

Inside this issue:

You Never Know Who's Going to Show Up for Story Times with Barnes & Noble **PAGE 2**

ROR Clinic Spotlight **PAGE 3**

Get the Word Out About ROR! **PAGE 3**

VolunteerMatch.org works! **PAGE 4**

Sonoma County Celebrates Dr. Seuss **PAGE 4**

Listserv Netiquette **PAGE 5**

Mark Your Calendar! **PAGE 5**

Share a Book; Share a Dream at the Sequoia Community Health Center

BY PAT FARAGIA

The Sequoia Community Health Center ROR program has begun a fun partnership with The Fresno County Library to host on-going Parent Workshops. So far they've been a huge success. At the last workshop twelve parents and over 30 children attended. While the parents participated in the activities conducted by Library staff, the children were entertained with reading, songs and fun activities organized by Kathy Kenslow from the Library. The evening ended with refreshments for all and new books for each child.

The Library provides information on how to use books with children, including a demonstration of how to do a read aloud; what resources are available for both children and adults; and hand-outs of various materials. Sequoia provides the conference room, a reader for the children; refreshments; new books for 0 to 5 year olds; "gently" used books for older children. The workshop is conducted in both English and Spanish and includes an overview about the ROR program.

As part of a First 5 grant, Sequoia Health Centers, in collabo-

CONTINUED ON PAGE 3

US Rep. Sam Farr visits Monterey County ROR

BY SUMANA REDDY, MD, FAAFP

Acacia Family Medical Group is a group family practice in Salinas, Monterey County, California. Our patients are a diverse group, ranging from farm workers to the clerical and retail sectors of this semi-urban and rural population. Our patients are largely English or monolingual Spanish speakers. With Dr. Sumana Reddy serving as a CA ROR Board member for the past 18 months and Dr. Danielle Acton coordinating the program, the practice became an official ROR site in January 2004. While our 6 doctors and PA were excited about the program, we were most surprised to receive a call regarding US Rep. Sam Farr's interest in touring a ROR site in his district. As the first site in Monterey County, we were honored to serve as his host, despite our short history!



US Rep. Sam Farr reads to children at Acacia Family Medical Group

With the invaluable assistance of Kelly Taranto at ROR National and Suzanne Flint, we were able to prepare for the media event. We sent out press releases and invited children to attend the reading. We had an interested group of TV and print media journalists attend. Rep. Farr was most gracious, taking great interest in the program and reading enthusiastically. He managed to capture the attention of the children for over 30 minutes, along with the readings of Dr. Danielle Acton and Dr. Bret Dougherty. Following, Representative Farr seemed especially interested in the challenges of providing a program such as ROR in a private practice. He was even quoted in the local media as saying, "This goes far beyond what we thought of as preventive care..." The Salinas Californian had extensive coverage that included description of the ROR program. Spanish language television also provided excellent coverage, interviewing Dr. Rafael Siqueiros, the children and Rep. Farr on the importance of early exposure to print. Scholastic was so generous as to provide a substantial book donation in honor of Congressman Farr's visit. All in all, it was a highly successful event and a grand inauguration for our ROR program!

Making Meetings Possible

CA Reach Out and Read holds four meetings a year to help keep ROR sites in the state connected and informed.

Most of the 2003/04 meetings have been made possible by the complimentary use of Kaiser Permanente meeting locations and video conferencing facilities, in both northern and southern California. This generous donation has enabled us to network multiple meeting locations, increasing representation from our large and diverse state. We are working on strategies to further enhance and expand our meeting network, and we are indebted to Kaiser's contributions to date.



