



# Reach Out and Read Iowa

## Making books part of a healthy childhood

### Our Mission:

The mission of Reach Out and Read is to make literacy promotion a standard part of pediatric primary care, so that children grow up with books and a love of reading.

### In This Issue:

- Green Eggs and Ham
- Dates to Remember
- Site Coordinator Conference
- ROR-Iowa Storms Capitol Hill
- Scott City Medical Society Alliance
- ROR Champion Dr. Breckenridge
- Thank you to our Supporters
- 2008 LIVE UNITED Awards
- ROR-Iowa in the News

### ROR-Iowa Advisory Committee:

Christie Vilsack, Honorary Chair  
 Deborah Salowitz, Interim Chair  
 Nader Ajluni, DO  
 Frank Burns  
 Jamie Christophersen, MD  
 Stephanie Drey  
 Carolyn Jons  
 Deb Kazmerzak  
 Angie Martin-Schwartz  
 Matt McGarvey  
 Jody Murph, MD, MS  
 Linda Plummer  
 Kay Runge  
 Rizwan Shah, MD  
 Kathy Weatherwax  
 Archie Willard  
 Lynn Woolums

### ROR-Iowa Staff

Mary Ann Abrams, MD, MPH  
 Coalition Leader/Medical Director  
 515-471-9788  
[abramsma@ihs.org](mailto:abramsma@ihs.org)  
 Molly Olinger Topf  
 Program Director  
 515-991-0872  
[mollyroriowa@gmail.com](mailto:mollyroriowa@gmail.com)

## Reach Out and Read Iowa Hosts 1st Annual Green Eggs and Ham Benefit Breakfast for Books

Reach Out and Read Iowa hosted our 1st Annual Green Eggs and Ham Benefit Breakfast for Books fundraiser on Thursday, March 12, 2009 from 7:30 AM – 9:00 AM at the State Historical Museum in Des Moines, Iowa to introduce community and business professionals, physicians, and other providers to Reach Out and Read Iowa in a fun, informative setting. In addition to raising funds for books, this annual event is intended to motivate and bring awareness to communities about ROR-Iowa and the importance of reading to every young child, while celebrating the books of the beloved children's author, Dr. Seuss.

The morning kicked off with a short video, *Reach Out and Read: Making Books Part of a Healthy Childhood*, followed by a breakfast of green eggs and ham. Entertainment included a reading by Marcus McIntosh, KCCI, and Maureen Korte, Director of Special Projects and Programming for the Iowa Department of Cultural Affairs, of the Dr. Seuss children's classic, *Green Eggs and Ham*. There were nearly 20 ROR-aged children in attendance, and one of the highlights of the morning was their delight as they gathered to listen to the story.

Dr. Mary Ann Abrams, ROR-Iowa Coalition Leader/Medical Director, then served as host in recognizing three clinics celebrating over 10 years as active ROR sites in Iowa: Blank Children's Health Center, Gundersen Lutheran – Decorah Clinic, and House of Mercy Free Medical Clinic.

ROR-Iowa also honored ROR-Iowa Champions, United States Senator Charles E. Grassley and Christie Vilsack. Senator Grassley has been a champion of Reach Out and Read nationally for over seven years, as lead sponsor for its appropriations and the Prescribe a Book Act (PABA) in the United States Senate. Christie Vilsack was instrumental in establishing the ROR-Iowa Coalition as her literacy legacy stemming from her work as First Lady and the Iowa Stories 2000 Foundation through her leadership and a generous contribution from the Vilsack Foundation. She now serves as Honorary Chair of ROR-Iowa's Advisory Committee and on the Boston-based National Reach Out and Read Board of Directors.

With generous support from lead Dr. Seuss-level sponsors Blank Children's Hospital, Brick Gentry, P.C., the Iowa Chapter of the American Academy of Pediatrics, Iowa Medical Society, and Iowa/Nebraska Primary Care Association, ROR-Iowa's first benefit breakfast for books was a great success, and is sure to be anticipated as an annual event.



