



At the KP Woodland Hills launch, California State Assemblyman Richman of the 38th District was joined by four CHP officers to read and be read to by the eager children in the pediatric waiting room.

Kaiser Permanente Southern Region Expands Reach Out and Read

BY DENA SPANOS-HAWKEY
KAISER PERMANENTE—
PUBLIC AFFAIRS

Twenty-seven of Kaiser Permanente's pediatric medical offices have received ROR National designation. In addition to our active ROR sites of Panorama City, Harbor City, Gardena, Long Beach, Rancho Cucamonga, and two San Diego sites of Otay Mesa and Bonita, we have recently launched three in

CONTINUED ON BACK PAGE

Inside this issue:

Medical Clinic Partnerships with Public Libraries PAGE 2

"Running for Literacy" at USC PAGE 3

Mark Your Calendar! 2004 CA ROR Meetings BACK PAGE

Welcome to California Reach Out and Read BACK PAGE

Funding is Fundamental

How to become a Reading Is Fundamental site, and why it's a good idea

BY PAT FARAGIA

SEQUOIA COMMUNITY HEALTH FOUNDATION, FRESNO

CA ROR would like to encourage ROR sites to consider applying to also become Reading Is Fundamental (RIF) sites as a way to supplement their book budgets. Although in the past the majority of RIF programs have been based in school settings, RIF is now actively pursuing RIF/ROR collaborations. RIF understands the unique nature of running a RIF program in a health care setting, and RIF staff will assist your program in meeting the guidelines that they expect all sites, including those that are health care based, to follow. To get more information on RIF or to determine if RIF would be a good fit for your ROR program, please contact the RIF State and Regional Initiatives Team at 202-673-1551 or initiative@rif.org. What follows is a first-hand account of the RIF application process as experienced by Pat Faragia at the Sequoia Community Health Foundation in Fresno.



If your ROR site is using this logo, your budget may be smiling, too.

Several months ago I embarked on a journey to find more funding for books for our ROR program. I know many of you are on that same journey. Along the way I found Reading is Fundamental, the largest nonprofit literacy organization, at www.rif.org. I discovered that RIF provides funding for a variety of organizations including ROR programs. Eligibility requirements and guidelines are as follows:

Eligibility

- Programs eligible for RIF federal funds receive 75% of the cost of their give-away books. RIF recipients are then responsible for raising the remaining 25% of the funds necessary to pay for the books through "local matching funds." The 25% matching share CANNOT be met with National ROR dollars or credits.
- Programs must serve 100 or more children.
- 80% or more of the children in this federally funded program must be considered "at risk" as defined by the National Literacy Act of 1991.

Guidelines

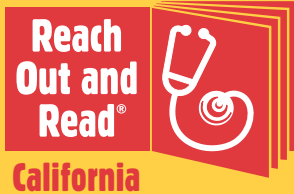
- Children must have the opportunity to choose and keep two or three books per year depending upon the structure of the program.
- Volunteers must organize motivational activities.
- Parents and community members should be involved.
- Three or more people must serve on the book selection committee for RIF.
- RIF programs must complete performance and distribution reports.
- Because RIF is a renewable grant, completion of an annual proposal, detailing plans for the coming year, is also required.

I felt sure that our nonprofit health organization was a good candidate for RIF. I completed the preliminary RIF application available on-line at the RIF web site.

CONTINUED ON PAGE 3

Medical Clinic Partnerships with Public Libraries

BY LYN PALME
CONTRA COSTA COUNTY LIBRARY



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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@plsinfo.org

Newsletter designed by:



On October 3, 2003 the California State Librarian awarded 14 grants to public libraries with literacy programs that have joined in partnership with a local medical clinic to start a new or help sustain an existing ROR site. Each library/literacy program was awarded \$6,275 in funds. This money will be instrumental in broadening the involvement of libraries in the ROR program. As Dr. Starr, the State Librarian stated, "We think that forging an alliance between clinics, libraries, and literacy programs will be beneficial for all three and the children of California."

Suzanne Flint, Director of California Reach out and Read, along with Sandy Tosti of the Solano County Library, facilitated this opportunity for the State Library and ROR to become a team. Flint explained that, "These resulting grants will enable medical clinics offering ROR to become more fully integrated into the larger literacy community while assisting libraries with increasing community awareness about their services."

