



Reach Out and Read

January 28, 2016

Ontario Library Association Conference

St. Michael's

Inspired Care. Inspiring Science.



Reach Out and Read – St. Michael's Hospital Family Health Team



An Early Childhood
Literacy Intervention

WHY PROMOTE LITERACY IN HEALTH CARE?

1. Low literacy a problem in Canada - 42% low literacy level
2. Low literacy associated with poorer health outcomes
 - direct effects: eg. Can't read prescriptions. etc
 - indirect effects: eg. Low income, lower preventative care screening rates, etc

Effect of Literacy on Employment and Income

Prose level	Not employed (%)	Annual net income
1	17	\$29,000
2	11	\$36,000
3	8	\$41,000
4,5	6	\$61,000

Measuring Literacy in Canada
Canadian Council on Learning 2012

Why Use Well Child Visits?

- We see kids early (90% of brain development before age 5)
- We see kids regularly (up to 8 visits by age 2)
- Parents respect advice from health care team
- Modelled after Reach Out and Read in the U.S./alignment with CPS Read Speak Sing
 - effective
 - has on-line training program

What is Reach Out and Read?

An early literacy program delivered at well-baby and child visits (from 6 months to 5 years of age) in doctors' offices. It has 3 components:

Literacy-Rich Waiting Room

- Reading area with multilingual second-hand books, magazine and posters

Anticipatory Literacy Guidance

- Counseling on importance of reading and information about local resources

Book Distribution

- Age-appropriate, culturally-diverse new book at well-baby/child visits

Efficacy of Reach Out and Read in United States

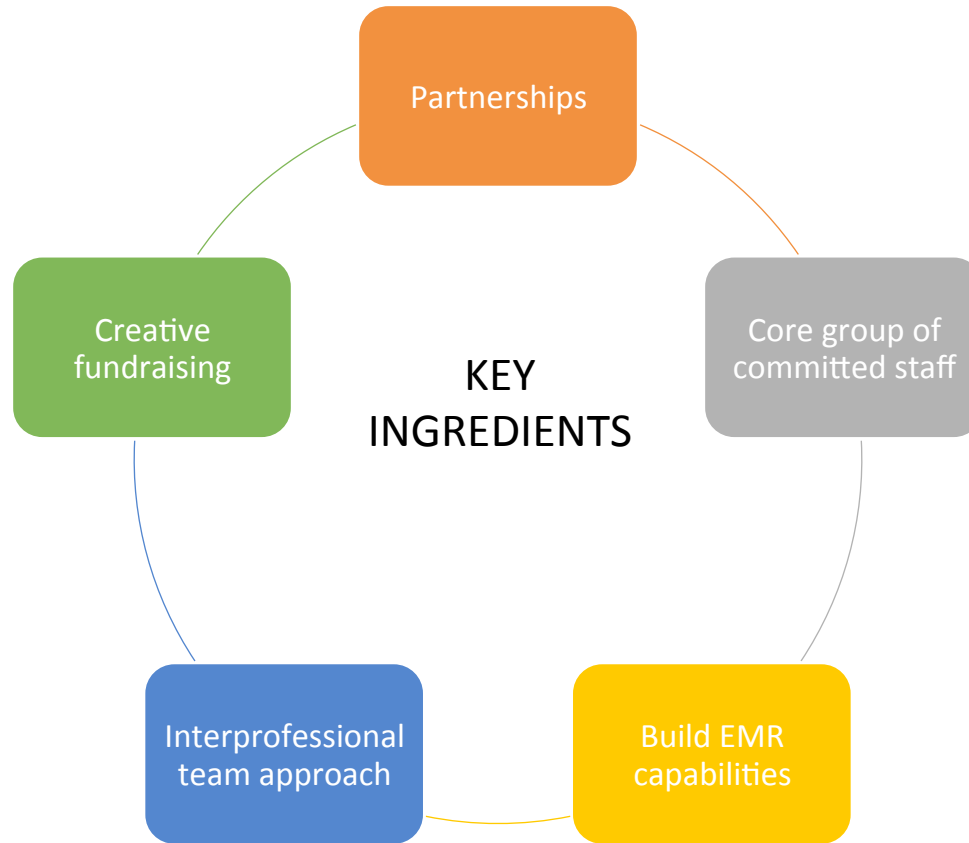
- Higher receptive and expressive language scores among children (Mendelsohn et al., 2001, High, LaGasse, Becker & Gardner, 2000)
- Increased frequency of reading aloud by parents based on parent-reports and home observation (Weitzman, Roy, Walls, 2004: Needleman, Toker, Dreyer, & Mendelsohn)
- A small study of children who participated in Reach Out and Read from six months of age had average or above average literacy skills by the end of kindergarten (Diener et al, 2012)

