

NEWS FOR FRIENDS AND SUPPORTERS

Read and Romp 2005

The excited shouts of children resounded through the gymnasium of Friends School Haverford on Sunday,



Olivia Saves the Circus
Hans Kersten, M.D.,
ROR site medical director of
St. Christopher's Pediatric
Associates Division of
Ambulatory Pediatrics,
lends a helping hand

September 25, 2005 as area families turned out to enjoy Reach Out and Read (ROR) Greater Philadelphia's first ever Read and Romp. Read and Romp, a unique, storybook-themed family event, was created in Texas by Hailey Etheridge Bechtol, president of Friends of ROR Texas. The event allows children to travel through the

pages of some of their most beloved tales. Children in attendance were given a passport admitting them to interactive storybook stations where enthusiastic volunteers helped them to "pat the bunny", make a mouse a cookie, get their face painted, try finger knitting and create alphabet bookmarks under a *Chicka Chicka Boom Boom* coconut tree. Children and their parents happily munched circus popcorn, alphabet cookies, licorice wands and more as they wandered through a maze of their favorite literary images and characters. Author and illustrator Jane Dyer was on hand throughout the afternoon to sign copies of her books. The



Mystery Book Auction - Purchase a children's book and receive an exciting mystery gift!

afternoon culminated with singing and clapping to the music of local folk singer John Flynn. Tired and happy, families left praising the event as "the most fun fundraiser ever!"



Alphabet fun at *Chicka Chicka Boom Boom*



Book signing by author and illustrator Jane Dyer

Read and Romp benefited from the creativity and enthusiasm of Event Chair Dr. Kristen Kucharczuk of Bryn Mawr, Mystery Book Auction Chair Dr. Tara Berman of Philadelphia, and a dedicated committee of Read and Rompers. "Read and Romp was

an exciting event for everyone", commented Bridget Subak. "My daughter loved seeing the Cat in the Hat and the boys cheered and sang with John Flynn. We felt as if some of our favorite children's books had come to life!"

Volunteers remarked on what a wonderful time they had planning and staffing the event. "I have never been a part of such a fabulous event team," enthused Kristen Kucharczuk. "When the big day rolled around, it was hard to tell who was more animated, the children, the parents or the volunteers! Watching the adults share their love of books with the children underscored what Reach Out and Read (ROR) is all about. Reading to children is not only important, it's fun!"



Did our volunteers have fun or what?!?
Bridget Subak (left), Read and Romp volunteer and longtime Friend of ROR Greater Philadelphia, and Tara Berman, M.D. (right), Mystery Book Auction chair and ROR site medical director of Jefferson-duPont Children's Health Program

continued on page 2

SAVE THE DATE

READ AND ROMP 2007

Sunday, April 22, 2007

Friends School Haverford

For more information & to purchase tickets:

215-590-5989

kucharczuk@email.chop.edu



Wand and hat making at Harry Potter

Read and Romp raised over \$35,000 for Reach Out and Read Greater Philadelphia. A special thanks to all our sponsors and attendees for making this event a marvelous success.

Mark your calendar and gather your friends to join us for our next Read and Romp on Sunday, April 22, 2007!



Warm bunnies to snuggle at Pat the Bunny



You can decorate your cookie and eat it too...
If You Give a Mouse a Cookie!



The Cat in the Hat station - mazes, games, reading and more



Children's concert by folk singer John Flynn

Qaamir and the Camel: ROR's Impact

by Dan Taylor, D.O., St. Christopher's Pediatric Associates
Child and Adolescent Practice

I am always thrilled when I see the names of Myzay and Qaamir on my appointment list. These two brothers have been my patients for their entire lives. I have watched them blossom from colicky infants, to curious toddlers, to confident 2 and 4 year-old boys. Their lives have not always been easy. Like many children, Myzay and Qaamir come from an impoverished household and spend a lot of their time shuttled between their mother and father's homes. Although their lives are unpredictable, there is one constant when they come to visit me for their check-ups. They get a book! Actually, they demand a book. "Where's my book Dr. Taylor?" I was chastised once after not immediately producing Myzay's Reach Out and Read book that was hidden inside his chart. When I finally (it was actually only a matter of seconds, a lifetime for a hyperkinetic 4 year-old) gave Myzay his book, he immediately became completely engrossed in what happens in *If You Give a Mouse a Cookie*. I also gave his 2 year-old brother, Qaamir, *My First ABC Book* which he instinctively turned right side up, found the beginning of, then looked at me and said, "What's that?" "That's an airplane," I said. "What's that?" he asked pointing to an avocado. "An avocado," I said. As I looked over to his father, I noticed a big grin on his face. "He does that to me all day long," he stated. "He'll have me read that book to him over and over again. That's why he's so smart," his dad continued proudly.

