



where great stories begin™

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THE NEXT STEP...

GIVING BOOKS SHOULD BE AS ROUTINE AS GIVING IMMUNIZATIONS

With your help, we can support all children across Alabama at risk for poor educational outcomes by engaging parents as their child's first and most important teachers.



Creating positive early learning experiences for our children is critical so that they will have a better chance to succeed at school and in the workplace.

Nearly 90 percent of all young children see a pediatric health provider at least annually for a check-up.

In Alabama, seven out of 10 children who are two years old are up to date on their immunizations.

Why not provide every pediatric healthcare provider across the state an opportunity to prescribe books and encourage families to read together?

www.roralabama.org

RORAlabama ReachOutReadAL



where great stories begin™

THE POWER OF PARENTS + THE INFLUENCE OF CHILDREN'S DOCTORS

REACH OUT AND READ - ALABAMA 2013 ANNUAL REPORT BOOKS BUILD BETTER BRAINS

OUR MISSION

Reach Out and Read prepares America's youngest children to succeed in school by partnering with doctors to prescribe books and encourage families to read together.

Reach Out and Read is an evidence-based nonprofit program that promotes early literacy and school readiness in pediatric exam rooms nationwide by giving new books to children and advice to parents about the importance of reading aloud. Our program builds on the unique relationship between parents and medical providers to develop early reading skills in children. Doctors, nurse practitioners, and other medical professionals incorporate Reach Out and Read's evidence-based model into regular well-child checkups by advising parents about the importance of reading aloud and giving developmentally appropriate books to children to take home and keep. The program begins at the six-month checkup and continues through age 5, with a special emphasis on children growing up in low-income families, where children are most at risk for reading failure. Every child in the program enters kindergarten with a home library of at least 10 books and parents who understand the importance of reading aloud.

LETTER FROM THE PRESIDENT

Reach Out and Read-Alabama leverages two extraordinary forces to improve early literacy and educational outcomes in Alabama: **the power of parents and the influence of children's doctors.**

Building on the special relationship between families and children's doctors, Reach Out and Read engages parents as their child's first teacher starting in infancy. During regular, one-on-one visits with the doctor, families grow to understand the powerful and important role they play in supporting their child's development. Parents gain the confidence and skills that enable them to support early language and literacy at home, and they help their children be ready for pre-K or kindergarten.

The program is convenient and supports families "where they are"--at doctors' offices for well-child visits. Nearly 90 percent of all young children see a pediatric health provider at least annually for a check-up. In Alabama, seven out of 10 children who are two-year-olds are up-to-date on their immunizations.

No other program is more efficient or innovative in delivering an evidence-based program that helps children throughout Alabama be ready for pre-K or kindergarten than Reach Out and Read-Alabama. The 2012 Alabama VOICES Kids Count Data Brief *What Would It Take*, suggests that promoting early literacy projects such as Reach Out and Read-Alabama and incorporating additional means to put books into the hands of children helps to decrease the state's first grade retention rate.

This year, Reach Out and Read-Alabama took an important step to safeguard the future of this important program. Through the establishment of an endowment management account, the AAP Alabama Chapter has raised permanent funds to support operational costs of Reach Out and Read. There were 20 founding members of this endowment, setting aside \$29,000 as the beginning of a lasting and reliable source of funding for this important program.

Reach Out and Read-Alabama is also continuing to build community and business partners through our Operation We Mean Business Initiative. With a goal of educating community leaders about this important program and its effect on the future workforce of Alabama, over 20 potential partners were contacted this past year.

With your continued support, Reach Out and Read-Alabama will continue to lay the foundation of literacy for the future leaders of our communities, our state, and our nation.



MILESTONES

JANUARY 2006

Reach Out and Read-Alabama becomes a program of the Alabama Chapter-American Academy of Pediatrics.