Why St. Michael's Hospital Family Practice?

- Large, expanding practice (37,000 patients)
- Mission to serve marginalized populations
- Focus on Social Determinants of Health
- Experienced academic family medicine researchers
- Experienced academic pediatric/developmental pediatric researchers

Reach Out and Read at St. Michael's Hospital Family Health Team

- Approximately 4000 children are age 5 and under
- 6 sites in downtown core
- Program launched on Family Literacy Day – January 27, 2015
- Program delivered to all children annually from newborn to age 5
- Inter-professional program delivery: clerical staff, nurses, nurse practitioners and MDs



Interprofessional Team

Clerical, RN, NP, MD

Clerical

- Book appointment as ROAR visit
- Enter template in chart at registration
- Give resource bag to child/parent at first visit only

Nursing

- Assess child as per well baby visit
- Discuss importance of reading/location of resources
- Complete questionnaire on template

MD/NP

- Assess child and family as per well baby visit
- Give book to child - model reading/dev assessment
- Reinforce resource information

EMR Capabilities

Practice Solutions

2015 Dec Action:

Time	
8:15	
8:30	
8:45	Note: Alternate Duty Dr. in AM
9:00AM	administrative
9:15	
9:30	
9:45	7Pink (Courtney) Panther (WB) ROAR
10:00AM	
10:15	
10:30	
10:45	
11:00AM	
11:15	
11:30	Duty Dr.
11:45	
12:00PM	
12:15	
12:30	
12:45	
1:00PM	STL CHRISTMAS LUNCH
1:15	
1:30	
1:45	
2:00PM	
2:15	
2:30	
2:45	
3:00PM	
3:15	
3:30	
3:45	
4:00PM	
4:15	
4:30	
4:45	
5:00PM	
5:15	
5:30	
5:45	
6:00PM	
6:15	
6:30	

Book Appointment

Dr. Laurie Green
Wednesday, December 16, 2015 10:30AM

Cancel OK

Patient name/#:

15 minutes

No Show
 Repeat

Details: (WB)

No Status Need new phone #

Demand: External Supervising MD/NP: None Secondary Provider: None

Patient name/#: No Type

15 minutes

No Show
 Repeat

Details:

No Status Need new phone # Action...

Demand: External Supervising MD/NP: None Secondary Provider: None

Patient name/#: No Type

15 minutes

No Show
 Repeat

Details:

No Status Need new phone # Action...

Demand: External Supervising MD/NP: None Secondary Provider: None

Well Baby (WB)

Psychiatry

Psychology (F/U)

Psychology (NP)

Psychotherapy Session

Smoking Cessation (SCNP)

Smoking Cessation Follow-Up (SCFU)

Well Baby (WB)

Well Child (WC)



Rourke Baby Record: Evidence-Based Infant/Child Health Maintenance GUIDE III: 9–15 mos

