Fire Chief Kelvin Cochran supports Reach Out and Read

Shreveport Fire Chief Kelvin Cochran inspires a young patient by helping him try on a firefighter’s uniform after reading in the clinic waiting room. This photograph was taken by Jessica Leigh and reproduced with permission from Mike Silva, *The Times.*
On Wednesday, October 5, 2005, an Appreciation Luncheon was held at LSUHSC-S to honor Reach Out and Read volunteers and supporters. The luncheon began at eleven o’clock in the Conference Center and was catered by Sodexo, the company which prepares the meals at the University Hospital. Twenty-six volunteers and supporters attended. Daisy Kime, ROR Coordinator, gave a report of the year’s activities and introduced featured speaker, Kelvin J. Cochran, Fire Chief, Shreveport Fire Department.

Chief Cochran is a Shreveport native who at age five was spellbound by the Shreveport Firefighters fighting a fire across the street from his house and dreamed that one day he would be a firefighter. He graduated from Woodlawn High School in 1978 and attended Louisiana Tech University, Louisiana State University at Eunice, and the U.S. Fire Administration National Fire Academy, and was a 1999 graduate of Wiley College where he received a Bachelor’s Degree in Organizational Management. He also holds a Master’s Degree in Industrial Organizational Psychology from Louisiana Tech Barksdale.

His employment with the Shreveport Fire Department began in 1981 as a firefighter. He was promoted to Fire Training Officer in 1985 and to Assistant Chief Training Officer in 1990. On August 26, 1999, he was appointed Fire Chief of the Shreveport Fire Department. He is married and has three children. His civic activities in our community include service in the Salvation Army, Norwella Council Boy Scouts of America, National Conference for Community and Justice, Alliance for Education, American Society for Training and Development, and the Volunteers of America.

Chief Cochran spoke about his childhood and explained that he was an example of the success of children’s literacy and education programs like Reach Out and Read. He then spoke about hope and how it influences people’s lives, communities, and organizations. Hope is a means of transferring life and vision to people who do not have hope. Hope gives a reason to live. It is the greatest asset that a person or an organization can have. Hope equals high morale. One of a leader’s responsibilities is to provide hope. He explained that readers in the Reach Out and Read program provide hope through reading. Hope offers security in times of doubt. He then mentioned differences between people with hope and those without, concluding that people with hope help each other.

After his inspiring talk, Ms. Kime then announced that the October book drive for gently-used or new children’s books to support Reach Out and Read had begun. There were three places to drop off books: the library, the bookstore, and the 4th floor lobby of the Feist-Weiller Cancer Center.

Ms. Kime also announced that the National Reach Out and Read Office had created a Disaster Relief Fund specifically to give books to children evacuated from hurricane Katrina who received medical care in our area. She also announced that Shontasha Leftridge and Sharon Wright of the Care Caddy distributed approximately 200 books to the children residing in the shelter at Hirsch Coliseum.

The luncheon concluded at twelve-thirty with drawings for door prizes. The prizes were seven Dr. Seuss mugs decorated with autumn floral leaves which had served as colorful table centerpieces. The mugs were inspired by the story The Cat in the Hat. The door prize recipients were Marylou Ampil, Rene Brittenham, Milton Chapman, Lois Ennis, Doretha Lindsey, Ruth Trahan, and Tracy Wipf. They are pictured in the above photograph.

Submitted by David Duggar
Special Thanks to …

The following donors for their monetary support:

★ Biedenharm Foundation
★ Marianne Comegys
★ Carol & Dr. Warren Grafton
★ Manohar R. & Bharti M. Manhandia
★ Marybeth O. McVie in memory of Dorothy B. Bocchini
★ Stephanie & Robert Redstone

and to the following donors for their book donations:

★ Marianne Comegys
★ Julie Babineaux, Pediatric Interest Group

Children’s Hospital Tour

On Tuesday, October 27, 2005, Dr. Joseph Bocchini, Pediatrics Chairman, gave a small group training session to interested members of the LSUHSC-S Women’s Club who may serve as future tour guides for the provided children’s services.

On Wednesday, November 9, 2005, Mr. Joe Miciotto, Hospital Administrator, gave a tour of the Reach Out and Read program, Neonatal Intensive Care Unit and the Children’s Hospital to interested members of the Shreveport Medical Society Alliance.

The purpose of this tour was to demonstrate appreciation to the SMS Alliance for the generous support they have provided to ROR program over the years and to give an opportunity to see first-hand the results of their philanthropy.

Submitted by Carol Grafton

United Way Donor’s Choice Organization

The Northwest Louisiana United Way 2005-2006 campaign has designated Reach Out and Read as a Donor’s Choice Organization. Contributors may specify a choice organization when making a donation. When making your contribution through United Way, please consider specifying Reach Out and Read to receive your tax-deductible contribution.