He's right. Dozens of studies support what Qaamir's father already knows. Reading aloud daily to children is one of the best interventions to lead preschool children on the road to reading, language competency and success. Many children who ultimately fail in school start out with reading difficulties. This can lead to school failure and the perilous, almost predictable decline in a child's life.

Myzay and Qaamir are just two examples of tens of thousands of children that are benefiting from Reach Out and Read Greater Philadelphia Coalition's efforts as thousands of new and gently used books are given out daily with literacy guidance and a prescription for reading aloud every day.

"What's that?" Qaamir interjects again. "That's a camel!" his brother shouts out. Once again, their father's eyes meet mine and we both smile, understandingly.

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Freedom Valley Girl Scout Troop 822 of Blue Bell, PA presented more than 750 wonderful gently used children's books to ROR site medical director Mike Becker, D.O. (back left) and ROR site coordinator Chantel Fattore (back right) of Mercy Suburban Hospital Family Practice Center in Norristown, PA. The troop, in cooperation with their school, organized the book drive by placing collection bins throughout the school. The girl scouts cleaned each book and sorted the books according to age. Because of this donation, the staff at this ROR site will be able to give books to some children being seen for sick visits.

AmeriChoice Supports Five ROR Greater Philadelphia Sites

In August 2005, ROR Greater Philadelphia received significant support from AmeriChoice to purchase new ROR books for five Philadelphia sites – Abbotsford Family Practice & Counseling, The Children's Hospital of Philadelphia Primary Care Center on Market Street and Primary Care Center in South Philadelphia, and Philadelphia Department of Public Health Health Care Center #2 and Health Care Center #10. Kick-off reading events were held at some sites with AmeriChoice employees and Clifford reading aloud to the children and families.



38th Ward Leader Ralph Wynder reads *If You Give a Mouse a Cookie* to children and families at Abbotsford Family Practice & Counseling.

Sovereign Bank Book Drive Benefits ROR Greater Philadelphia

The ROR National Center partnered with Sovereign Bank for Sovereign Bank's sixth annual holiday book drive in the New England and Mid-Atlantic regions. James J. Lynch, chairman and chief executive officer for Sovereign - Mid Atlantic, and Mike Quick, former Philadelphia Eagles and All-Pro wide receiver, kicked off the drive in December 2005 in Philadelphia by reading aloud to young children and their families at one of St. Christopher's Hospital for Children's Reach Out and Read sites in North Philadelphia. ROR Greater Philadelphia received more than 2,500 wonderful new and gently used books which were given to young children during well and sick visits.



Cissy George, national president of Women's Association of Verizon Employees (WAVE), read aloud to families at Health Care Center #3 while in Philadelphia for the WAVE conference in April 2006. During the conference WAVE held a book fair and donated new children's books to this ROR site.

ROR Greater Philadelphia Receives Expansion Grants

Primary care medical providers have a unique opportunity to make a difference in the lives of children by distributing new, age-appropriate books during well visits from 6 months to 5 years of age while talking with families about the importance of reading aloud. Although ROR Greater Philadelphia currently reaches approximately 30,000 young children and their families each year, distributing 46,000 new books annually, we strive to provide books and the ROR message to all needy children in the area. For the past year, ROR Greater Philadelphia focused on recruiting primary care doctor's offices located within North Philadelphia. As a result of our efforts, many area sites applied or are in the process of applying to become new ROR programs. Thanks to a generous two year grant from the John S. and James L. Knight Foundation and a one year grant from the Lincoln Financial Group Foundation, ROR Greater Philadelphia will be able to provide new books and literacy advice to many previously unreached children and their families in North Philadelphia!



Primary care medical providers of new approved ROR programs need to be trained in the ROR strategies of literacy intervention. In June 2006, ROR Regional Trainer Tara Berman, M.D. (left), who is also the ROR site medical director at Jefferson-duPont Children's Health Program, trained the nurse practitioners at new ROR site PHMC Health Connection in North Philadelphia. At PHMC Health Connection, Ann Linguiti Pron MSN, CRNP (middle), coordinator of the Pediatric Nurse Practitioner Program at Temple University, is the ROR site coordinator, while Donna L. Brian, Ph.D., CRNP (right) is the ROR site medical director.