Past problems/Risk factors:	Family history:	NAME: _____ Birth Day (d/m/yy): _____ M F Gestational Age: _____ Birth Length: _____ cm Birth Wt: _____ g Birth Head Circ: _____ cm							
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DATE OF VISIT	9 months (optional)			12–13 months			15 months (optional)		
GROWTH ¹ use WHO growth charts . Correct age until 24–36 months if < 37 weeks gestation	Length	Weight	Head circ.	Length	Weight (x3 BW)	HC (avg 47cm)	Length	Weight	Head Circ.
PARENT/CAREGIVER CONCERNS									

For each item discussed, indicate “✓” for no concerns, or “X” if concerns

NUTRITION ¹	<input type="radio"/> Breastfeeding ¹ /Vitamin D 400 IU/day ¹ <input type="radio"/> Formula Feeding – iron-fortified/preparation ¹ [720–960 mLs(24–32 oz) /day ¹] <input type="radio"/> No bottles in bed <input type="radio"/> Cereal, meat/alternatives, fruits, vegetables <input type="radio"/> Cow’s milk products (e.g., yogurt, cheese, homogenized milk) <input type="radio"/> No honey ¹ <input type="radio"/> Choking/safe foods ¹ <input type="radio"/> Avoid sweetened juices/liquids <input type="radio"/> Encourage change from bottle to cup	<input type="radio"/> Breastfeeding ¹ ± Vitamin D 400 IU/day ¹ <input type="radio"/> Homogenized milk [500–750 mLs(16–24 oz) /day ¹] <input type="radio"/> Appetite reduced <input type="radio"/> Choking/safe foods ¹ <input type="radio"/> Avoid sweetened juices/liquids <input type="radio"/> Promote open cup instead of bottle <input type="radio"/> Inquire re: vegetarian diets ¹	<input type="radio"/> Breastfeeding ¹ ± Vitamin D 400 IU/day ¹ <input type="radio"/> Homogenized milk [500–750 mLs(16–24 oz) /day ¹] <input type="radio"/> Choking/safe foods ¹ <input type="radio"/> Avoid sweetened juices/liquids <input type="radio"/> Promote open cup instead of bottle <input type="radio"/> Inquire re: vegetarian diets ¹
EDUCATION AND ADVICE	<input type="radio"/> Car seat (infant) ¹ <input type="radio"/> Carbon monoxide/Smoke detectors ¹	<input type="radio"/> Poisons ¹ ; PCC# ¹ <input type="radio"/> Hot water < 40°C/bath safety ¹	<input type="radio"/> Firearm safety ¹ <input type="radio"/> Baby-proofing ¹