KAISER PERMANENTE

**Reach
Out and
Read®**



California

BOARD OFFICERS

Antonia Zazueta, MD
CA ROR President
East Valley Medical Clinic, San Jose

Debbie Mackay
CA ROR Secretary
USC Family Practice Center, Los Angeles

Pamela Bilz
CA ROR Treasurer
San Mateo County ROR, San Mateo

Suzanne Flint, CCLS, MA
CA ROR Director, Sacramento

BOARD MEMBERS

Barbara Carnes, MD
Kaiser South Bay, Harbor City

James Chou, MD
Kaiser Santa Teresa, San Jose

Karen Fond, MSN, CPNP, RN
UCLA Children's Health Center

Alice Kuo, MD
UCLA Community Health
& Advocacy Training Program

Sumana Reddy, MD
Acacia Family Medical Group, Salinas

Rona Renner, RN
Kaiser Richmond

ADVISORY COMMITTEE

Samantha Bauer
Elk Grove Unified School District

Carol Brock
National University, Sacramento

**Laurie Sale, Businesswoman/
author, Pacific Palisades**

Beth Shedden
Businesswoman, Fairfield

For more information or to be added
to the CA ROR listserv, contact:

Suzanne Flint
P.O. Box 221612
Sacramento, CA 95822-8612
Phone: (916) 453-1412
Toll-free: (866) 550-7323
suzanne@ca-reachoutandread.org

To submit articles for future
newsletters, please send to:

Pamela Bilz, San Mateo County Library,
25 Tower Road, San Mateo, CA 94402
Telephone: (650) 312-5263
Fax: (650) 312-5382 · bilz@plinfo.org

Newsletter designed by:



Emma Course gets a little help from Froggy as part of her monthly collaboration with Barnes and Noble.

You Never Know Who's Going to Show Up for Story Times with Barnes & Noble

BY EMMA COURSE

Every third Monday of the month, Barnes & Noble Booksellers bring a larger-than-life costumed children's character to the Reading Clubhouse at Children's Hospital of Orange County (CHOC) for story time. At 10:00 a.m. sharp, the guest character is taken around to various clinics inviting children to come hear a story and see either "Froggy," "Max the Bunny," "Raggedy Ann," "Mrs. Berenstain Bear," and many, many others. Many of the children readily come, but others need a little coaxing by mom or dad. It's a little like the Pied Piper of Hamelin.

The children love to hug the characters and stare in awe as the story is being read. Many times it's a challenge to finish the story, extend all the desired hugs, and get the person inside the costume away and out of costume before succumbing to the heat of the heavy costume.

CHOC would like to publicly acknowledge Joseph Sanders, Community Relations Manager at the Barnes & Noble store in Orange, CA, who personally dons the beautiful (but warm) costumes each month, as well as thank Barnes & Noble for their willingness to include CHOC in their monthly tour of characters.

If your ROR site is near a large Barnes & Noble store, they may offer a similar service and be willing to work with your site on an on-going basis. Many of the larger stores already use the costumed characters for their own in-store special events and most are willing to go off-site. Call your local store and ask for their Community Relations Coordinator.



One of the many costumed characters Barnes & Noble Booksellers offers to CHOC for their monthly story time.

ROR Clinic Spotlight

BY MARTIN LOPEZ DIAZ, JR.

Darin M. Camarena Health Center (DMCHC) has been serving Madera County's low-income and farm worker community in California's Central Valley since 1980. Our ROR site is funded by First 5 Madera County and Target Corporation. Through a partnership with the Madera County Office of Education's School Readiness program, we promote reading aloud as a key function in helping to prepare young children for eventual success in learning to read.

Many of our parents have limited reading skills or can't read at all. We assure them that their own reading level does not have to hinder their child's ability to learn. We encourage them to make up and tell stories in their primary language based on the pictures in the books we give them, and we explain that this helps their child develop a desire to read.

To recruit volunteers, we participate in college preparation workshops for local high school students where we introduce ROR as a unique and valuable volunteer opportunity which helps local children. Several such inspired students have become reading bilingual Promotoras and read to children at our centers. Fresno State student and lead Promotora/trainer Sara Salazar, has been a stellar reading advocate for our program. Her passion for educating parents on ESL has been a true model of inspiration to us all. Making house-calls, Sara's outreach has made a real impact in our community.

Get the Word Out About ROR!

BY PAT JARVIS

Believe it or not getting press coverage for your ROR program can be surprisingly easy. I was able to get media coverage at our recent ROR kick-off event entirely by email. I checked copies of two local newspapers for articles by reporters covering community events. I found two such articles with the email addresses of the reporters from each paper. I wrote a simple press release about our kick-off event, attached a picture, and emailed it off. Both reporters emailed me back with some questions and one even sent out a photographer to our event. It may have been just luck-or these tips that helped!

