

Books Build Better Brains

Exposure to books and reading enhances school readiness.

Encouraging families to share books with their children helps wire neurons in ways which prepare children to be ready to learn. Through our Reach Out and Read programs in primary care clinics and the Inpatient Reading Library in the American Family Children's Hospital, books are a routine, everyday part of excellent pediatric care at UW Health.

9397
**Reach Out &
Read books**

This year, we distributed just under ten thousand books through Reach Out and Read programs in four busy primary care clinics, accompanied by high-quality advice from health care providers. Additionally, over 800 books were circulated in the inpatient setting, providing hospitalized children and families

> 850
inpatient books
circulated

with a beneficial, enjoyable activity during their time at AFCH. Collaborations with other schools and agencies continued onward, and donations of books are now being handled within the Early Literacy Projects.

Reach Out and Read

The renowned early literacy promotion program is in operation at four UW Health Pediatric clinics, consisting of a three-part model:

1. Health care providers discuss with parents the importance of reading aloud with their young children and offer age-appropriate tips and encouragement.
2. The pediatric primary care provider gives every child between 6 months and 5 years of age a new, developmentally-appropriate book to take home and keep as part of their well-child visit.

- In the waiting room, when possible volunteer readers entertain children with books, modeling for parents the techniques and pleasures of reading aloud.

East Towne Pediatrics	2188 books distributed
20 South Park Pediatrics	4367
West Towne Pediatrics	1732
University Station Pediatrics	1110
<i>Total</i> (July 2010 June 2011)	9397

Inpatient Reading Library

The 600+-book Inpatient Reading Library is a self-service, continuously-available library designed for children from infancy through age 18. Due to the self-service model, it is difficult to accurately track circulation. However, at least 850 books were obviously circulated over eight months, and this is likely a major undercount. For a 61-bed hospital with most of the library clients likely coming from the 24 general care beds, this represents, at a minimum, 1.5 books per bed per week, with the pace only accelerating.

Books circulated:	854	(undercount)
(October 2010 May 2011)		

Change in last 3 months compared to first 3 months:	+58%
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Testimonials

A note from a SLIS student volunteer:

“A mom stopped to say how much they appreciated the [inpatient] library. Her son had a ruptured appendix and didn’t feel like reading, but her 10 year old daughter really appreciated the books and spent a lot of time there. She also said that she read some of the young adult books herself just what she needed when sleeping in the hospital because of the short chapters.”

A note from another SLIS student volunteer:

“A mother came in to the inpatient library to check out some books because she had left her books at home (they lived quite a distance away). Her daughter was already reading independently, but would soon need something else. She expressed appreciation for the inpatient library and that she hadn’t expected it, but that it was a nice opportunity to have.”

An e-mailed note to ELP director Dipesh Navsaria:

“I brought my daughter into Urgent Care...upon arriving home and looking through the papers you printed out, much to my delight, I noticed the “Prescription for Reading”...As a mom and teacher who is passionate about turning kids into lifelong enthusiastic readers, I couldn’t be happier about your promotion of reading through your work as a physician.”

Literacy-Rich Environments

The AFCH Specialty Clinics and the primary care clinics offer volunteer readers who spend time reading aloud to children. This is not only a form of entertainment, but allows readers to model techniques for parents as well as demonstrate how enjoyable reading together can be. While very few hours of the day currently have volunteer readers, there has been a steady uptick in the number of volunteer readers over the past year.

Donations

All donations of books to AFCH now come to the Early Literacy Projects for expert screening and distribution, ensuring that the books being given to children or placed out for reading are of the highest quality. Donations continue to surge as many members of the community begin to view UW Health as a place of choice to donate both new and gently used books.

Collaboration

Our vibrant collaborations continue onward. This past year, we developed a collaboration with the Madison Public Library, engaging the services of Ruth Sias, Youth Services Librarian. She has played an important role in the recruitment and training of reading volunteers, and provides a direct link in promoting library services to families, whether they are linked to local libraries or to public libraries in their home communities.