The grants usher in a new era for the ROR organization. The partnership with libraries means that ROR can grow on a broader regional scale rather than just clinic by clinic. The regional model of connecting by counties and regions piggybacks experience, resources, and public relations more effectively and quickly. Ultimately, this tandem effort could be a statewide model for all ROR sites. Flint adds, "Libraries are powerful partners for helping to coordinate the ROR program. By providing library resources, expertise, and serving as referral sites for other literacy services, libraries can assist the medical community in sustaining ROR and enhancing its overall impact."

The grants provide community libraries across the state a way to connect with those new families who need literacy services the most but who may not seek out literacy help on their own or visit a library. For the medical community, the new connection is a big boost that will help provide literacy advice and guidance to these families. Dr. Ann Harvey, of the Contra Costa Health Center, which was a grant recipient states, "ROR will greatly enhance our ability to promote optimal development, positive parent-child interactions as well as early pre-literacy."

The 14 award recipients are:

Camarena Memorial Library — Clinicas de Salud del Pueblo, Calexico

Chula Vista Public Library — Chula Vista Family Clinic, Chula Vista

Contra Costa County Library — Richmond Health Center Family Clinic, Richmond

Fresno County Public Library — Elm Family Plus Clinic, Fresno

Glendale Public Library — Kaiser Permanente Glendale, Glendale

Humboldt Literacy/Humboldt County Library — Open Door Health Clinic, Arcata

Lompoc Public Library — Santa Barbara County Health, Lompoc

Richmond Public Library — Brookside Community Health Center, San Pablo

Riverside County Library — M. Nieves Gutierrez-Go, M.D., Inc., Indio

San Diego County Library — Mountain Health & Community Services, Campo

San Mateo County Library — North County Health Center, Daly City

Santa Clara County Library — Kaiser Permanente Marina Playa, Santa Clara

South San Francisco Library — South San Francisco Health Center, South San Francisco

Sutter County Library — Sutter County Health, Yuba City



Pictured are 4 of the team members whose support was invaluable: Christine Ibrahim, MD, Diana Nguyen, MD, Christine Fratino, DO, and Martha Richards, Clinic Manager.

“Running for Literacy” at USC

BY DEBBIE MACKAY, UNIVERSITY OF SOUTHERN CALIFORNIA, LOS ANGELES

The USC Family Practice Center at California Hospital Medical Center is thrilled to be a new Reach Out and Read site. The Family Medicine Residents, faculty and staff started off their first fundraiser with a “bang.” Under the guidance of one of their greatest supporters Cliff Hoffman, the President of the California Hospital Medical Center Foundation, the event became a smashing success. “Running for Literacy” raised close to \$7,000. Dr. Maureen Strohm, an avid runner and the Family Medicine Residency Program Director ran in the 2003 Los Angeles Marathon. The residents (physicians in training), faculty, and staff were divided into three teams. Each team leader cheered their team members on as they obtained sponsors for each mile of the 26.2-mile race. Individuals, family members, co-workers and businesses contributed \$1.00 per mile or a set amount. Team members as well as the team leaders were acknowledged for their fantastic efforts and team spirit.

The race was a “walk in the park” for Dr. Strohm. Faculty and staff were at the curb to cheer her on. Martha Richards, Clinic Manager, and Dr. Condessa Curley, Chair of the Fund Raising Committee, were at the finish line to present Dr. Strohm with a bouquet of red roses. Though it was not her “fastest marathon” (26.2 miles in less than 5.30 hours), Dr. Strohm ran with pride, wearing her cardinal and gold Trojan colors, for a cause she believes in.

The fundraiser was instrumental in starting a book-buying fund. Further funding has been obtained from the ROR National Center, Target and a grant from a local non-profit organization. The USC Family Practice Center at California Hospital is a non-profit teaching site for Family Medicine residents in downtown Los Angeles. The patient population is primarily Latino and African-American (with over 90% of the population at or below the poverty level). Ideas are being gathered for future Reach Out and Read fundraisers. If you have questions about the above information, please contact Condessa Curley, MD, MPH, Community Advocacy Program Director (REG260Z@aol.com) or Debbie Mackay, ROR Onsite Coordinator (mackayd@chw.edu) at 213 744-0801 x237.