Tips for writing a press release that will get noticed

- Keep your press release to a single page.
- Type the press release on your stationary. Double space, use BIG margins, and leave lots of white space. Editors use the white space to edit.
- Name the contact. Skip a few lines below the letterhead and list the person to call for more information.
- Provide release instructions either FOR IMMEDIATE RELEASE or FOR RELEASE MONDAY, APRIL 1ST.
- The headline should be attention-catching.
- The first two words are the place where the story originates (city, state) ... put in parentheses and put three dots after.
- Write concisely. The first paragraph should answer the 4W's: who, what, where, and why.
- When you reach the end of your press release, type -END- centered on the page.

From Jill Lublin's *Guerrilla Publicity*

Share a Book CONTINUED



While parents work...



...the children get a story-time.

ration with their local library, will conduct 2-3 of these workshops a year. Parent participants were recruited by placing flyers in all of the Sequoia Community Health Centers and doctors handed out invitations on special prescription pads created for the event. Parents who attended the workshop were asked to complete a brief survey about their use of books in the home and library usage. A follow-up survey will be administered in a few months to see how the workshop has impacted literacy behaviors among participating parents.

VolunteerMatch.org Works!

BY DEBBIE MACKAY

A few months ago, I went online and signed up for VolunteerMatch.org for the USC Family Practice Center at California Hospital in downtown Los Angeles as a way to recruit more volunteers for our ROR site. So far, we've received 12 email inquiries from potential volunteers. Listed below are my suggestions to get the most out of this free volunteer posting opportunity:



Complete your ad with short answers:

Details: "volunteers to read to children in clinic waiting room with parents present Monday through Friday"

Skills: "love of books and interest in seeing children succeed"

Categories: choose "Education & Literacy, Children & Youth, and Community" from the drop-down menu

Date Information: I listed the following month through the end of next year

Time: hours when readers are needed (I listed "9:00am-3:00pm")

Est. Time: list your minimum commitment (we decided on "2 hours/week")

Mission Statement: "To make books part of a healthy childhood"

Description: "Medical clinic consists of" and list your staff composition

Opportunities: "volunteer reader"

Home Page URL: www.reachoutandread.org

All inquiries will be sent to you via email. It is easiest to respond to multiple inquiries if you have created a standard "template" response you save on your computer to email to potential volunteer readers as needed.

Include:

- Brief description of your clinic
- Address/cross streets and parking information
- ROR National Center and CA ROR websites
- Days and times volunteers are needed
- Maximum commitment required (i.e. six months, one year, etc.)
- Health screening and immunization requirements
- Your name/title/phone number/email

Having such a standard response saves time and allows you to initially screen potential volunteers. Plus you don't have to take extra time to reiterate the same information several times a week.



Dr. Carl Wong, Sonoma County Superintendent of Schools, reads to patients during the clinic's Dr. Seuss celebration.

Sonoma County Celebrates Dr. Seuss

BY GAIL LAMY

"You could not, would not, want to miss a celebration such as this....." and what a celebration it was! On Tuesday morning March 2, four Reach Out and Read Health clinics in Sonoma County celebrated Dr. Seuss' 100th anniversary with storybook reading, birthday cake, Clover milk, bookmarks, games and other fun surprises. The event was sponsored and organized by the Active 20-30 Club of the Redwood Empire. And what a wonderful job they did.

The club had community readers at four of the six county-wide clinics including the Southwest Children's Health Center, Sonoma County Indian Health Center, Roseland Children's Health Clinic, and Kaiser Permanente. Some of our local community leaders turned out to share books with children. Carl Wong, Sonoma County Superintendent of Schools; Rosa Turner, University of San Francisco Santa Rosa Campus Director and Chris Smith, Editor Press Democrat read at Indian Health Clinic. Sharon Wright, Mayor of Santa Rosa was at Southwest Clinic along with Ernie Oliveras from the Police Dept. One young child really enjoyed Sharon's reading and stood right next to her answering questions and following along with the story. Jon Feldman from the Santa Rosa Police Dept read at Roseland Clinic to a group of children while their parents stood behind and assisted Jon with his storytelling by pronouncing all the words in Spanish that he was not familiar with!

