October Book Drive Collects 1,378 Books

Seated from left to right are Taylar Childress and Megan Gardner, co-chairs of the book drive committee. Standing are the medical librarians David Duggar and Kerri Christopher. The book drive committee collected 1,378 gently used children’s books last October. Book drive committee members not pictured include Jaszianne Faulk, Clayton Kleinpeter, Jennifer Pattridge, Christopher Sharp and Lori Toups. The majority of the donated books came from St. Mark’s Episcopal Cathedral School, St. Joseph School Learning Center and First Baptist Church School.
Those Making a Difference

Special thanks to the following donors for their monetary support:

★ The Author’s Club
★ Sami L. Bahna
★ Robert D. Jackson
★ Kathleen C. Julian
★ Shelly Lawson
★ LSUHSC Women’s Club
★ Amy & John Mata
   To honor Lisa Babin
★ Berte Muslow
   To honor Martha McDonald’s Birthday
★ Mary Ann Van Osdell
   In memory of B.S. Van Osdell, Jr.
★ Mr. and Mrs. Fred Payne
★ Ascension Smith
   To honor Daisy Kime

Special thanks to the following donors for their book donations:

★ Kiwanis Club of SE Shreveport
★ Sarah Hamauci
★ Rebecca McDonald
★ Carol Sawyer

Bulletin Board Display

The ROR bulletin board is located at the main entrance between the Women and Children’s Clinic building and the Ambulatory Care building. The current display features Dr. Marlene Broussard’s children. Tracy Wipf, advisory board member, updates this display seasonally. Plaques honoring the program’s origins and donors flank the bulletin board.

2006 October Book Drive

The 2006 October book drive was successful in gathering 1,378 new and gently used children’s books. The Pediatric Interest Group, a volunteer group of medical students coordinated by Dr. Marlene Broussard, and the LSUHSC-S librarians jointly sponsored this book drive. The book drive is held each October to observe National Medical Librarian’s Month, which ended on Halloween.

These book drive donations are used in several different ways to supplement ROR’s new book distribution. For example, these donated books are given to siblings of children in the Reach Out and Read program. Book drive donations are also used by volunteer readers in the waiting room.

2006 November Book Fair

A Books Are Fun book fair was held on November 20 and 21, 2006, in the Bistro dining room inside the hospital cafeteria. Carol Sawyer with Books Are Fun hosted the two-day event. Ms. Sawyer also made a gift donation by allowing Daisy Kime, ROR Coordinator, to select $60.00 worth of books from the book fair inventory for the Reach Out and Read program. LSUHSC-S employees supported this book fair by purchasing $6,363.99 worth of merchandise, of which $1,272.00 will be awarded to Reach Out and Read. The success of this book fair has prompted scheduling another for this coming spring.
Reading Aloud to Children

Reading aloud to children is one of the most important things you can do to ensure their future success.

“Children are never too young to have stories read to them,” says Nancy Verhoek-Miller, a specialist in early childhood education at Mississippi State University.

The benefits are so profound, and children form so much of their intelligence potential during the early years of their life, that experts recommend reading aloud to your child as soon as s/he is born, and continuing indefinitely.

Twelve reasons to read aloud to children:

1. It builds a lifelong interest in reading.

2. Children whose parents read to them tend to become better readers and perform better in school, according to the National Center for Education Statistics.

3. Reading to children helps them with language and speech development.

4. It expands children’s vocabulary and teaches them how to pronounce new words.

5. Reading to toddlers prepares them for school, where they will need to learn to listen to what is being taught.

6. Reading to older children helps them understand grammar and correct sentence structure.

7. Children and parents may use reading time as bonding time.

8. Being read to builds children’s attention span and helps them hone their reading skills.

9. Curiosity, creativity and imagination are all developed while being read to.

10. Being read to helps children learn how to express themselves clearly and confidently.

11. Children learn appropriate behavior when they’re read to, and are exposed to new situations, making them more prepared when they encounter these situations in real life.

12. When read to, children are able to experience the rhythm and melody of language even before they can understand the spoken or printed word.

