Shreveport Mayor Cedric Glover... brought his oratorical skills to young patients of the Children’s Hospital as the featured guest reader for the annual *Green Eggs and Ham* breakfast. Mayor Glover read Dr. Seuss’ classic story to pediatric patients while they enjoyed a breakfast of—what else—green eggs and ham.

This event is part of the month-long celebration of Theodore Geisel, a.k.a. Dr. Seuss, staged each year by the Children’s Hospital and its Reach Out and Read program. Throughout the month of March, other invited guests will also read to children in the Women’s and Children’s Clinic waiting area.

**United Way**

Please consider marking ROR as your “donor choice” organization when making a United Way contribution this coming October.
Special Thanks to...

these donors for their monetary support:

★ The Staff and Faculty in the Department of Pediatrics *in memory of Thomas Pistorius*
★ Kellie Anthony
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these donors for their book donations:

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★ Kayla and Catherine Payne
★ Dr. Leonard Prouty
★ Carol Sawyer, Books are Fun
★ St. Marks Episcopal Cathedral

NBC Nightly News

On March 12, 2007, NBC Nightly News with Brian Williams featured ROR during the national news broadcast as part of a week-long series called “What Works.”

Correspondent Rehema Ellis reported that “Pediatricians promote literacy: Reach Out and Read helps pediatricians promote early childhood literacy.”

http://www.msnbc.msn.com/id/17580491

The following paragraphs are an excerpt.

“In 1989, Dr. Barry Zuckerman started the ROR program at Boston Medical Center geared toward low-income children. At every visit, children from 6 months to 5 years get a book from their doctor and parents learn how to make the most of them.

“Zuckerman’s idea has taken off. Today there’s a ROR program in every state.

“Eighteen years and 20 million books later, ROR is proof that reading to a child at a young age makes a difference in school success. Studies show kids in the program score four to eight points higher on vocabulary tests, giving 2-year-olds an approximate six-month head start developmentally.

“My goal, ultimately, is that giving books to children at visits will be as routine as giving vaccines,” says Dr. Zuckerman. This program is a prescription for early childhood literacy - one book at a time.”
NEA’s Read Across America

The National Education Association started a reading revolution ten years ago. This reading revolution began as a one-day celebration of Dr. Seuss’ birthday and has evolved into an annual literacy campaign known as Read Across America. Today it is successfully building a nation of readers by sponsoring the largest national reading event involving more than 45 million children and adults each year.

On the local level, ROR participated by partnering with the Caddo Parish Schools for an off-campus reading event. On March 9, 2007, Reece Middleton, guest reader, and Cat-in-the-Hat delighted two classes of four year-old students enrolled in Early Childhood Education classes at Caddo Heights Elementary School by reading aloud their favorite story.

Alicia Kober, fourth-year medical student, dressed as the well-loved book character Cat-in-the-Hat. When the story was finished, the forty students selected a new book to take home add to their personal library.

Submitted by Daisy Kime

Bethune Middle Academy Guest Readers

Dear Ms. Kime,

Thank you so much for allowing my READ 180 students to visit the Women’s and Children’s clinic at LSUHSC and participate in the ROR program as volunteers. All of my students told me that this was the first time they had volunteered for anything! They all enjoyed the experience and they felt more confident in their own reading skills after sharing the joy of reading with your young patients. I feel that this was a great way to show my students how important reading at a young age can be, and also teach them about giving back to their community.

Thank you also for the books that were donated to my students. They came back to campus that day proudly showing off their books and stickers. My principal sends his appreciation for allowing us to have this experience. I hope that we can do this again next year.

Sincerely, Christianne Wojcik, Instructor, Bethune Middle Academy
Book Fair

A “Books are Fun” book fair, benefitting ROR, was held on March 21–23, 2007, in the private dining room inside the University hospital cafeteria. Some of the categories of books offered for sale included biographies, self-help, fiction, spiritual, crafts, gardening and children’s books. Gift items included audio CDs, toiletries, business accessories, games and toys.

Books are Fun is a subsidiary of Readers Digest and is represented in Louisiana by Carol Sawyer. ROR received 20% of the total sales, as well as new book donations as a result of this fund raising event.
Another book fair will be held November 19-21, 2007.

Submitted by Daisy Kime

Parents Survey

Nurses in the Pediatric Residents’ Continuity Clinic and in the KidMed Clinic conducted a parents survey from March 1, 2007, through June 16, 2007. Forty-two parents with children enrolled in ROR answered survey questions about the program. The children of the parents surveyed ranged in age from 6 months to 5 years. During the survey period, 38 children had more than three check-ups in the two clinics.

Parents reported that their child’s favorite activities included singing and dancing (38), reading and looking at books (37), and watching tv (36), as well as other activities (19). Twenty-six parents reported that their child listened to a story read by a volunteer reader in the waiting room before their appointment.

Of the 42 parents surveyed, all but one reported that their child received a new book at the end of their appointment. Forty parents reported that the medical provider talked about the importance of daily book sharing during their appointment. Twenty parents reported that they read to their child on a daily basis and all of the parents reported that they read to their child at least two or more times a week.

Additionally, nineteen parents indicated that they would like information about programs to earn a GED, improve their reading skills and/or attend English as a second language classes.

Parent survey comments about ROR:

“Yes, I think that the program is a good program to have because it teaches children to read and helps mothers and fathers bond with their children.”