<p>EDUCATION AND ADVICE Injury Prevention</p>	<p><input type="checkbox"/> Car seat (infant)¹ <input type="checkbox"/> Carbon monoxide/Smoke detectors¹ Childproofing, including: <input type="checkbox"/> Electric plugs/cords</p>	<p><input type="checkbox"/> Poisons¹; PCC#¹ <input type="checkbox"/> Hot water <49°C/bath safety¹ <input type="checkbox"/> Falls (stairs, change table, unstable furniture/TV, no walkers)¹</p>	<p><input type="checkbox"/> Firearm safety¹ <input type="checkbox"/> Pacifier use¹ <input type="checkbox"/> Choking/safe toys¹</p>
<p>Behaviour and Family Issues</p>	<p><input type="checkbox"/> Crying² <input type="checkbox"/> Healthy sleep habits² <input type="checkbox"/> Night waking² <input type="checkbox"/> Soothability/responsiveness <input type="checkbox"/> High risk children/assess home visit need² <input type="checkbox"/> Siblings <input type="checkbox"/> Parenting² <input type="checkbox"/> Parental fatigue/depression² <input type="checkbox"/> Family conflict/stress <input type="checkbox"/> Child care²/return to work <input type="checkbox"/> Family healthy active living/sedentary behaviour² <input type="checkbox"/> Pesticide exposure¹</p>		
<p>Environmental Health</p>	<p><input type="checkbox"/> Second hand smoke¹ <input type="checkbox"/> Sun exposure/sunscreens/insect repellent¹ <input type="checkbox"/> Serum lead if at risk¹</p>		
<p>Other Issues</p>	<p><input type="checkbox"/> Teething/Dental cleaning/Fluoride/Dentist¹ <input type="checkbox"/> Complementary/alternative medicine¹ <input type="checkbox"/> No OTC cough/cold medicine¹ <input type="checkbox"/> Fever advice/thermometers¹ <input type="checkbox"/> Encourage reading² <input type="checkbox"/> Footwear¹</p>		
<p>DEVELOPMENT² (Inquiry and observation of milestones) Tasks are set <u>after</u> the time of normal milestone acquisition. <u>Absence of any item suggests consideration for further assessment of development.</u> NB–Correct for age if < 37 weeks gestation</p>	<p><input type="checkbox"/> Looks for an object seen hidden <input type="checkbox"/> Babbles a series of different sounds (e.g., baba, duhduh) <input type="checkbox"/> Responds differently to different people <input type="checkbox"/> Makes sounds/gestures to get attention or help <input type="checkbox"/> Sits without support <input type="checkbox"/> Stands with support when helped into standing position <input type="checkbox"/> Opposes thumb and fingers when grasps objects <input type="checkbox"/> Plays social games with you (e.g., nose touching, peek-a-boo) <input type="checkbox"/> Cries or shouts for attention <input type="checkbox"/> No parent/caregiver concerns</p>	<p><input type="checkbox"/> Responds to own name <input type="checkbox"/> Understands simple requests, (e.g., Where is the ball?) <input type="checkbox"/> Makes at least 1 consonant/vowel combination <input type="checkbox"/> Says 3 or more words (do not have to be clear) <input type="checkbox"/> Crawls or 'bum' shuffles <input type="checkbox"/> Pulls to stand/walks holding on <input type="checkbox"/> Shows distress when separated from parent/caregiver <input type="checkbox"/> Follows your gaze to jointly reference an object <input type="checkbox"/> No parent/caregiver concerns</p>	<p><input type="checkbox"/> Says 5 or more words (words do not have to be clear) <input type="checkbox"/> Picks up and eats finger foods <input type="checkbox"/> Walks sideways holding onto furniture <input type="checkbox"/> Shows fear of strange people/places <input type="checkbox"/> Crawls up a few stairs/steps <input type="checkbox"/> Tries to squat to pick up toys from the floor <input type="checkbox"/> No parent/caregiver concerns</p>
<p>PHYSICAL EXAMINATION An appropriate age-specific physical examination is</p>	<p><input type="checkbox"/> Anterior fontanelle¹ <input type="checkbox"/> Eyes (red reflex)¹ <input type="checkbox"/> Corneal light reflex/Cover-uncover test & inquiry¹</p>	<p><input type="checkbox"/> Anterior fontanelle¹ <input type="checkbox"/> Eyes (red reflex)¹ <input type="checkbox"/> Corneal light reflex/Cover-uncover test & inquiry¹</p>	<p><input type="checkbox"/> Anterior fontanelle¹ <input type="checkbox"/> Eyes (red reflex)¹ <input type="checkbox"/> Corneal light reflex/Cover-uncover test & inquiry¹</p>

SMH Reach Out And Read Tracking Form

What language does this family speak **most often** at home?:

Resource bags:

Under 6 Months, resource bag given (*once only*):

Over 6 months, resource bag given (*once only*):

Age	2-6 months	1 year	18 months	2 years	3 year	4 years	5 years
Visit Date							
Book given to child?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It can be difficult as a parent to find time to read. How many days each week do you read children's books with your child? 0 - 7							
Many people are not familiar with libraries and other services in their area.							
Have you visited a Toronto Public Library branch near you?	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> Yes <input type="radio"/> No
Have you visited a Parent and Family Literacy Centre near you?	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> Yes <input type="radio"/> No
Have you visited an Ontario Early Years centre near you?	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> Yes <input type="radio"/> No

