

Reach Out and Read Program



Join us in San Francisco where Reach Out and Read® (ROR) and the Pediatric Academic Societies (PAS) will, for the first time, host aligned annual meetings. The fifth annual ROR Annual Conference – *Pediatrics and Early Literacy* – will be hosted at the Hilton San Francisco Hotel prior to the PAS.

Registration Information

Please read the registration instructions carefully.

Reach Out and Read attendees are required to register directly with Boston University School of Medicine. To register for the conference or to receive a Reach Out and Read conference brochure visit the Boston University CME website at www.bu.edu/cme or call 1-800-688-2475.

ROR Early Bird Registration (postmarked through February 15, 2004):
Physicians - \$120; Others - \$60

ROR Regular Registration (postmarked after February 15, 2004):
Physicians: \$150; Others \$75

PAS Registration:

A separate registration fee set by the PAS is required to attend any PAS activities – see the PAS registration information on page 95.

Contact Information

Contact for Reach Out and Read registration:

Office of Continuing Medical Education
Boston University School of Medicine
715 Albany Street, A305
Boston, MA 02118
Phone: 617-638-4605 or 1-800-688-2475
Fax: 617- 638-4905
Email: cme@bu.edu
URL: www.bu.edu/cme

Contact for program information:

Nancy Berman
Director of Communications
Reach Out and Read
29 Mystic Avenue
Somerville, MA 02145
Phone: 617-629-8042, ext. 225
Fax: 617-629-8842
Email: nancy.berman@reachoutandread.org
URL: www.reachoutandread.org

Contact for housing, PAS registration and general information:

PAS Program Office
3400 Research Forest Dr., Ste. B-7
The Woodlands, TX 77381
Phone: 281-419-0052
Fax: 281-419-0082
Email: info@pas-meeting.org
URL: www.pas-meeting.org

Continuing Education Credit

Boston University School of Medicine is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

Boston University School of Medicine designates educational activities for hour-for-hour in category 1 credit towards the AMA Physician's Recognition Award. Each physician should claim only those hours of credit that he/she actually spent in the educational activity.

NAPNAP Credits are pending.

Educational Needs Addressed

Given the evidence of delayed reading achievement of children living in poverty, the pediatric provider has a unique opportunity to help by making anticipatory guidance about language development and early literacy a part of all pediatric primary care.

Educational Objectives

Upon completion of this conference, the participant will be able to:

1. Identify research studies on early literacy and development.
2. Describe skills for implementing a pediatric literacy program (Reach Out and Read).
3. Summarize the need to reach families with early literacy materials during the first years of life as part of routine pediatric care.
4. Deliver anticipatory guidance about early literacy to patients and their caretakers.

Target Audience

This course has been designed for pediatricians, family practitioners, nurses, nurse practitioners, educators, child life professionals, family literacy specialists and health care administrators.

About Reach Out and Read

Reach Out and Read (ROR) makes literacy promotion a standard part of pediatric primary care so that children grow up with a love of books and reading.

ROR trains doctors and nurses to advise parents about the importance of reading aloud and to give books to children at pediatric check-ups from six months to five years of age, with a special focus on children living in poverty. By building on the unique relationship between parents and medical providers, Reach Out and Read helps families and communities encourage early literacy skills so children enter school prepared for success in reading.

ROR programs are located at more than 1,900 hospitals and health centers throughout the country. To date, more than 22,000 doctors and nurses have been trained in the ROR strategies of pediatric literacy. This year, Reach Out and Read will provide books to more than 1.8 million children.

For further information please visit: www.reachoutandread.org

Reach Out and Read Program

Preliminary Conference Schedule *

Content *

Friday, April 30

7:30am – 8:30am

Registration and Breakfast

7:30am – 6:30 pm

Exhibits

8:30am – 9:30am

Opening Plenary Session I

9:45am – 10:45am

Plenary Session II

11:00am – 12:30pm

Workshop Session I

12:00pm – 1:30pm

Lunch

1:45pm – 3:00pm

Plenary Session III

3:15pm – 4:45pm

Workshop Session II

5:00pm – 6:30pm

Opening Reception

Plenary Sessions

- ❖ The Developing Brain
- ❖ Working with Bilingual Families: How Does Early Literacy Develop? How can ROR Play a Role?
- ❖ Reach Out and Read Research Update
- ❖ “The Accidental Reader” - David Shannon, Children’s Author/Illustrator

Workshop Topics *

- ❖ Literacy Guidance in the Kindergarten Visit
- ❖ Using the Book as an Assessment Tool
- ❖ Legislative Action – How To Be an Effective Medical Champion
- ❖ Working with Parents with Low Literacy Skills/Health Literacy in the Exam Room
- ❖ Planning Media Events/Pitching Your Story to the Press
- ❖ Fundraising
- ❖ Literacy Promotion at the Two-Year-Old Visit
- ❖ ROR in Your Practice – Keeping Anticipatory Guidance Strong
- ❖ Identifying Reading Problems Within the Confines of the Exam Room
- ❖ Children’s Literature
- ❖ Assessing Program Needs: Using the ROR Site Visit Observation Form

Saturday, May 1

8:00am – 9:00am

Registration and Breakfast

8:00am – 12:30pm

Exhibits

9:00am – 10:00am

New Provider Training

9:00am – 12:30pm

Coordinator Focused Discussions

2:00pm – 4:00pm

Regional/State Coalition Meetings

Coordinator Focused Discussions

Topics to include:

- ❖ Nuts and Bolts of Program Management
- ❖ Fundraising
- ❖ Volunteers
- ❖ Book Selection
- ❖ Community Partnerships

* Times and topics subject to change