This was a true community event. The Active 20-30 Club donated \$2500 worth of books to be distributed to all six Reach Out and Read clinics. Each clinic had 2 volunteers from the Club for the morning to assist with games and food and reading. The 20-30 Club is a National and International service organization that provides young adults between the ages of 20-39 with an opportunity for personal growth, friendships, and leadership. This organization is dedicated to helping local children in need through the funding of hands-on events. "Today's Hope, Tomorrow's Child...we are making a difference." The medical providers at each clinic are deeply grateful for the gift the 20-30 Active Women's Club gave to the children and the brand new books that the children will receive at their well-child checkups.

Mark Your Calendar! 2004 California ROR Meetings

September 16, 2004 (Thursday)
Noon to 2:00 p.m.
Richmond Kaiser, Richmond, CA
Sacramento Kaiser, Sacramento, CA
Santa Theresa Kaiser, San Jose, CA
Southern California Kaiser, Los Angeles Area
TBA, CA

November 04, 2004* (Thursday)
Noon to 2:00 p.m.
Richmond Kaiser, Richmond, CA
Sacramento Kaiser, Sacramento, CA
Santa Theresa Kaiser, San Jose, CA
Southern California Kaiser, Los Angeles Area
TBA, CA

*Date is a change from previous calendar

Listserv Netiquette

Whenever a message is sent out on the CA ROR listserv, please DO NOT automatically respond to it, since your reply will then go to everyone on the listserv. If you are sending a message on the listserv, please always put a header on your message so that folks will know immediately that this is a listserv message. Senders may want to use the following header as a template on all email going to the listserv.

Please do not reply to this email unless you wish to converse with the entire CA ROR listserv.

If you wish to respond to the sender of this email, please send a separate email to:

suzanne@ca-reachoutandread.org

If you want to unsubscribe from the CA ROR Listserv, please send an email to me: suzanne@ca-reachoutandread.org and DO NOT send an email to the entire listserv. Again, it just makes for additional messages that are irrelevant to most folks on the listserv.

If we can all adhere to these simple rules, the listserv can be an effective communication tool without burdening any of us with unnecessary messages. Thanks for your help in this regard.

—Suzanne Flint, CA ROR

Want to know what's going on at CA ROR right now? Go to our newly redesigned website at www.ca-reachoutandread.org!

Welcome to California Reach Out and Read

California ROR Mission

The mission of California Reach Out and Read is to put books in the hands and homes of young children by sustaining and developing local Reach Out and Read (ROR) programs. The coalition seeks to unite the efforts of individual ROR sites to further enhance the program's impact throughout the state. The coalition also offers technical assistance to clinics interested in starting their own programs.

Building a Coalition

As part of the National Reach Out and Read model, pediatric providers throughout California have implemented more than 225 Reach Out and Read programs in both urban and rural communities, and in both public and private pediatric clinics. They have distributed over 450,000 books annually, on average, to children throughout the state. The program continues to grow each year, with the eventual goal of being a standard part of primary care for every child in California. To achieve this goal, sites throughout the state have come together to form a working coalition. We believe we can accomplish more together than we can individually, and that together we can create a cost-effective model that can help sustain all sites.



Reach Out and Read strives to make literacy an important part of every well child visit to age five so that all children can grow up with a love of books and reading.

I want to help put books into the hands and homes of young children!

Enclosed is: \$25 \$50 \$100 \$250 \$500 \$1000 Other

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ EMAIL _____

Check here if you would like us to send you information about our ROR programs

Please make checks payable to: Literacyworks c/o CA Reach Out and Read, P.O. Box 221612, Sacramento, CA 95822. Literacyworks and CA Reach Out and Read are 501(c)(3) nonprofit organizations.

Memorial or In Honor Gifts: Fill out the form above and also provide us with the following information: In Memory or In Honor of:

Send notification of this gift to: _____