ROAR
guide

TPL Info

PFLC Info

OEYC Info

Partnerships

Partnerships

- **Toronto Public Library** - selected books, provided free literacy materials
- **First Book Canada** - 700 books donated, discount on purchased books
- **SMH Foundation** - one-time donation of \$14,000 to purchase books
- **SMH FHT doctors** - ongoing funding of a site coordinator (\$8000/yr)
- **Children's Book Bank** - donating used books for the waiting room, funding a pilot for families of newborns
- **Frontier College** - donated 200 books
- **MOHLTC** - donated \$10000 for the 18 month well-child visit initiative
- **Toronto District School Board Parent and Family Literacy Centres**

Toronto Public Library branches in St. Michael's Hospital Catchment Area



Legend
 ● Toronto Public Library branches

Beaches (416-393-7703)
 2101 Queen St. E. M4L 1J1
 Mon-Thur 9-8:30; Fri & Sat 9-5

Danforth/ Coxwell (416-393-7783)
 1675 Danforth Ave. M4C 5P2
 Mon-Thur 9-8:30; Fri & Sat 9-5

Gerrard/Ashdale (416-393-7717)
 1432 Gerrard St. E. M4L 1Z6
 Mon 10-8:30; Tues & Thur 12:30-8:30;
 Wed & Fri 10-6; Sat 9-5

Jones (416-393-7715)
 118 Jones Ave. M4M 2Z9
 Mon & Fri 10-6; Tues 10-8:30;
 Wed & Thur 12:30-8:30; Sat 9-5

Main Street (416-393-7700)
 137 Main St. M4E 2V9
 Mon-Thur 9-8:30; Fri & Sat 9-5

Pape/Danforth (416-393-7727)
 701 Pape Ave. M4K 3S6
 Mon-Fri 9-8:30; Sat 9-5; *Sun 1:30-5 (Sept- June)

Parliament Street (416-393-7663)
 269 Gerrard St. E. M5A 2G3
 Mon-Fri 9-8:30; Sat 9-5; *Sun 1:30-5 (Sept- June)

Queen/Saulter (416-393-7723)
 765 Queen St. E. M4M 1H3
 Tues & Thur 12:30-8:30; Wed & Fri 10-6; Sat 9-5

Riverdale (416-393-7720)
 370 Broadview Ave. M4K 2M8
 Mon-Thur 9-8:30; Fri & Sat 9-5

St. James Town (416-393-7744)
 495 Sherbourne St. M4X 1K7
 Tues & Thur 12:30-8:30; Wed & Fri 10-6; Sat 9-5

St. Lawrence (416-393-7655)
 171 Front St. E. M5A 4H0
 Mon 10-8:30; Tues & Thur 12:30-8:30;
 Wed & Fri 10-6; Sat 9-5



Parenting and Family Literacy Centres

Where parents/caregivers and children from babies to 6 years old can play and learn together in their local school.

- *No pre-registration needed.*
- *Free for all families.*
- *Snacks provided.*
- *Fun activities that include story and music time, sand, water, art and fun with numbers.*