Annual ROR Site Visit

Ellen Beyer, ROR Louisiana Coalition Leader, was in Shreveport on July 20, 2005, to conduct an annual site visit evaluation. She assessed the Shreveport ROR program with helpful advice for future endeavors. During her visit she attend the advisory board meeting where she gave a presentation regarding select Louisiana ROR sites participation in a pilot project to determine the quality of ROR programs. Ms. Beyer originally made this presentation at the National Reach Out and Read convention in Washington, D.C. on May 12-14, 2005.

Based on a model designed by Barbara Ducharme, ROR National Program Project Manager, and funded by a Linde Family Foundation grant, a parents survey pilot project was initiated at three Boston-area pediatric clinics and at seven Louisiana ROR sites in New Orleans, Lafayette, Shreveport and Lake Charles. The purpose of this pilot project was to assess ROR sites compliance with the ROR model which encourages parents to read aloud to their children by modeling volunteer readers in the waiting area and distributing developmentally and culturally appropriate books to at-risk children.

In Boston, seventy-five parent interviews were conducted in the waiting area after their child’s doctors appointment. The results showed that parents reported 90% of children received a book from a medical provider and 51% received a book at the beginning of the visit. The results also showed that parents reported 70% discussed books and reading at home, 60% stated reading or books as a favorite activity, 60% stated that they read to their children three or more times each week and 54% stated that they wanted more reading information.

In Louisiana, ninety-two parent interviews were conducted. The results showed that parents reported 87% of children received a book from a medical provider and 72% received a book at the end of the visit. The results also showed that parents reported 83% discussed books and reading at home, 61% stated reading or books as a favorite activity, 68% stated that they read to their children three or more times each week and 69% stated that they wanted more reading information.
To the ROR Community…
By Perri Klass, MD
President and Medical Director
Reach Out and Read National Center

Ever since Katrina devastated New Orleans and the Gulf Coast area, many of you have called or emailed to ask how you can help Reach Out and Read to help those most affected by the hurricane’s fury. Of course we want to do whatever we can to alleviate the suffering of the many thousands of people displaced by the storm, and we urge everyone to contribute to the agencies collecting funds for emergency efforts to bring them shelter, clean water, food, and basic medical care. And once ongoing medical care is available for these families, I think we all want it to include books.

Therefore, given who we are and whom we serve, just as soon as the situation stabilizes – when babies and young children and their families have the water, formula, diapers, antibiotics, safe places to sleep and other things they most need, then ROR wants to be ready to do what we do best – provide the books and training needed to allow medical providers to give books as part of pediatric care.

As you may know, providers from the University of Texas Medical Center, where Susan Cooley and the ROR-Texas coalition are housed, are working hard to establish a medical care network in the Astrodome, in area churches – wherever possible – first to conduct emergency triage and then to address the more routine medical needs of the hurricane evacuees. We have been in contact with Susan and her ROR team and have worked out the following plan to help meet their needs and the needs of others serving the hurricane refugees in other areas of the country:

1. As soon as the immediate emergency has ended and on-going care is being provided, ROR would like to have a ready supply of books available for pediatric providers to give to these young patients; if necessary, we will arrange abbreviated, onsite training to prepare the providers to deliver the books and the ROR message to their young patients wherever they are now receiving medical care.

2. If you work in an area that will be serving hurricane refugees, please be assured that Reach Out and Read will cover the cost of additional books to serve these children. Please keep good records and let us know in a timely manner about these unexpected costs to your program.

3. The National Center is establishing a Disaster Relief Book Account to cover the costs of books for these children. While the National Center will provide initial funding for this Account, we know that many of you are looking for ways to help these ROR sites and the children they serve. If you would like to contribute to the Disaster Relief Book Account, we know the affected areas would be grateful—and we will all be grateful to have more book money to offer them. We will have details for you next week about exactly how to do this.

4. When the areas devastated by hurricane Katrina are re-built and primary medical care is restored to these areas, ROR will replace all books destroyed in the storm and assist all of our sites in getting back on their feet to once again deliver our program to their young patients. Again, we will plan to draw on the Disaster Relief Book Account, so your contributions will help rebuild ROR programs when the time comes.

We have been overwhelmed by the offers of help coming in to the National Center. Even in this terrible time, we have to keep believing in the resilience of children and families, the hope and potential that lives in every child, and the joy that books can bring. Thank you for your generosity, your ongoing support of the Reach Out and Read mission of early childhood literacy, and for your commitment to the well-being of all children!