We continue to enjoy the excellent services of students from the University of Wisconsin School of Library and Information Studies. They provide critical services to the functioning of the Inpatient Reading Library, including book management, collection development, and other tasks. By volunteering for our project, they not only provide us with an important service, but gain critical practical knowledge for their education.

Growth

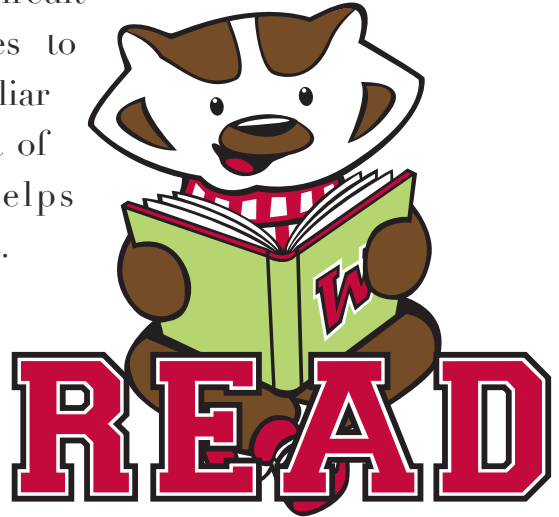
On December 21, 2011, Governor Jim Doyle and First Lady Jessica Doyle came to AFCH to announce the launch of Reach Out and Read Wisconsin, a statewide coordinating body providing technical assistance, support, training and funding for Reach Out and Read programs throughout the state of Wisconsin. Reach Out and Read Wisconsin is generously co-sponsored by AFCH and Children's Hospital of Wisconsin. With ELP director Dipesh Navsaria as the Medical Director, Reach Out and Read Wisconsin brings the benefits of early literacy promotion throughout the state.



The Coming Year

In the coming year, we will be releasing recorded ‘bedtime stories’, featuring AFCH physicians and staff reading favorite books aloud. These will be featured on an in-hospital closed-circuit TV system, allowing children and families to enjoy the experience of being read to by familiar individuals. This innovative program is part of the literacy-rich environment and helps encourage families to do the same themselves.

The past year featured a heretofore unprecedented study of the effectiveness of Reach Out and Read training with pediatric resident physicians. The last two classes of interns have had the benefit of receiving training in this model. Additional data is being analyzed, looking at the literacy orientation of inpatient families.



THE MOST SIGNIFICANT CHALLENGE is, of course, funding. Until this year, the generous grant support of the Ira and Ineva Reilly Baldwin Wisconsin Idea Endowment has allowed for the ongoing progress of these initiatives. The Inpatient Reading Library is currently funded by the American Girl Fund for Children, for which we are grateful. Small donations, Dr Navsaria’s speaking honoraria, medical student fundraisers, and small local grants from Rotary Clubs and similar organizations increased this year. *However*, even with extraordinary volume discounts, the cost of sending ten thousand books home with families through Reach Out and Read is substantial. Donations, grants, institutional support, and other sources of funding will be critical for these programs to continue. Without new funding, the UW Health Reach Out and Read programs will be forced to close in 2012.

Early Literacy Programs Staff

Dipesh Navsaria, MPH, MSLIS, MD

Director

Ruth Sias, MLS

Youth Services Librarian, Volunteer Recruiter/Trainer

Sheila Muehlenbruch

Program Support


Nan Peterson, RN, MS

Director, AFCH Child Health Advocacy

Wendy Hellwig

Kristine Klopp

Student Coordinators, School of Library and Information Studies

Prescription for Reading		
Name: _____	_____	
Date: _____	Age: _____	
Rx	<i>Read Books</i>	
	<input type="checkbox"/> Every night at bedtime	
	<input type="checkbox"/> For _____ minutes every day	
	<input type="checkbox"/> As needed	
	Refills: as requested at local public library	
Signature: _____	_____	
	Dipesh Navsaria, MPH, MSLIS, MD Pediatrician & Occasional Children's Librarian	
<i>Families:</i> Please visit reading.pediatrics.wisc.edu for more information on the joy of sharing books together and how it can make a huge difference in your child's life.		

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