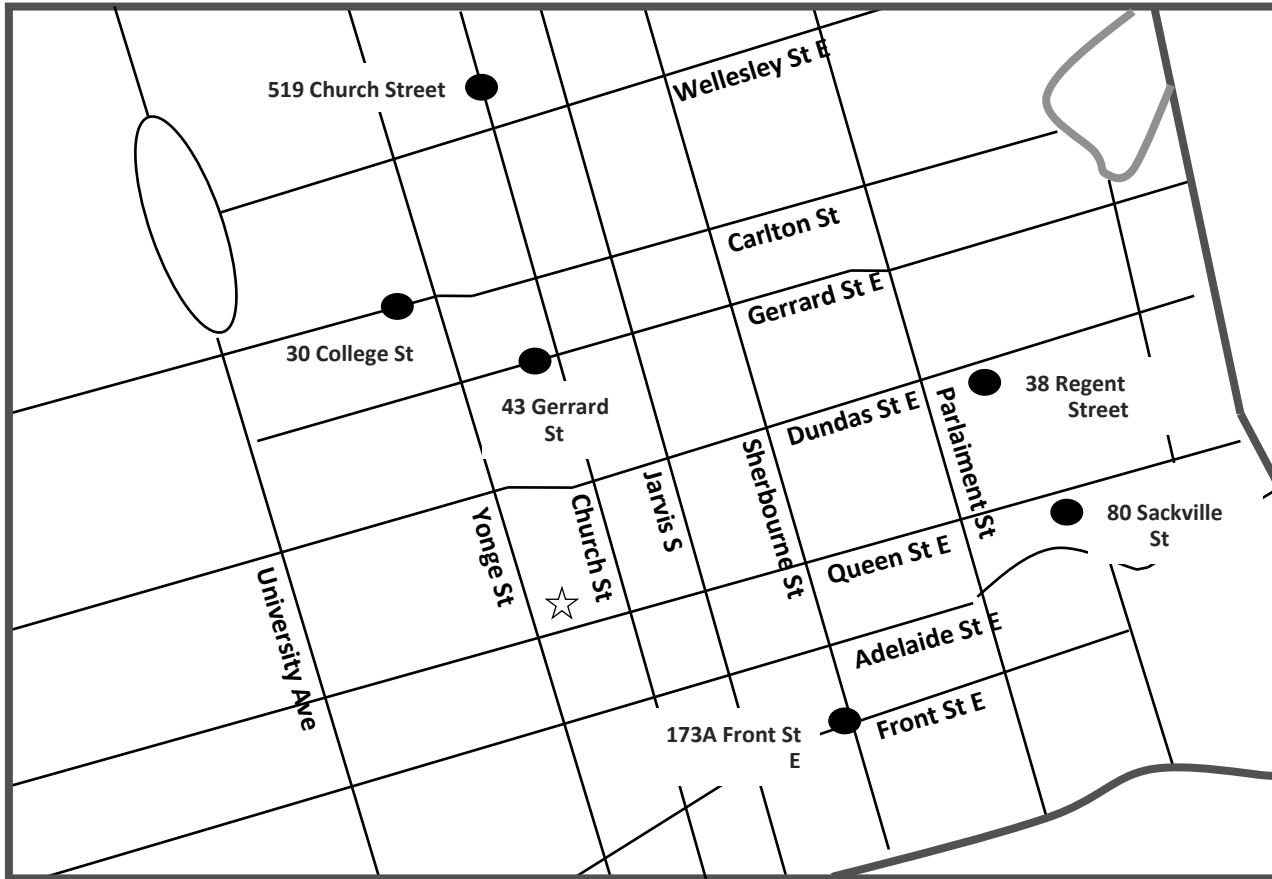


PFLC name and address may be included below

Parenting and Family Literacy Centre
Market Lane PS
246 The Esplanade - Jarvis/Front
(416) 394-2104

Monday - Thursday 9:00am-2:00pm

ONTARIO EARLY YEARS CENTRES



Website: <http://www.oeyc.edu.gov.on.ca/>

Tel: 1-866-821-7770

ONTARIO EARLY YEARS CENTRES

About Ontario Early Years Centres

- For children up to age 6 years
- Services are **free**
- Includes programs and information on;
 - Pregnancy and parenting
 - Early learning and literacy
 - Childhood development
 - Community resources

Toronto Centre Rosedale

Address: 80 Sackville Street, Room 106

Tel: 416-686-3390 ext 9792

Hours: M-F 8:30 am - 4:30 pm

See calendar for program details

Parent Resources (St. Lawrence)