2007-2012

Alabama Department of Education, Special Education Division SPDG grant enables 60 percent program site expansion to 28 counties

Rx ONE MILLION BOOKS PRESCRIBED SINCE 2006

Reach Out & Read
where great stories begin!

Date: Since January 2006

Child's Name: 1.5 million Alabama children

Instructions: **Read Books**

Every night at bedtime

For _____ minutes a day

For reading tips and book lists, visit reachoutandread.org/parent-resources

Refills: **At your local public library**

Signature: 300 pediatric healthcare providers

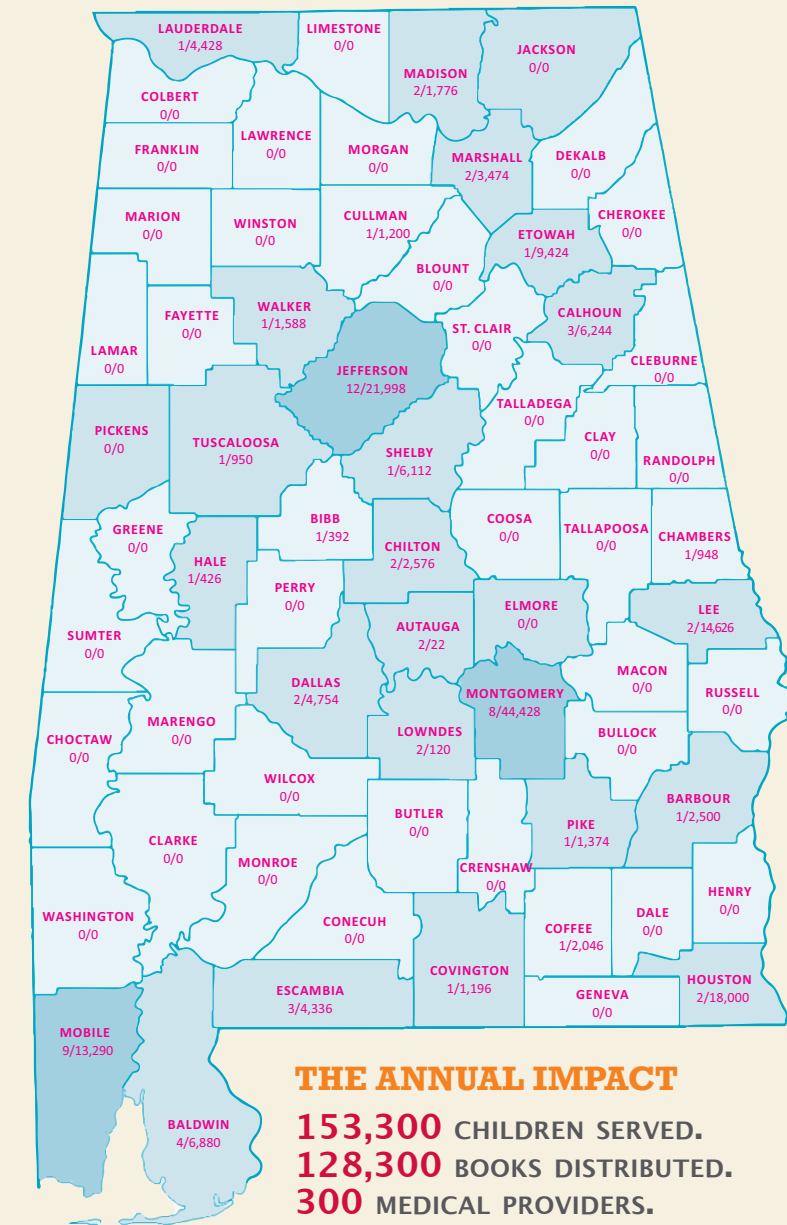
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I'm thrilled and honored that Reach Out and Read has impacted the lives of so many children and families across Alabama. For almost eight years, Reach Out and Read has enabled Alabama's youngest and neediest children to have access to a million books and the magical stories inside. Every day, our doctors and nurses are prescribing reading aloud to families to help children start on a lifelong path of success in school and in life. Reach Out and Read is truly where great stories begin.
--Marsha Raulerson, MD, Reach Out and Read-Alabama Medical Director