Fundamental Funding CONTINUED

The application requires information very similar to that required on the ROR start-up application. About 6 weeks after our preliminary application was submitted, I received a call from a RIF representative acknowledging receipt of our application and asking for some additional information. (ROR projects are excellent RIF candidates because there is a book distribution/delivery process already in place.) I provided the information and then proceeded to the next step, which was to specifically outline how the RIF process would work within our organization and identify the number of children to be served. After an initial approval of the grant to Sequoia, I continued to receive calls from RIF asking for clarification on how RIF and ROR would exist side-by-side but not be co-mingled. RIF books or distributions of RIF books cannot be co-mingled with ROR books and you must have a plan in place for how you will do this. The issue regarding separation of the two programs is one that is very important since federal funds cannot be combined and both programs are federally funded. However, with planning, the two programs can be successfully managed separately.

Sequoia has decided to administer the RIF program as follows:

- RIF books will be distributed to newborns, and 2 and 4 month-olds during three distributions within a year. Other age groups would certainly work as well, as long as each child will be seen at least 2 times within a year. Sequoia elected to begin the promotion and support of literacy from the earliest ages to increase the chances of overall success. (CA ROR suggests that for more traditional ROR sites, they might consider using a RIF grant to fund the 6, 9, 12, 15, and 18 month-old books and use ROR funds for the 2, 3, 4, and 5 year-old books.)
- Parents/caregivers will be given a choice of three titles in each of the categories.
- Motivational activities will be combined with various Literacy Events including Parent Workshops. (Motivational activities could also be incorporated into the role of your clinic waiting room volunteer readers.)
- A Task Force including the ROR Coordinator, a Medical Provider and local Librarian will serve on the book selection committee.
- Data collection methods are in place to meet reporting requirements.

I strongly recommend that anyone meeting the eligibility requirements apply for RIF funding. Keep in mind, however, that you must be prepared to raise 25% of the overall book funding cost, provide 2-3 separate distributions of books for the same child within a given year, and keep ROR and RIF separate processes. Also, be prepared for the RIF process, from initial application to actual receipt of books, to take from 6 to 12 months.

Our contract is signed, the list of approved RIF publishers has been received, the process is defined, and the book order approved. Sequoia will begin RIF on December 1, 2003. The journey has only begun but how exciting it is to have ROR and RIF programs working together!

Mark Your Calendar! 2004 California ROR Meetings

Meetings take place at the following locations unless specifically noted:

Richmond Kaiser, Richmond, CA
Sacramento Kaiser, Sacramento, CA
Santa Theresa Kaiser, San Jose, CA
Southern California Kaiser, Los Angeles Area
TBA, CA

Date: February 5, 2004 (Thursday)
Time: Noon to 2:00 p.m.

Date: May 1, 2004* (Saturday)
Time: 2:00 to 4:00 p.m. (at National Conference)
Location: San Francisco Hilton, San Francisco, CA

Date: September 16, 2004 (Thursday)
Time: Noon to 2:00 p.m.

Date: November 04, 2004* (Thursday)
Time: Noon to 2:00 p.m.

2004 NATIONAL CONFERENCE
Date: April 30th–May 1, 2004 (Friday and Saturday)
Location: San Francisco Hilton, San Francisco, CA

CAROR Fundraiser
All ROR Sites are invited to attend — details TBA
Date: May 1, 2004 (Saturday Evening)
Time: 6:00 to 9:00 p.m.
Location : San Francisco Hilton, San Francisco, CA

*Date is a change from previous calendar

Kaiser Permanente Southern Region Expands

CONTINUED

Orange County, two more in San Diego along with Woodland Hills, Cudahy, Fontana and Los Angeles. Other sites to be launched are Baldwin Park, Imperial, Whittier, Bakersfield, Riverside, Temecula, Corona, West Los Angeles, Inglewood and Glendale. The excitement is contagious and Kaiser Permanente Southern California is well on the way to meeting its goal to incorporate Reach Out and Read into its delivery of well-child care throughout the region.



Joseph was thrilled to be read to by a volunteer reader at the opening festivities of Kaiser Sunset. He just wasn't so sure about WEEVIL from the KP Education Theatre troupe.



Dr. Barbara Carnes, CA-ROR Executive Board Member and Chief of Pediatrics in Harbor City received special recognition from the AAP for her work in the regional expansion of the Reach Out and Read model at Kaiser Permanente.

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.



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.

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.

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:

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