, 26??

10:00 AM: Annie E. Casey Foundation
701 St. Paul Street

- Introductory Remarks--*Representative of AECF (Betty King, Bill Rust)*
- Introduction of Mayor Kurt Schmoke--?????
- Announcement of Baltimore ROR Sites--*Representative of Reach Out and Read (Barry Zuckerman, MD, Perri Klass, MD)*
St. Agnes Hospital, Johns Hopkins Children's Center, University of Maryland Hospital, Sinai Hospital, Health Centers
- Introduction of The First Lady--?????
- Keynote speaker (?)—*Hillary Rodham Clinton*
- Remarks and introductions of local collaborators—*Mayor Schmoke*
Barbara Squires, Tom Coyle—Baltimore Healthy Start
Daniel Hawkins, Jr.—Mid-Atlantic Association of Community Health Centers
Deborah Taylor, Robert Rieffel—Enoch Pratt Free Library

11:00 AM: Harriet Lane Pediatric Primary Care Clinic
Johns Hopkins Children's Center
600 North Wolfe Street

- Welcome and brief tour of clinic—*George Dover, MD, Physician-in-Chief, Johns Hopkins Children's Center, Janet Serwint, MD, Director, Harriet Lane Pediatric Primary Care Clinic*
- Reading to children in clinic registration area—*Hillary Rodham Clinton*
"Where the Wild Things Are" (?) or a book of her choosing
- Distribution of books to children in clinic—*Hillary Rodham Clinton, George Dover, Janet Serwint*



Patricia Solis-Doyle
04/29/97 03:10:38 PM

Record Type: Record

To: Jennifer L. Klein/OPD/EOP

cc:

Subject: Re: Reach Out and Read

1) Nothing pleases me more than to know that you are taking this over for Pauline. I love that.

2) I did not know that Melanne wants her to do that. In fact, I have no information as to what it is. Can you send me info?

3) July looks bad because of foreign travel. June looks better. Let's talk.

Reach Out and Read

Boston Medical Center
1 Boston Medical Center Place
Dowling 5 South
Boston, MA 02118
(617) 534-5774
(617) 534-7557 FAX

534-7424 (Zuckerman)
534-7553 (Cowan)

Fax Cover Sheet

DATE: 4/23 . 1997

TO: Jennifer Klein

FAX: 202-456-2878

FROM: ~~Elaine Grossman~~ Patricia Cowan Reach Out and Read

Number of pages including cover sheet: 2

Message

Attention - Jennifer Klein

Hi Pauline & Jennifer

Dr Barry Zuckerman and Perri Klass
join me in inviting Mrs Clinton to
Baltimore's Kick off at Johns Hopkins

Pat Cowan



One Boston Medical Center Place

Boston, MA 02118-2393

Tel: 617 638 8000

Tel: 617 534 5000

April 15, 1997

Office of the First Lady
The White House
Second Floor, West Wing
Washington, DC 20502

Dear Mrs. Clinton:

This summer in late June or July, Reach Out and Read, First Book, and the City of Baltimore will be celebrating the city-wide opening of ROR at the Johns Hopkins Children's Center, the University of Maryland Pediatric Ambulatory Center, and Sinai Hospital of Baltimore in partnership with many of the Baltimore neighborhood health centers.

In recognition of the tremendous work you have already conducted in the field of early childhood development, particularly in literacy, we know you will be excited about the partnership of so many organizations so close to home. It would mean so much to us if you could join us for this kick-off celebration. We are hoping to time the date of the kickoff around your schedule.

Sincerely,

A handwritten signature in cursive script that reads "Patricia J. Cowan".

Patricia J. Cowan, RN

National Program Coordinator

Reach Out and Read

FAX**DATE:** Thursday, April 24, 1997**TO:** Pauline Abernathy, The White House**FAX:** 1202 456-7028**FROM:** Steve Cohen**PAGES:** 3**MEMO**

Pauline - Elaine, Christine, and I agreed on these questions and approach. We're faxing them out tomorrow. Enjoy your well-earned vacation. Steve
P.S. Ghost was in Spain, not Portugal

Prescription for Reading Partnership

DATE: April 24, 1997

TO: Partnership Members

FROM: Steve Cohen
Scholastic,
Telephone: 212-343-6586
Fax: 212-343-4803

RE: Strategic Plan Questions

Last week's White House event was a marvelous beginning. Now the hard part: ensuring we achieve the goals that were articulated.

