

Help Another Doctor, Help More Children

By Stacy H. Adams

Reach Out and Read Virginia, Community Relations Manager

Reach Out and Read Virginia helps more than 100,000 children across the state build personal libraries by providing their doctors with new or gently used books to give away during exams.

Beginning in October, ROR VA will launch a long-term program called **Doctors Helping Doctors**, through which pediatric practices in every community can serve as book donation sites and allow patients to share their love of reading with children who are less fortunate.

Your practice can place one or more book donation boxes in your pediatric waiting room and ask patients and their parents to provide gently used books for ROR VA.

The donated books will be collected and distributed in pediatric offices and health care clinics that primarily serve low-income children. When possible, ROR VA will give the books to participating ROR pediatricians in your local area.

Research consistently reveals that the consequences of a slow start in reading become monumental over time, and as the academic achievement gap grows, so does the likelihood that affected children will become delinquent.

A typical middle class child enters first grade with 1,000 hours of being read to while the corresponding child from a low-income family averages just 25 hours.

Well-established pediatric practices can help by serving as Reach Out and Read ambassadors and sponsoring a book drive for a length of time that best suits the needs of the practice.

Your practice will be recognized on the ROR VA website (www.rorva.org) and in press releases that result from the program.

Contact Reach Out and Read Virginia today and help another doctor make books part of a healthy childhood!

For more information or to register, contact: Sue Rockwell, ROR VA Executive Director, at (804) 521-0425 or srockwell@rorva.org.