Of Alabama's 1.26 million children:

- 1 in 4 children are under the age of 5
- More than 1 in 4 children live in poverty
- More than 1 in 3 children live in single-parent families
- Nearly 1 out of 2 third graders are not reading at Level IV
- Approximately 1 out of 3 high school students won't graduate

Data Source: VOICES for Alabama's Children



THE ANNUAL IMPACT

153,300 CHILDREN SERVED.
128,300 BOOKS DISTRIBUTED.
300 MEDICAL PROVIDERS.
67 PROGRAM SITES.

WHY WE WORK

REACH OUT AND READ LEVERAGES TWO EXTRAORDINARY FORCES TO IMPROVE EARLY LITERACY AND EDUCATION OUTCOMES: THE POWER OF PARENTS AND THE INFLUENCE OF CHILDREN'S DOCTORS.

Reach Out and Read is uniquely positioned to help our youngest children arrive at school ready to read, learn, and succeed. As the only early literacy nonprofit that works through pediatricians, we have unparalleled access to young children—many of whom are not enrolled in high-quality early education programs—and their parents. Nearly 90 percent of all young children see a child health provider at least annually for a checkup, while less than one-third are in any childcare setting, the next most common contact with a formal service system.

Data Source: Reach Out and Read In a Child's First Five Years

ANNISTON

Naresh Purohit, M.D., FAAP is the medical consultant for the Reach Out and Read program at Purohit Pediatric Clinic, one of three program sites in Calhoun County. **Dr. Purohit and three other medical providers in their practice have prescribed brand-new books to over 19,000 children and their families since the inception of their program in October 2010.** Almost 70 percent of Purohit Pediatric Clinic's patients receive their health care coverage from Alabama Medicaid.

"Prescribing a book to children establishes a bond between the child and the parents by encouraging parents to be involved with their children through books and reading on a regular basis. It also encourages the parents to develop a healthy habit of reading every night to child instead of engaging in other habits such as watching TV. I have seen an 'aha' moment with proud parents as they share the stories of reading together at subsequent visits after prescribing a book. They also witness the healthy development of their child through new skills learned by reading together."

"There was an apprehensive four-year-old in the office for a well visit. As soon as I entered the room the child began getting very nervous and crying. I had the book that I was going to prescribe for that visit to present to the child in my hand. Once I began reading the story with the child, he calmed down and became very friendly and engaging. Reading stories to anxious patients like this child allows me to bond with the child and creates a more open environment to communicate with the parents or caregivers. **Reach Out and Read has made a positive impact on our practice through encouraging parents to read daily and modeling the way to engage children with a book.**"



INSIDE THE EXAM ROOM

TUSCALOOSA

Alabama Multi-Specialty Group, P.C. was founded in 1991 and has been serving the Greater Tuscaloosa and West Alabama Communities for over 20 years. **Dr. Verquita Scott-Conley, medical consultant for their Reach Out and Read program, has prescribed almost 10,000 brand-new books to the children and their families in their practice during the last eight years.**

"I take the time to 'prescribe a book' during well-child visits because this is usually the time that most parents are focused on learning about how their child is developing (comparatively to others and self). Just as I talk about a child's weight and height and the importance of providing appropriate nutrients/exercise, I explain that reading a book to a child daily is fuel and exercise for the brain. A child will progressively improve their development...just by taking a little time to read."

One of the families that Dr. Scott-Conley cares for has four children. The mother explained that while her six-year-old son exhibits sibling rivalry quite often with his younger twin sisters, he does share with one of the girls. "However, the only thing that he will not share is a book that we prescribed to him when he was about three years old. His mother shared that the book has been through rain and mud and that she has had to tape it back together--he cherishes the book as his very own."