To help make that a reality, I will coordinate putting together the strategic plan.

Game Plan

To begin, I'd like to conduct short, one-on-one (telephone) interviews with each of you. Please take a look at the questions listed below. During the next week I'd like to discuss these issues with each of you individually.

Please call my assistant, Debra Shiau at 212-343-6589 to set up a convenient time to spend (no more than) 15 minutes on the phone with me. Please call her in the next few days so that we can conduct these interviews late next week. (I will be out Monday and Tuesday the 28th and 29th.)

I will then compile the elements, look for synergies, conflicts, opportunities, missing pieces, and circulate a draft to each of you.

The Questions

1. What are the key benchmarks that define your commitment?
2. What are the operational components that must be in place to achieve your commitment?
3. What are the potential barriers, obstacles, problems?

4. What is your timetable and key dates?
5. What are the budgetary requirements, and where is funding coming from?
6. Who else do you need to -- or would you like to -- work with in order to fulfill your commitment?

Please call me with any questions, comments, suggestions, complaints. And please schedule a phone interview with Debra.

Thanks.



One Boston Medical Center Place

Boston, MA 02118-2393

Tel: 617 638 8000

Tel. 617 534 5000

Reach Out and Read

Boston Medical Center

1 Boston Medical Center Place

Dowling 5 South

Boston, MA 02118

(617) 534-5701

(617) 534-7557 FAX

Fax Cover Sheet

DATE: April 25 1997

TO: JENNIFER KLEIN

FAX: 202-456-6244

FROM: Abby Jewkes

Number of pages including cover sheet: 2

Message

Please see attached.



One Boston Medical Center Place
Boston, MA 02118-2393
Tel: 617 638 8000
Tel: 617 534 5000

April 24, 1997

Office of the First Lady
The White House
Second Floor, West Wing
Washington, DC 20502

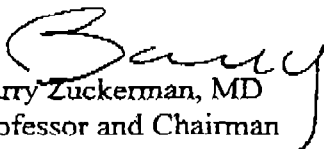
Dear Mrs. Clinton:

Thank you so much for your hospitality last week and for your inspirational words at the launch of the prescription for reading initiative. We at Reach Out and Read are tremendously grateful for the leadership you are providing to bring attention to the role that pediatricians can play in making books and reading part of children's health and health care. We are writing now to ask if you will join us in inaugurating a new partnership in Baltimore which puts the prescription for reading partnership into practice on a dramatic city-wide scale.

This summer in late June or July, Reach Out and Read, First Book, and the City of Baltimore will be celebrating the city-wide opening of ROR at the Johns Hopkins Children's Center, the University of Maryland Pediatric Ambulatory Center, and Sinai Hospital of Baltimore in partnership with many of the Baltimore neighborhood health centers. This unique city-wide collaboration will serve as a model for other large urban initiatives as we continue to work towards our long-term goals of ensuring that all children under five are read to every day, and that all children have access to books.

With the tremendous work you have already conducted in the field of early childhood development, and your inspirational leadership in the prescription for reading partnership, we know you will be excited about this large collaboration so close to home. It would mean so much to us if you could join us for this kick-off celebration. We are hoping to time the date of the kickoff around your schedule.

Sincerely,


Barry Zuckerman, MD
Professor and Chairman
Department of Pediatrics



Perri Klass, MD
Medical Director, Reach Out and Read
Assistant Professor of Pediatrics



One Boston Medical Center Place
Boston, MA 02118-2393
Tel: 617 638 8000
Tel: 617 534 5000

April 21, 1997
Ms. Pauline Abernathy
Acting Special Assistant to the President
The White House
1600 Pennsylvania Ave
Washington, DC 20036

Dear Pauline,

I just wanted to jot off a quick note of thanks and congratulations for your pivotal role in launching the Prescription for Reading. Now the real work will begin, and I am confident that through your efforts, millions of children will have access to books and literacy skill development, who might not have before this initiative.

I believe that it was due to your leadership and vision that meaningful partnerships were formed last week, enabling the fulfillment of the bold commitments made last week. The initial effort last week produced commitments of more than 260,000 books. The Scholastic challenge will continue to stretch contributors' dollars in significant ways, and help to grow this number quickly.

Again, thank you and congratulations.

Sincerely,

A handwritten signature in black ink, appearing to read "Elaine Grossman". The signature is fluid and cursive, with a long horizontal line extending to the right.

Elaine Grossman
Reach Out and Read