

Making Books Part of a Healthy Childhood

SUMMER 2005

NEWS FOR FRIENDS AND SUPPORTERS

Coalition Highlights

On April 23, 2003, Mellon Financial Corporation hosted a reception on behalf of Reach Out and Read (ROR) Greater Philadelphia at The Kimmel Center for the Performing Arts in Philadelphia. This event promoted the newly established Reach Out and Read Greater Philadelphia Coalition and educated many about the ROR mission. It was at this festive evening, that the initial Friends of Reach Out and Read Greater Philadelphia was created.

On June 17, 2004, Sandy Adzick, Anne Hamilton and Margot Sullivan along with the Friends of Reach Out and Read Greater Philadelphia hosted their first benefit for pediatric literacy. We were delighted to have special guest Laura Bush join us for the evening at The Franklin Institute Science Museum in Philadelphia. Mellon Financial Corporation was the premier sponsor

and enthusiastically coordinated the live and silent auction.

The evening was an unquestionable success. With the help of many generous supporters, the event raised \$200,000 for the ROR Greater Philadelphia Coalition.

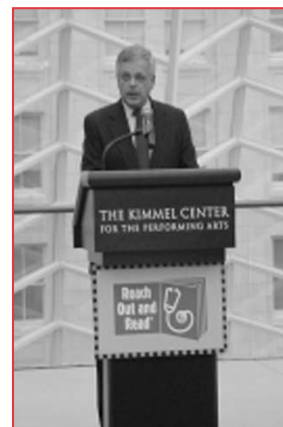


Laura Bush at ROR Greater Philadelphia's fundraiser on June 17, 2004 received a book from Stefon, a 7 year old boy who benefited from ROR at his pediatrician's office.

ROR Greater Philadelphia would like to extend our deepest gratitude to the event co-chairs Sandy, Anne and Margot, the Friends of ROR, all sponsors, donors and volunteers and the Reach Out and Read National Center staff for making this event such a success.

Our next fundraiser will be held on the afternoon of Sunday, September 25, 2005 at Friends School Haverford in Haverford, PA. 'Read and Romp' will be an exciting family event that celebrates reading with interactive storybook stations, book signing by illustrator and author Jane Dyer, and a concert by folk singer John Flynn.

If you or someone you know would like to get involved with Read and Romp, please contact Dr. Kristen Kucharczuk at kucharczuk@email.chop.edu or call ROR Greater Philadelphia at 215-590-5989.



Paul M. Kochis, Friend of ROR and formerly of Mellon Financial Corporation, enlisting Friends of ROR Greater Philadelphia on April 23, 2003.

SAVE THE DATE

'Read and Romp' Fundraiser

Sunday, September 25, 2005
1:00 pm - 4:00 pm
Friends School Haverford
Haverford, PA

For more information
and to purchase tickets:

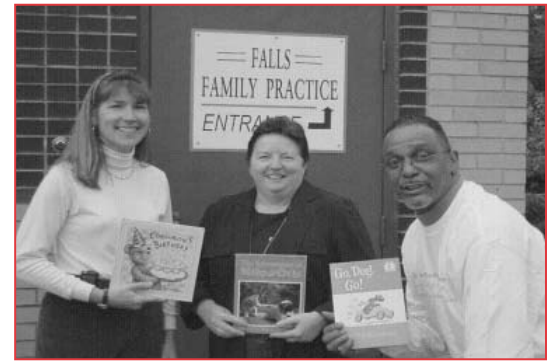
215-590-5989
kucharczuk@email.chop.edu



After a primary care doctor's office applies to ROR National Center and is approved as a ROR site, the site staff need to be trained in the ROR strategies of literacy intervention. Susanna Evans, M.D. (seated with child) is the ROR site medical consultant at new ROR site Montgomery Family Medicine Residency Program. Kristen Kucharczuk, M.D., Ph.D. (seated), a ROR Regional Trainer and a pediatrician at The Children's Hospital of Philadelphia Primary Care Center on Market Street, trained the medical providers and staff.



Dr. Hans Kersten (left), ROR site medical director at St. Christopher's Pediatric Associates Division of Ambulatory Pediatrics, and Dr. Dan Taylor (right), ROR site medical director at St. Chris Care, received over 1,000 books from Cub Scout Pack 422 of Blue Bell, PA.



Cheryl MacDonald, CRNP, (left) formerly of Falls Family Practice and Counseling; Kathryn Johnson, CRNP, Primary Care Director, The Family Practice & Counseling Network; and Wayne Haney of The Family Practice & Counseling Network, showing a few out of thousands of wonderful books donated by Erdenheim Elementary School in Erdenheim, PA.