“I think that it’s great. The kids enjoy getting a book from the doctor that takes care of them. It also shows the children that someone cares about them reading.”

“I did not buy any books for my baby until after she’d received her first book at this clinic. I did not think she would understand books, being only some months old. Seeing how excited my baby was about her first book, me and others started reading to her. Now my 12 month-old daughter loves books. Thank you for showing me.”

Submitted by Daisy Kime
Q: How did you learn about the Reach Out and Read program?

A: I am Daisy Kime’s, the ROR Coordinator, daughter, and have been volunteering with the ROR program for almost seven years.

Q: As a student at Centenary College, what internship program was offered that allowed you to work with Reach Out and Read?

A: As a non-traditional student (older student returning to college) I have more of an idea about what I am being educated to do than younger students. I hope to go into the ministry, working as a chaplin with cancer and hospice patients and their families using art as a tool to open the doors of communication. I am working on a bachelor degree, majoring in religion and minor in art. I am also involved with the Christian Leadership Center, a certification and training program for working in churches. This program requires students to work in internships (all Centenary students have internships, hopefully in their field of interest) each semester. Since I had already been volunteering to help in ROR and hated to give up my participation in this program I suggested this as my internship. I also worked as a volunteer with Arts in Medicine Program for several years and spent two semesters cooking for a food ministry at Faith United Methodist Church. The Chaplin Betsy Eaves at Centenary is very accommodating to students and encourages us to participate in community and church programs as part of our internship and mission projects.

Q: What work did you do through the internship with the Reach Out and Read program?

A: Over the years of helping with ROR I have worn many hats, including the Cat in the Hat costume for our March Read Across America Celebration. This past year I took over ordering the books that are given out by the Doctors and continued stocking the
shelves with the books. I label the new books and count them upon arrival and do the same for the donated books. I read to the children in waiting rooms. I share with the Doctors and Nurses why a certain book is chosen and they give me feedback about which books are requested or needed by the patients. Such books as *Opposites* for different ages, *Good Night Moon* for its exposure to the many English sounds and variations in our language are examples. We seem to be having more Spanish language parents and children, books that they can read to their children are becoming popular. I have found books that are bilingual where the parent already knows their language and begin learning English as they read to their children. I also stock the waiting rooms with donated books that children may take home; these children are usually not part of the ROR program but are there for other reasons.

**Q:** What did you learn from your experience as an intern?

**A:** I like very much reaching children at such a young age with the magic a book can bring into their lives. When I go through a waiting room and hear a child crying and I hand them one of the donated books the tears dry up immediately. Mother and I are training several other volunteers to take over these tasks and these ladies are enjoying the giving out of books as much as I do.

**Q:** What is the D.L. Dykes Founders Award?

**A:** The D.L. Dykes Founders award is presented to a student in CLC who has demonstrated high commitment and a positive attitude toward the goals and progress of the CLC Internship program, who has displayed a high quality of professional attitude toward others, staff, and laity. It is not given by the D. L. Dykes Foundation but is given in honor of Dr. D. L. Dykes, who was one of the founders of the Church Career/Christian Leadership Center.

**Q:** When did you receive it?

**A:** I received the prestigious award in May 2007 at the Honors Award Ceremony held in Brown Chapel on Centenary College of Louisiana campus. The award consisted of a certificate, silver cross from James Avery and a $50 donation in my name to the ROR program.

**Q:** What is your next goal as a student at Centenary College, and will you continue to be active with the Reach Out and Read program?

**A:** I will continue to participate in the ROR program but will begin an internship with Community Renewal this summer and it will take up my extra time for a while.

Submitted by David Duggar
Form to Volunteer to Read to Children in the Clinic Waiting Room

Name: _____________________________________________________________

Address: ______________________________________________________________________________________

City, State, Zipcode: ____________________________________________________________________________

Phone: ___________________________ Email: ________________________________

Please mail completed form: Reach Out and Read, Department of Pediatrics, LSU Health Sciences Center, 1501 Kings Highway, P.O. Box 33932, Shreveport, LA 71130-3932

Gift Form

You may make a tax-deductible donation to Reach Out and Read at any time during the calendar year.

- Please credit my/our gift of $___________ to the Reach Out and Read (ROR) program.
- Please credit my/our gift of $___________ to ROR’s Adopt-a-Child program.
- My/Our employer(s) will match my/our gift. The appropriate form is enclosed.
- Please charge $___________ to ____ Visa ____ Mastercard _____American Express

Credit Card Number: ___________________________ Signature_____________________________ Exp. Date __________

Name: ____________________________________________

Address: ______________________________________________________________________________________

City, State, Zipcode: ____________________________________________________________________________

This is /a memorial/an honorarium/ in memory of /in honor of __________________________________________

Notify: ______________________________________________________________________________________

Please make checks payable to LSUHS Foundation and include a notation that the gift is for Reach Out and Read. Mail completed form to: Reach Out and Read, Department of Pediatrics, LSU Health Sciences Center, 1501 Kings Highway, P.O. Box 33932, Shreveport, LA 71130-3932
ROR Happenings is a newsletter that is published three times a year. Issues appear in March, August and December. Please send any news submissions to one of the volunteers listed below by February 1, July 1 or November 1 to have your news item included in the next issue of the newsletter.

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Method of preference for submissions: email message with attachment directly to either editor. Fax, mail or telephone call submissions will be accepted, but some type of electronic format is preferred.