### Dates to Remember

On-line Summer Usborne bookfair  
 June 1 - July 10, 2009 [www.ubah.com/BF32228](http://www.ubah.com/BF32228)  
 Charles Gabus Memorial Bike Ride  
 July 5, 2009 - [www.cgm-br.com](http://www.cgm-br.com)  
 Noel-Levitz Bookdrive, Iowa City  
 Fall 2009

Fall House Parties – November 2009  
 Barnes & Noble Bookfairs  
 November 29, 2009  
 2nd Annual Green Eggs and Ham Benefit  
 Breakfast for Books, March 2010

## 1<sup>st</sup> Reach Out Read Iowa Site Coordinator Conference a Success

The ROR-Iowa Coalition hosted its 1st Annual ROR-Iowa Site Coordinator Conference on May 21, 2009 with attendance by local Site Coordinators and Medical Directors representing nearly 30 ROR-Iowa clinical sites from around the state. The meeting focused on the ROR model and quality assurance; adult literacy; networking; friend- and fund-raising; community partnerships; advocacy and public awareness; bookdrives and bookfairs; grantwriting; and Coalition events.

The Iowa/Nebraska Primary Care Association (IANEPCA) generously provided meeting space, and ROR-Iowa Advisory Committee members, Raising Reader representative Carol Elbert, and ROR-Iowa Coalition staff shared presentations, websites, myROR demonstrations, tools and resources, and grant-writing tips and templates. Information from ROR site visits and Medical Provider surveys was used to plan the meeting. Feedback was very positive and ideas are already being considered to make next year's conference bigger and better.

### Attendees included representatives from

- Blank Children's Hospital, Des Moines, 3 sites
- Cedar Rapids Pediatrics, 2 sites
- Community Health Care, Inc., Davenport
- Franklin Medical Center, Hampton
- Mercy Central Pediatrics, Des Moines
- La Clinica, Des Moines
- Peoples Community Health Clinic, Waterloo, 2 sites
- Primary Health Care, Inc., Des Moines, 4 sites
- UI Family Care – SE Iowa City, 9 sites
- Van Buren County Hospital, Keosauqua

## ROR-Iowa Storms Capitol Hill

On March 5th, over 80 Reach Out and Read supporters from across the country headed to Capitol Hill in Washington, D.C., to advocate for increased funding and support from the federal government. This was our largest turnout in six years of Hill Day meetings; by the end of the day, more than 300 visits had taken place with Senators, Representatives, and staff members – a record high! ROR-Iowa Coalition Leader/Medical Director, Dr. Mary Ann Abrams, and Program Director, Molly Olinger Topf, met with members of Iowa's Congressional delegation, including Senators Grassley and Harkin, and Representatives Boswell, Braley, Latham, and Loeb sack, sharing the importance of ROR-Iowa, advocating for restored federal funding, and underscoring one of ROR's greatest strengths—it's cost-effectiveness—especially during challenging economic times. The ROR National Government Affairs team, ROR Regions and Coalitions, and dedicated Site Providers and Coordinators continue to work together with elected officials to ensure that ROR receives necessary support and recognition.

## Scott County Medical Society and Scott County Medical Society Alliance

### Supporting Reach Out and Read with Fun and Flair

Scott County is in eastern Iowa on the banks of the beautiful Mississippi River. The Scott County Medical Society and Scott County Medical Society Alliance are a group of physicians and their spouses who are not only truly dedicated to improving the quality of life for their patients but also to making a difference in the community by supporting local charitable organizations. The Alliance has been instrumental in starting and continuing the three Reach Out and Read programs in Davenport through volunteers and financial support.

Each year, the Scott County Medical Society chooses a local charity to be the recipient of proceeds from their Annual Basket Auction. With the help of the Alliance, the November meeting of the Scott County Medical Society becomes an evening of generosity and fun. On November 7th, 2008, physicians and their spouses gathered in support of Reach Out and Read to bid on silent auction items and participate in a raffle. There were a wide range of items including a trip to a golf resort in Wisconsin and a specially-arranged Christmas Eve visit from Santa delivering a book to each child in the family.

Over \$8000 was raised that night! Because of this overwhelming support, over 3000 books will be purchased for the 2400 children served by Community Health Care in Davenport, the Family Medical Center staffed by the Genesis Family Practice Residency Program, and Genesis Health Group on Division Street. We are looking forward to the coming year as an opportunity to add books to the daily routines of even more children in Scott County!

