



where great stories begin™
GREATER PHILADELPHIA

REACH OUT AND READ GREATER PHILADELPHIA NEWS

November, 2018

Happy Giving Tuesday (Nov 27)! Give the Gift of Reading!

Thank you for an incredible 2018! We are grateful for your support! We are wrapping up the year with the start of our new newsletter. As we approach the holiday season, we encourage you to consider a donation so the Reach Out and Read Greater Philadelphia doctors, nurse practitioners and physician assistants can continue to promote early literacy development and change lives, book by book!

[DONATE NOW](#)

2018 Regional Meeting

On October 4, 2018, thanks to our generous donor, Vanguard Strong Start for Kids Program™, we were fortunate to hold our annual Reach Out and Read Greater Philadelphia Regional Meeting! More than 150 participants from the 80 Reach Out and Read sites in Southeastern Pennsylvania came together this year to learn and share research, information and experiences. Leadership from Reach Out and Read Lancaster attended too.

With nine speakers, the topics differed from library collaborations to LENA Start (Language Environment Analysis). We were so pleased to have our keynote speaker Monica Ultmann, MD, FAAP, Director of the Center for Children with Special Needs at Floating Hospital for Children at Tufts Medical Center and Clinical Professor of Pediatrics at Tufts University School of Medicine. Dr. Ultmann presented her work on the new Developmental Disabilities Literacy Promotion Guide for Pediatric Healthcare Providers in Reach Out and Read programs and how it can be integrated into the well visits. In addition, we were honored with additional speakers: Nikki Shearman, PhD, Chief of Network Strategy and Evaluation, Reach Out and Read National Center; Perri Klass, MD, National Medical Director, Reach Out and Read; Jordan Spivack, MD, PhD, Reach Out and Read Site Medical Consultant, Children's Hospital of Philadelphia Primary Care, Coatesville; Danielle Erkoboni, MD, Attending Pediatrician and Clinical Researcher, Children's Hospital of Philadelphia; Marsha Gerdes, PhD, Senior Psychologist, Children's Hospital of Philadelphia Policy Lab and Associate Director of Children's Hospital of Philadelphia Neonatal Follow-up Program; Christine Witkowski, Principal - Caesura and Reach Out and Read Greater Philadelphia Strategic Plan Consultant; and Steve Wilmot, MSW, Senior Director of Practice Management Services at Children's Hospital of Philadelphia. With a day filled with very diverse speakers and topics, the common goal was, and always is, to improve Reach Out and Read in the Greater Philadelphia community.



Monica Ultmann, MD



This annual meeting allows all of the Reach Out and Read Greater Philadelphia Site Medical Consultants and Site Coordinators to discuss ideas and learn from each other in person. We are so pleased for everyone who participated, including our donors who continuously make Reach Out and Read possible! **We look forward to hosting this meeting again in fall of 2019!**

[#GIVINGTUESDAY](#)

Like us on Facebook! Keep up with the latest Reach Out and Read Greater Philadelphia news with a click of a button



Who We Are and How To Help

Since 1989, Reach Out and Read programs across the nation have been making literacy promotion a standard part of pediatric primary care. Following the Reach Out and Read model, primary care pediatricians, family physicians, nurse practitioners and physician assistants give brand-new books to their young patients at well visits (6 months – 5 years old) and advise parents that reading aloud is the most important thing they can do to help their children develop language and literacy skills, love books and reach their full potential. Reach Out and Read Greater Philadelphia currently comprises 80 sites (**75 primary care health centers, 4 neonatal follow-up programs, and 1 cardiac development follow-up program**). Throughout Southeastern Pennsylvania we are able to reach approximately **75,000 young children, 6 months – 5 years old, with 150,000 new Reach Out and Read books.**

Reach Out and Read Greater Philadelphia relies solely on donations and funding support from schools, community groups, corporations, foundations and individuals to maintain and expand our programs. To learn more about how you can help set a child on the path to success, call **215-590-5989** and visit www.rorgp.org.

Center for the Urban Child at St. Christopher's Hospital for Children Raises \$60,000

In October 2018, 140 supporters gathered at Germantown Friends School for St. Christopher's Hospital for Children's 5th Annual Basketball Tournament in support of their Reach Out and Read program at the Center for the Urban Child. Participants came from all over, ranging from Syracuse to Virginia to play in the 5 v 5 tournament. The 14 teams were divided up into 2 divisions, NBA and ABA, with Team Elvera championing the NBA and Team Joey Jay coming up on top of the ABA!