ROR Greater Philadelphia Coalition Sites

Abbottsford Family Practice & Counseling
Ches Penn Health Services
The Children's Hospital of Philadelphia
Family Care Center
The Children's Hospital of Philadelphia
Primary Care Center at Cobbs Creek
The Children's Hospital of Philadelphia
Primary Care Center on Market Street
The Children's Hospital of Philadelphia
Primary Care Center in South Philadelphia
The Children's Hospital of Philadelphia
Primary Care Center at University City
Delaware Valley Community Health
Fairmount Primary Care Center
Delaware Valley Community Health
Maria de los Santos Health Center
Delaware Valley Community Health
Norristown Regional Health Center
Eleventh Street Family Health Services
of Drexel University
Falls Family Practice & Counseling
The Health Annex
Jefferson-duPont Children's
Health Program
Mercy Suburban Hospital
Family Practice Center
Montgomery Family Medicine
Residency Program
PENN Family Care
PCOM Healthcare Center--Cambria Division
PHMC Health Connection
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
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Coventry Pediatrics
St. Christopher's Hospital for Children
Pediatric & Adolescent HIV/AIDS Program
St. Christopher's Pediatric Associates Child
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St. Christopher's Pediatric Associates
Division of Ambulatory Pediatrics
St. Christopher's Pediatric Associates
Primary Pediatrics
Temple Pediatric Care
Thomas Jefferson University Department
of Family and Community Medicine

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heartfelt thanks and appreciation our
generous donors!

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ROR Advocacy

The Reach Out and Read National Center held its third annual Capitol Hill Day on March 8, 2006 in Washington, D.C. ROR Coalition leaders from across the nation met with Members of Congress and staffers to discuss ROR and the federal funding request. Kirsten Rogers, coordinator of ROR Greater Philadelphia, participated for the third time and met with legislative staff from the offices of Senator Santorum, Senator Specter, Congressman Brady, Congressman Dent, Congressman Fattah and Congressman Gerlach.



Dr. Kristen Kucharczuk displays a ROR poster at The Children's Hospital of Philadelphia's Advocacy Project Fair for pediatric residents in March 2006

Our First House Party

On Sunday, April 23, 2006, Dr. Trude Haecker, medical director of Reach Out and Read Greater Philadelphia, opened her Bryn Mawr home for an intimate champagne reception and book signing to honor Dr. Perri Klass, medical director and president of the Reach Out and Read National Center. The afternoon coincided with the release of Dr. Klass' latest book *Every Mother Is a Daughter: The Neverending Quest for Success, Inner Peace, and a Really Clean Kitchen (Recipes and Knitting Patterns Included)*, which she wrote with her mother, author and professor Sheila Solomon Klass. Dr. Klass' introductory remarks underscored the importance of reading aloud to children from a young age and praised the work of Reach Out and Read Greater Philadelphia's medical providers and volunteers in bringing books and literacy advice to so many needy young children. The two authors read aloud from their book, a dialogue exploring the similarities and differences in their lives. Friends of Reach Out and Read enjoyed an afternoon of conversation and champagne and were able to take signed copies of the book home in time for Mother's Day. Special thanks to Friends of ROR Joan Bennison, Jeanie Kim Carpenter and Marsha Gerdes who provided champagne, tea sandwiches and artistic guidance for the event. Proceeds from the afternoon benefited Reach Out and Read Greater Philadelphia.



Sheila Solomon Klass reading aloud from *Every Mother is a Daughter*



Each guest received a signed book from Perri Klass (left) and Sheila Solomon Klass (right)



(Left to right): Trude Haecker, M.D., Mike Becker, D.O., Barbara Becker, Mary Fabio, M.D., and Perri Klass, M.D.



Reach Out and Read Greater Philadelphia

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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 over 3,100 ROR locations in the nation and 25 ROR Coalitions.

ROR Greater Philadelphia, a Coalition since October 2002, is establishing and sustaining ROR sites in Southeastern Pennsylvania. ROR Greater Philadelphia includes:

- 34 ROR locations affiliated with 14 healthcare organizations
- 30,000 children in need (ages six months to five years)
- 600 pediatricians, family practitioners, residents and nurse practitioners
- 46,000 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.