(Adapted from http://www.sixwise.com)
Adult Health Literacy

Drs. Terry C. Davis and Pat F. Bass are among the authors who published an original article in the December 16, 2006, issue of *Annals of Internal Medicine* titled, “To Err is Truly Human: Literacy and Misunderstanding Prescription Drug Labels.”

The purpose of their study was to “examine whether adult primary care patients in indigent communities were able to read and correctly state how they would take various medicines after reviewing label instructions on actual pill bottles.”

The authors surveyed 400 low-income adult patients at clinics in Chicago, Shreveport and Jackson, Mississippi. All of the patients spoke English and their vision and hearing were normal. In the study, the patients were shown five prescription bottles with labels and asked, “How would you take this medicine?”

The study results showed that about half of the patients misread at least one label. Thirty-eight percent of the patients who were considered adequately literate misread at least one label. Among those who read at sixth-grade or lower levels, 62.7 percent misunderstood at least one label.

Unfortunately, this study showed that lower literacy and a greater number of medications being taken were associated with patient misunderstanding of pill bottle labels.

In this article, Dr. Davis urged physicians to be more specific in wording their prescription directions. “For example, saying ‘Take one pill at 8 a.m. and one pill at 8 p.m.’ is better than saying ‘Take one pill every 12 hours.’ It’s important to not to just read the information, but understand how to take the medicine.”

Project R.E.A.D.

Project R.E.A.D. is a free workshop advertised in Bossier Parish Community College’s Community Education spring 2007 catalog. The annotation says, “Learn to teach non-readers how to read. This 14-hour workshop certifies participants in the Laubach ‘Way to Read.’ As a certified tutor, you will be matched with an adult non-reader for one-on-one tutoring. All supplies are furnished.”

This workshop is limited to twenty participants who are aged 17 and older. The workshop meets on consecutive Saturdays, April 21 and 28, 2007, at 8:30 am-3:30 pm in building E, room 525. The instructor is Daryle Stephenson. To register, telephone (318) 678-6015.
Coordinator’s Report:
January 18, 2007

Contributions from local donors are being sought for a 1:3 matching grant from Reading Is Fundamental. The amount to be raised is $4,000-$5,000. In return, 3,105 Shreveport children will receive two books at $2.75 apiece through this matching grant for $17,000 in book credits. To contribute, please contact Daisy Kime at 675-6170.

Last year, 6,483 books were distributed to children in the Pediatric Continuity Clinic. Medicine/Pediatric Clinic and KidMed.

During the holidays, several generous donations of books and money were received. The Southeast Shreveport Kiwanis Club and the LSUHSC Women’s Club donated books and money. The Author’s Club donated money to purchase books. The Shreveport Medical Society Alliance along with several Sunday school classes at Broadmoor Baptist Church donated books.

On the national level, Congress cut the federal funding for ROR by $6M in 2007. This will result in a cut of approximately $4,000-$6,000 in sustainability funds locally.

February Survey

During February 2007, parents of children enrolled in the ROR program were asked eleven survey questions following their child’s clinic check-up. The purpose of this survey is to ascertain the parents’ opinion of the effectiveness of the ROR program.

Safety & Health Fair

The second annual Family Safety & Health Fair will be held on Saturday, April 14, 2007, at 10:00 a.m.-2:00 p.m. in the atrium of the Biomedical Research Institute. The purpose of this fair is to promote safe activities to avoid summer accidents and injuries.

Free screenings include blood glucose, cholesterol, asthma, blood pressure and skin cancer. Free services include Shots for Tots immunizations, fingerprinting and car seat demonstrations. There will be many fun activities for children including Caddo Caring Canines and tours of an ambulance and/or a fire engine.

Rhonda Joyner,
North Louisiana Regional Representative

In August 2006, Rhonda Joyner was hired to fill a new position created by the National Reach Out and Read Center. Her duties include marketing, fund raising, recruiting new sites, and coordinating the efforts of existing ROR programs located in north Louisiana.
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 six months to five 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, 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 Account 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.