*Submitted by Dr. Jamie Christophersen, ROR-Iowa Advisory Committee Member*

### Thank You to ROR-Iowa Supporters!

- Barnes and Noble
- Blank Children's Hospital
- Brick Gentry, P.C.
- Iowa Chapter of the American Academy of Pediatrics
- Iowa Community Empowerment
- Iowa Medical Society
- Iowa/Nebraska Primary Care Association
- In the Bag Corporate Cuisine
- Iowa Foundation for Medical Care
- J. Johnson Gallery and Imaging
- McGowen, Hurst, Clark, and Smith, P.C.
- Principal Birdies for Charity
- Quality Resources, Inc.
- Rotary District 6000
- St. Pius X School
- United Way of Central Iowa
- Vilsack Foundation

## ROR Physician Champion, Dr. Breckenridge, Van Buren County Hospital

The staff at Van Buren County Hospital became aware of Reach Out And Read in November 2006 when a member of the medical staff, Dr. Richard Breckenridge, read an article about the program in a medical journal. He brought it to the attention of the hospital administration, and agreed to provide funding for the program. Parents As Teachers (PAT), a department of the hospital, applied for a grant for additional funding. PAT is a parent education program that promotes early literacy and provides Reach Out and Read program oversight. The hospital's chief of staff, Dr. Tim Blair, contributed funds to purchase additional needed supplies. The hospital launched their Reach Out and Read program in January 2007.

At each well-child visit, each child receives an age-appropriate book and the physician or provider encourages the parent to read out loud to the child.

"Talking about the book really helps the provider to interact with the parent and child," notes Dr. Breckenridge, "and I believe it further illustrates to the parent that the physician has a strong interest in the overall well-being of the child."

The hospital has received many positive comments from parents on the program. Their Reach out and Read program continues to expand and serve the needs of more children in Van Buren County.

## Celebrating with Green Eggs and Ham!



### ROR-Iowa in the News:

**Ames Tribune:** November 2008 - Story County Raising Readers series, Reach Out and Read in Story County  
**KCCI TV-8:** January 2009

**Des Moines Register:** March 12, 2009 - Program uses doctors to encourage reading

**Des Moines Register:** April 22, 2009 - United Way honors individuals, organizations

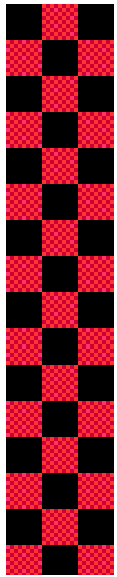
## ROR-Iowa Recognized in the 2008 LIVE UNITED Awards: GIVE, ADVOCATE AND VOLUNTEER AWARDS

On April 21, 2009 United Way of Central Iowa saluted organizations and individuals with 2008 LIVE UNITED recognition in the categories of Give, Advocate, and Volunteer, and the prestigious Spirit of Central Iowa award. The event highlighted the great work individuals and organizations are doing to improve our community. ROR-Iowa was recognized in the Volunteer category for organizations with 100 employees or less. Countless volunteers' dedication and commitment comprise the heart of ROR-Iowa's success. Thank you to all who oversee ROR sites, contribute, advocate, and promote Reach Out and Read Iowa!

### Welcome New ROR-Iowa Sites

- **Mercy Central Pediatric Clinic**  
Des Moines, IA • Join Date: 12/1/2008
- **Community Health Center of Ft. Dodge**  
Fort Dodge, IA • Join Date: 2/1/2009
- **Greater Sioux Community Health Center**  
Sioux Center, IA • Join Date: 4/1/2009
- **Iowa Health Physicians**  
Osceola, IA • Join Date: 5/1/2009





**I Want to Support Reach Out and Read Iowa to Help Children Grow Up with Books and a Love of Reading!**



- \$27.50 Provides 10 new books for one child.
- \$55 Provides 20 new books for one child.
- \$100 - \$299 Illustrator's Circle - Provides between 35 to 110 new books for children.
- \$300 - \$499 Publisher's Circle - Provides six months of books to children at one small clinic.
- \$500 - \$999 Author's Circle - Provides one year of books to children at one small clinic.
- \$1,000 - \$2,499 Silver Reader's Circle - Provides six months of books to children at one large clinic.
- Other \$ \_\_\_\_\_

- Enclosed is my check payable to **Reach Out and Read Iowa.**
- I will notify my employer of my gift and request a matching gift form.

*Your contribution is tax-deductible to the fullest extent of the law.*

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_  
 State \_\_\_\_\_ ZIP \_\_\_\_\_  
 Telephone \_\_\_\_\_  
 Email \_\_\_\_\_

Business  Home

Cut along the line and send with your donation to:  
**Reach Out and Read Iowa**  
**P.O. Box 1382**  
**Johnston, IA 50131**

June 2009 Newsletter



Reach Out and Read Iowa  
 P.O. Box 1382  
 Johnston, IA 50131

**ADDRESS SERVICE REQUESTED**