Reach Out and Read has positively impacted the practice by laying the foundation for success in school through early literacy for patients and their families. "It feels good to know that after most of the well-child exams, we have done our part in providing a book for a child. These early foundational language skills help start children on a path of success when they enter school. **Helping parents understand the importance of reading daily with their children is our biggest challenge, but with over 10,000 messages in the last eight years, we have definitely made progress.**"



EVENTS

READ AND ROMP

The third annual Read and Romp-Birmingham was a huge success with **2,500 books** distributed to children and their families in the Birmingham area.

Reach Out and Read-Alabama, along with United Way Success by Six, Alabama Public Television, Infinity Insurance Company and Books-A-Million, sponsored the event. Corey, Watson, Crowder & Degaris Law Firm and Children's of Alabama supplied free bicycle helmets (storm helmets) and storm kits to the first 400 children at the event and were by far the most popular booths that day.

Children had the chance to play at 10 stations with book-related activities. The children played a romping stomping game with McWane Science Center; made a Mouse Puppet with Childcare Resources; and did Potato Stamp Painting with ArtPlay. The Birmingham Zoo was also there with some favorite animals to greet the children. After the child completed the activities at each station, the first 400 families received a bag with free books and other literacy-related information.

Rx for Summer Reading

Thanks to Alabama Public Television's project funded by the Corporation of Public Broadcasting, American Graduate, the Birmingham Public Library teamed up with Reach Out and Read-Alabama again this year. Medical providers statewide prescribed summer reading to their patients and encouraged them to visit their local library and participate in the summer reading program.

Here's what the librarian at one of the local Birmingham libraries wrote in a note about last year's event:

"Summer reading is coming to a close and it was a huge success. This year, we had over 900 registered and thousands of books were read over the summer as a result. The Prescription for Summer Reading program provided a great incentive for children to participate in our program. Thank you so much for your contribution!"



SUMMER CAMPAIGN

Alabama families were encouraged to **Read Together and Be Prepared** this summer through Reach Out and Read-Alabama's annual summer campaign. Thanks to the Chapter's Friends of Children Funded "Recognition, Recovery and Resiliency" program, 21 program sites participated in the campaign, sharing Norman Bridwell's *Clifford and The Big Storm*, helping families understand the importance of preparedness in disasters, as well as helping young children cope more effectively once a disaster has occurred.

The Chapter's Friend of Children-Funded "Recognition, Recovery and Resiliency" project provided education and training to pediatricians on the effects of trauma and stress in children relative to natural disasters. Because pediatricians address the mental health needs as part of anticipatory guidance, they have an unique opportunity to guide families on disaster preparedness and play a key role in improving resiliency and preparedness among the families they see. Reach Out and Read-Alabama's summer campaign provided a perfect vehicle to meet the objectives of the project.

"Because we address the mental health needs of our patients, *Clifford and The Big Storm* is a tool we can provide for parents to help their children cope before, during and after an unfavorable weather event," said Michelle Freeman, MD, FAAP. "Not only does the book provide an avenue for reading together, but children can learn practical applications to help them feel safe and be safe during stormy weather."

The program sites participated in the summer campaign with a variety of activities, including having local weather personalities talking to the children about weather preparedness and reading the book; handing out storm preparedness information from ReadyBaby; and providing helmets and storm safety kits to participants. Over 1,500 children received their own copy of *Clifford and The Big Storm* to add to their at-home library.