Books for Hurricane Evacuees

Daisy Kime reported that with the help of Shontasha Leftridge and Sharon Wright of the Care Caddy, they distributed about 300 books to the hurricane evacuees at the LSU-S shelter.

Submitted by Daisy Kime, ROR Coordinator
ROR National Center’s Response to Hurricane Katrina

In response to the devastation created by hurricane Katrina the ROR National Center has established a Disaster Relief Book Account which is already providing books for displaced families with young children. We thank all our programs which have committed a portion of their sustainability funds to this effort.

We will continue to respond to requests for books from medical providers serving displaced families. If you are a medical provider in need of books for your patients, please email: growth@reachoutandread.org. We also encourage you to use our new materials: Reach Out and Read for Medical Providers Working with Families after Hurricane Katrina and Tips for Parents on how Books Help Children Cope with Stress. [Editor’s note: requested permission for reprinting in this newsletter].

When the areas affected by hurricane Katrina are rebuilt and primary medical care is restored to these areas, ROR will also replace books destroyed in the storm and assist all of our sites in getting back on their feet to once again deliver our program to their young patients.

Tips For Parents on How Books Help Children Cope with Stress

We all want our children to feel safe and secure. When families are going through stressful times, when they have experienced danger and disaster, when they are displaced from their homes, children still look to their parents and the other adults who care for them to help them feel loved and protected. Reading aloud to your child is one way to help your family through this difficult time.

- **Children need attention:** When you read aloud, whatever else may be going on in the world, you are concentrating all your attention on your child, on the book and the story - and your child will understand this and feel reassured.

- **Children need physical contact and affection:** Take your child on your lap or lean against one another - make reading time a moment for hugging and cuddling - the combination of your voice and your hug will help your child feel loved and secure.

- **Children need routine:** Read a story at bedtime or naptime or mealtime - it will help your child feel that the day has a predictable schedule, even in unpredictable times, and give your child something to look forward to.

- **Children need entertainment:** Read books that make your child laugh, books that make your child eager to turn the page and find out what happens next.

- **Children need a sense of security:** Even when the world is full of scary questions, a young child can find some security in a parent’s voice and a parent’s embrace.

- **Children need to feel loved and cared for:** Reading aloud is a way to show your child, every day, how much you care, and how important it is to you to spend time together. It’s a way to hold your child close and help your child feel loved and protected.

© 2005 Reach Out and Read
Visit the national website at www.reachoutandread.org
Spotlight on a Medical Champion:
Marlene M. Broussard, MD, FAAP

Q: Please describe your full-time position with the Children’s Hospital of LSUHSC-Shreveport explaining your duties as Pediatric Hospitalist and Junior Pediatric Clerkship Director.

A: A Pediatric Hospitalist spends most of their time in the hospital taking care of children who are in-patients. In my case, this accounts for eight months of my year. The other three months, I’m the Pediatric Clerkship Director for the third-year medical students. This involves presenting their orientation, scheduling their eight-week rotations and organizing their in-patient schedule. I’m also the Pediatric Interest Group Advisor for medical students interested in pursuing a career in pediatrics.

Q: How long have you been associated with the Reach Out and Read (ROR) program?

A: I have been involved with the ROR program since I was an intern beginning July 1, 1999.

Q: In what capacities do you serve in the ROR program?

A: I serve on the Advisory Board which meets quarterly to oversee the program. I was able to arrange transportation for the books awarded by First Books to be distributed in Shreveport. First Books supplies books to only one location - New Orleans - and it is up to the program to arrange delivery. I made arrangements with Valentine Ambulance to bring the books to Shreveport on a return trip from a patient delivery. They did this twice for us, once in 2004 and again in 2005.

Q: As Pediatric Interest Group Advisor, please describe how you motivate the medical students to support the October book drive for gently-used and new children’s books.

A: Each October the Pediatrics Department holds an informational luncheon for medical students who are interested in a career in pediatrics. The cost to attend the luncheon is one donated children’s book and the medical student who donates the greatest number of books receives a Children’s Hospital tee-shirt.

Q: Having attended a national ROR conference, please briefly describe your impression of the ROR programs nationwide.

A: I attended the national ROR conference two years ago to become certified to train the pediatric residents to use ROR techniques during well-child visits. I was impressed with the organization and the structure of the
ROR Happenings

national ROR program. They have increased the number of ROR sites nationwide and have been very effective in reaching their target audience in a short amount of time.

Q: Please briefly describe a typical office visit in which parents are encouraged to read aloud to their children.

A: The way the program works is that volunteers read to children as they wait for their appointments in the waiting room. They are modeling reading skills for the parent(s). The pediatrician gives a new book to the child when s/he enters the examination room and watches how the child handles the book to assess her/his developmental skills. For example, a child who is 4-6 months old should put the book in their mouth or pass it from hand to hand. A one-year old should point to pictures on the pages and a two-year old should turn pages. The pediatrician may model for the parent by reading from the book during the examination. At the end of the exam, the pediatrician writes a prescription for the parent to read aloud to their child at least three times each week.