With more than 20 sponsors and \$60,000 raised, this was St. Christopher's largest tournament yet! Some of the donors included: The Goldenberg Group, Toll Brothers, Fox Rothschild LLP, 3 Springs Water, ScripsAmerica, Rodman Properties, ReMax, RenovoMed, PNC, Republic Bank, and Yards Brewing Company. The \$60,000 raised will allow the Center for the Urban Child at St. Christopher's Hospital for Children to purchase at least 25,000 developmentally and culturally appropriate children's books in the next year.

A special thanks to the Center for the Urban Child Reach Out and Read champions Dan Taylor, DO and Hans Kersten, MD who are so passionate about Reach Out and Read and devoted to coordinating this fundraiser!



Baby Book Club

On October 1, 2018 Mayor Kenney, Tom Farley, MD, MPH, Health Commissioner of the City of Philadelphia Department of Public Health, Jenny Bogoni, Executive Director of Read by 4th, and Jeff Bullard, Free Library of Philadelphia Library Administrator Serving South Philadelphia Libraries, participated in the Press Conference announcing the Baby Book Club -- every baby born in Philadelphia will receive a new book before leaving the hospital! Trude Haecker, MD, Medical Director of Reach Out and Read Greater Philadelphia, was asked to speak at this event on the importance of early literacy, language, cognitive, social and emotional development. Since 1996, Dr. Haecker has been an advocate for early literacy in Philadelphia, and it is so exciting to have the City of Philadelphia support the Baby Book Club.



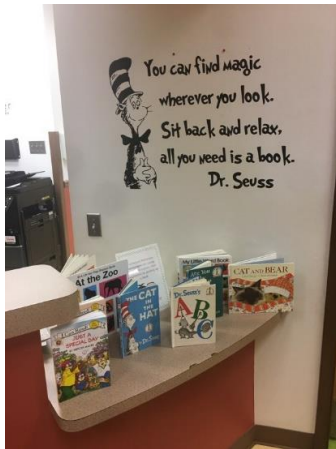
Trude Haecker, MD

Want to donate your children's books? [Click here](#) and find out how!

#GIVINGTUESDAY

Site Highlights – Literacy Rich Waiting Rooms

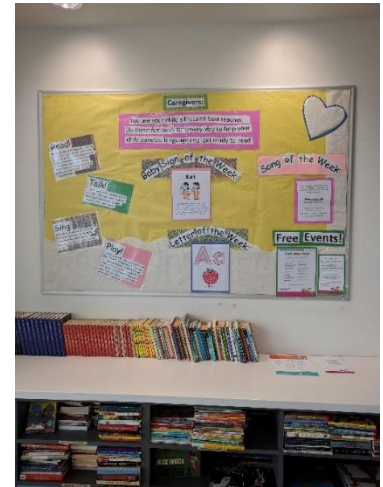
In the waiting rooms at Reach Out and Read Greater Philadelphia sites, displays, information, and gently-used books create a literacy-rich environment. Where possible, volunteer readers entertain the children, modeling for parents the pleasures – and techniques – of reading aloud. Thank you to all the site staff who take personal time to create this environment for children, parents, and volunteers.



Delaware Valley Community Health
Fairmount Primary Care Center



Children's Hospital of Philadelphia
Neonatal Follow-up Program at Holy
Redeemer Hospital



Center for the Urban Child at St.
Christopher's Hospital for Children

How to Help



A sincere thanks to Barnes & Noble Neshaminy Mall for adopting Children's Hospital of Philadelphia's Reach Out and Read program again this year! Through the end of December, please purchase a book at [Barnes & Noble, Neshaminy Mall](#) to benefit CHOP's Reach Out and Read program.

Donate!

Reach Out and Read Greater Philadelphia relies solely on donations and funding support from schools, community groups, corporations, foundations and individuals to maintain and expand our important program. Donor funds purchase brand-new books for the Medical Providers to use in the exam rooms as part of the Reach Out and Read intervention (and children get to keep the book). Reach Out and Read sites purchase wonderful, developmentally and culturally appropriate books they need for their patients and at a significant discount. Monetary contributions are greatly appreciated! [Donate today!](#)

Donate Gently-Used Children's Books!

Gently-used books are as important as the new books! Reach Out and Read Greater Philadelphia sites need these to supply our waiting rooms and exam rooms for the children being seen for sick visits, children older than 5, and siblings. [Learn More!](#) Every year Reach Out and Read Greater Philadelphia needs at least 200,000 donated gently-used books! Look to your community, school, office, and others to coordinate a book drive! If you are interested, please contact Alison at teppera@email.chop.edu or 484-919-7574.



where great stories begin™
GREATER PHILADELPHIA

VISIT OUR WEBSITE

SIGN UP FOR OUR NEWSLETTER

LIKE US ON FACEBOOK