BOOKS-A-MILLION

BOOKS-A-MILLION RECOGNIZED AS FIRST REACH OUT AND READ-ALABAMA OUTSTANDING COMMUNITY PARTNER

"In the light of the moon, a little egg lay on a leaf."
Eric Carle, *The Very Hungry Caterpillar*

At the recent Alabama Chapter-American Academy of Pediatrics Annual Meeting in September, Books-A-Million was recognized as the Outstanding Community Partner for 2012-2013. The partnership with Books-A-Million started several years before the first Reach Out and Read-Alabama summer campaign, Summer of A Million Books in 2011. The first campaign's focus book was *The Very Hungry Caterpillar* by Eric Carle and encouraged children and their families to "Read Together, Eat Healthy and Grow Strong." Providing books at a discounted rate to our 67 program sites throughout the state has been a key factor in our medical providers prescribing over 1 million books in the last eight years to children at well-child visits and encouraging their families to read together. "Allowing our program sites to select quality books that are affordable and age-appropriate, while developing relationships within the community has created lasting community partnerships throughout the state," said Polly McClure, statewide coordinator. "With the first Reach Out and Read-Alabama summer campaign, Books-A-Million stores and their employees encouraged their customers to purchase books during the summer for local Reach Out and Read programs. Not only have they conducted successful community book drives, but many of their employees have participated in events at their local Reach Out and Read program sites. Thanks to Books-A-Million, Inc., their employees and customers, we are building better brains in Alabama's children by providing the tools for their parents and caregivers to read together daily.



COMMUNITY PARTNERSHIPS

HONDA LOCK

HONDA LOCK OF AMERICA (HL-A, INC.) 'DRIVES' THE PARTNERSHIP TO SUCCESS

Business and community leaders came together last year at Pediatric Adolescent Associates, Inc. in Selma, for Operation We Mean Business. Focusing on the link between early childhood literacy and workforce development, we have been successful in creating partnerships with businesses in the community, customizing the partnerships in ways that are beneficial to both the businesses and the practices and clinics.

After the program in Selma, HL-A, Inc.'s Loren Allday and Yukie Yamamoto met with statewide coordinator Polly McClure to devise a plan that would involve all 300 of the plant's employees. The first phase of the partnership involved a company-wide gently-used book drive, encouraging competition among the associates and shifts to increase participation. The next phase of the partnership gave management at the plant an opportunity to use the community service time available by participating in reading to the children in the waiting room of Dr. Patricia Robinson's practice. At a volunteer training held in her office, Dr. Robinson encouraged those participating to bring their favorite books and engage not only children, but also the parents that were there. In addition to these opportunities, HL-A, Inc. Selma has chosen the Reach Out and Read program in Selma as one of the community programs to be part of this year's charitable giving budget.

"Reach Out and Read-Alabama is a perfect fit for the employees at HL-A, Inc. in Selma. There is a way for each to participate in helping a child be successful in their educational journey, which will ultimately produce good corporate citizens and quality workforce," said Ms. Allday. "In addition, Dr. Robinson is the pediatrician for many of our employee's children or grandchildren. Our employees are excited to help encourage children to read."



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Southeastern Pediatric Associates, Inc.*
Target
United Fund of Brewton and East Brewton
United Women's Healthcare PC
WalMart
Wells Fargo
Wiregrass Foundation
Zack's Family Restaurant

ENDOWMENT MANAGEMENT ACCOUNT

This summer, the Alabama Chapter-AAP Executive Board established an Endowment Management Account, managed by Merrill Lynch Wealth Management, to make a permanent impact on early literacy through Reach Out and Read-Alabama. Already, 21 pediatricians and others have joined the growing list of founding members of the endowment, which serves as a permanent source of income to meet the operational needs of the program. With its establishment, not only are there provisions for current operational funds, but as the endowment grows, opportunities exist to use earnings to expand the program's reach to serve more children and their families across Alabama.

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REACH OUT AND READ-ALABAMA

Polly McClure Statewide Coordinator	Salina Taylor Development and Communications Coordinator
Linda Lee Executive Director Alabama Chapter-American Academy of Pediatrics	

Read Conmigo provides parents with the resources and tools to stimulate language and cognitive skills and to help improve the learning environment in their home. Our mission is to enrich the learning environment in bilingual households, one family at a time.

We are a proud supporter of Reach Out and Read.

To learn more about Read Conmigo, visit us at InfinityAuto.com.