Thank You to Our Supporters

(Gifts and grants of \$100 and more)

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 St. Christopher's Hospital for Children
 Margot and Phil Sullivan
 Target Stores
 Verizon Foundation
 Flaura Koplin Winston



Members of the Women's Association of Verizon Employees (WAVE) have partnered with ROR programs across the nation. WAVE-Delaware Valley has held Scholastic Book Fairs at 1717 Arch Street, Philadelphia to help support ROR site Philadelphia Department of Public Health Health Care Center #2. Pictured left to right, WAVE volunteers Georgie Collick, Bev Kummerling, Susan Revelle and Ann Cole with customer Marcia Singleton.



Jean (left) was the very first ROR volunteer at The Children's Hospital of Philadelphia. Jean volunteered 6 hours every week for 7 years at The Children's Hospital of Philadelphia Primary Care Center at Cobbs Creek in West Philadelphia. Thank you Jean for your dedication and contributions!



This 9 month old received her book from her pediatrician. The developmental milestones of early literacy for children ages 6-12 months include: reaches for book, puts book to mouth, turns pages with adult help, looks at pictures, vocalizes, pats picture, prefers pictures of faces.

Reach Out and Read Greater Philadelphia Coalition Sites

Abbottsford Family Practice & Counseling
 Ches Penn Health Services
 The Children's Hospital of Philadelphia
 Primary Care Center at Cobbs Creek
 The Children's Hospital of Philadelphia
 Primary Care Center at University City
 The Children's Hospital of Philadelphia
 Primary Care Center in South Philadelphia
 The Children's Hospital of Philadelphia
 Primary Care Center on Market Street
 The Children's Hospital of Philadelphia
 Special Immunology Family Clinic
 duPont at Jefferson
 Eleventh Street Family Health Services
 of Drexel University
 Falls Family Practice & Counseling
 The Health Annex
 Jefferson Family Medicine Associates
 Mercy Suburban Hospital Family Practice Center
 Montgomery Family Medicine Residency Program
 PENN Family Care

Philadelphia Department of Public Health
 Health Care Center #2
 Philadelphia Department of Public Health
 Health Care Center #3
 Philadelphia Department of Public Health
 Health Care Center #4
 Philadelphia Department of Public Health
 Health Care Center #5
 Philadelphia Department of Public Health
 Health Care Center #6
 Philadelphia Department of Public Health
 Health Care Center #9
 Philadelphia Department of Public Health
 Health Care Center #10
 Philadelphia Department of Public Health
 Strawberry Mansion Health Center
 Pottstown Regional Healthcare Network
 Coventry Pediatrics
 St. Christopher's Pediatric Associates Child and
 Adolescent Practice, Center City (St. Chris Care)
 St. Christopher's Pediatric Associates Division
 of Ambulatory Pediatrics
 St Christopher's Pediatric Associates Primary Pediatrics



Reach Out and Read Greater Philadelphia

34th Street and Civic Center Blvd.
Ambulatory, 3535 Market
10th Floor, Suite 1020
Philadelphia, PA 19104-4399

www.reachoutandread.org/cgi-bin/phil.pl

Reach Out and Read Background

ROR Mission Statement

Reach Out and Read (ROR), started at Boston City Hospital in 1989, makes literacy promotion a standard part of pediatric primary care, so that children grow up with books and a love of reading. ROR trains doctors and nurses to advise parents about the importance of reading aloud and to give books to children at pediatric check-ups from six months to five years of age, with a special focus on children growing up in poverty. By building on the unique relationship between parents and medical providers, ROR helps families and communities encourage early literacy skills so children enter school prepared for success in reading (www.reachoutandread.org). Currently, there are 2,337 ROR locations in the nation and 20 ROR Coalitions.

ROR Greater Philadelphia, a Coalition since October 2002, is establishing and

sustaining ROR sites in Southeastern Pennsylvania. ROR Greater Philadelphia includes:

- 27 ROR locations affiliated with 11 healthcare organizations
- 26,000 children in need (ages six months to five years)
- 600 pediatricians, family practitioners, residents and nurse practitioners
- 45,000 new, developmentally and culturally appropriate books prescribed annually
- Wonderful volunteers in the waiting rooms reading aloud and modeling for parents.

ROR Greater Philadelphia is committed to reaching more children and training additional primary care medical providers in the ROR strategies of pediatric literacy intervention.

How to Help Support ROR Greater Philadelphia

Reach Out and Read Greater Philadelphia greatly appreciates your support and relies solely on donations and funding support from schools, community groups, corporations, foundations and individuals to maintain and expand this valuable program. For more information, call **215-590-5989** or log onto www.reachoutandread.org/cgi-bin/phil.pl.