Q: Please describe the Adopt-a-Child program described in the local ROR brochure.

A: Each child adopted will receive a new book at all ten well-child visits from age six months to five years to add to their home library. All donations go directly to the LSUHSC-Foundation Reach Out and Read account to be used for the purchase and distributions of books. The brochures were mailed to individuals and businesses with five different levels of support. All levels of support receive recognition in the newsletter and a name plate on the books. In addition, the highest level of support receives media coverage for the check presentation.

Kudos from the Coordinator

Dr. Broussard's dedication and support sets a high mark for all of us working with the Reach Out and Read Program to follow. In addition to training and retraining medical staff members to use the ROR model, she originated and produced the Adopt-A-Child fundraising project, she speaks to community organizations to publicize and solicit funds and volunteers, regularly attends board meetings and participates in many other ROR activities. I know that I can count on her for help with any project, even though she has a full-time job, and a family consisting of a husband and two small children. ROR is very fortunate to have Dr. Broussard actively participating and contributing her talents and ideas to our program.

Submitted by Daisy Kime, ROR Coordinator

New Volunteer

Doris Dowell, an LSUHSC employee who works nights, comes from work to read to children in the waiting room. This brings the number of volunteer readers to fifteen.

Submitted by Daisy Kime, ROR Coordinator

October Book Drive

The Pediatric Interest Group section of the medical students teamed up with the medical librarians to collect new and/or gently-used children’s books during October. This book drive coincides with National Medical Librarian’s Month culminating on Halloween. Some of the donations from the community included Rachael Davis at the Highland Child Development Center and Day Care who donated 200 books, the Kiwanis Club Southeast procured 60 buckets filled with books and toys from Book Market along with their own book donations, a Southfield Elementary School book donation, and a local girl scout troop bought children’s books using $500 that they raised. These book drive donations will be processed and distributed to underprivileged children at their well-child visits as well as to siblings and sick children to take home.

Submitted by Julie Babineaux, Book Drive Chairman, Pediatric Interest Group
Other Volunteer Opportunities

If you’d rather not read aloud to children in the clinic waiting room, but you’d like to support the Reach Out and Read program, here are some ways to get involved:

- **Conduct a book drive.** Reach Out and Read programs can always use beautiful, brand new, age-appropriate books for children age 6 months to 5 years old. Many children have collected books from guests as part of their birthday or bar/bat mitzvah celebrations.

- **Collect gently used books for siblings or for reading by families and volunteers in the waiting room.** Libraries, bookstores, churches, other families and even the local post office may be able to provide books!

- **Contribute your skills.** Reach Out and Read coordinators can always use a hand with unpacking, inventorying and ordering books for the program. Ask Daisy Kime for suggestions about how your unique skills can contribute to Reach Out and Read’s success.

- **Raise funds to support your Reach Out and Read (ROR) program.** Beautiful new books cost money, and each Reach Out and Read program is responsible for raising 75% or more of its annual book budget. There are lots of creative and fun ways to raise money for books - or to arrange a donation of appropriate new books directly - for your local Reach Out and Read program. Donations are always appreciated!

- **Make a tax-deductible contribution to ROR’s Adopt-a-Child program.** Contributions to Reach Out and Read’s Adopt-a-Child program purchase new books for one or more children. Each $25.00 donation provides for ten new books to be given at the well-child visits from age six months to five years.
Form to Volunteer to Read to Children in the Clinic Waiting Room

Name ________________________________________________________________
Address ______________________________________________________________
City, ST, Zip ____________________________________________________________
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

If you would like to make a tax-deductible donation to Reach Out and Read, you may do so at any time.

- 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 Account Number: ___________________________ Signature _________________ Exp. Date ______
Name: ____________________________________________________________
Address: ___________________________________________________________
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**

Medical Library  
LSU Health Sciences Center  
P.O. Box 33932  
Shreveport, LA 71130-3932

---

**Children’s Hospital of LSUHSC-Shreveport**

---

**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.

**Senior Editor:** Kerri Christopher, Library, LSU Health Sciences Center, P.O. Box 33932, Shreveport, LA 71130-3932; telephone:(318) 675-5393; fax:(318) 675-5442; email: kchris@lsuhsc.edu

**Junior Editor:** David Duggar, Library, LSU Health Sciences Center, P.O. Box 33932, Shreveport, LA 71130-3932; telephone:(318) 675-5472; fax:(318) 675-5442; email: ddugga@lsuhsc.edu

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.