Address: 173A Front Street East

Tel: 416-941-9248

Hours: T, F 9:00 am-3:00 pm,

Sat 9:30 am-12:30 pm

Church Street Community Centre

Address: 519 Church Street

Tel: 416-392-6874

Hours: call centre for information on hours

Native Child and Family Services

Address: 30 College St

Tel: 416-969-8510

Website: <http://www.nativechild.org>

Hours: M, Th, F 9:30 am – 4:00 pm

T, W 9:30 am – 8:00 pm

See calendar for program details

Gerrard Resource Centre (Ryerson)

Address: 43 Gerrard Street

(ELC Playground Entrance)

Tel: 416-979-5000 ext 2535

Hours: Th 6:00 pm – 8:00 pm

Regent Park CHC

(Parents for Better Beginnings)

Address: 38 Regent Street, Upper Level

Tel: 416-362-0805

Hours: M-F 9:00 am-3:30 pm

(closes at 3:00 pm on Thursday)

RESOURCE BAGS

	CONTENTS
<p>Infant Bag (Green) To be given at age < 6 months <i>Ideally given at 1 month well child apt</i></p>	<p>Baby's First Year Calendar Literacy Services fridge magnet Building Better Brains Bingo card Info Sheets on TPL, PFLC, OEYC Infant board book: currently "Brown Bear"</p>
<p>Child Bag (Blue) To be given on first "book" visit at > 1 year</p>	<p>"Let's Get Ready For Reading" book TPL Library Card Information Sheet Bookmarks Library Hours Info Sheets on TPL, PFLC, OEYC Does NOT include book</p>

TPL = Toronto Public Library one page map with locations and hours

PFLC = Parent and Family Literacy Centres (in public and separate schools) – 2 page flyer with translations

OEYC = Ontario Early Years Centres (two page map and info)

BOOK TITLES

6 MONTHS

12 MONTHS

18 MONTHS

24 MONTHS

3 YEARS

4 YEARS

5 YEARS

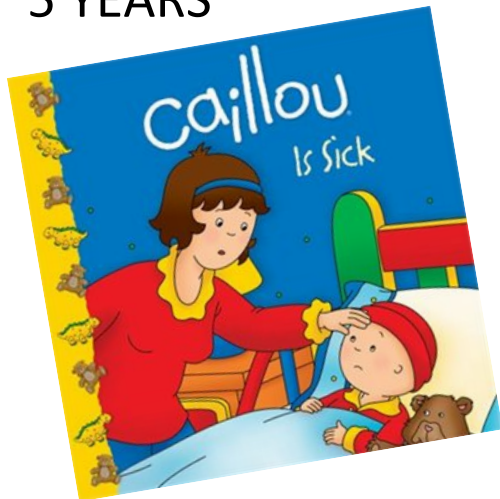
BROWN BEAR, BROWN BEAR

BUNNY BOOK

CHICKA, CHICKA, BOOM, BOOM

CHICKEN PIG COW

CAILLOU IS SICK



Engaging Primary Care

- Present at Family Medicine rounds
- Find literacy champions on staff
- Gauge general interest through site visits
- Problem solve staff concerns at each site with staff
- Adapt process to site
- Utilize volunteers or dedicate staff
- Demonstrate **brief** intervention

Challenges

BOOKS

- fundraising
- selection
- storage
- tracking

STAFF

- training
- implementation

Implementation Tools Available

- Implementation Roadmap
- Application Guide
- Reach Out and Read Power Point
- Template ROAR Letter of Support
- Template Literacy Poster



Why the Partnership?

- Early literacy part of our core business in the public library
- This partnership extends our reach into the community; to non-traditional venues
- Fits with TPL Strategic Plan



Alignment between organizations

- Incorporates current early years research- both in literacy and the medical fields
- Target diverse audiences including newcomers with low literacy in English
- Nurtures relationships with community agencies
- Increase materials circulation and card ownership
- Takes advantage of TPL staff expertise



In the beginning...

- Approached by Medical Community
- Brought in other key partners
- Value of Public Library



- Connects parents with local library and parenting centres
- Promotes the importance of reading aloud
- Promotes library card registration



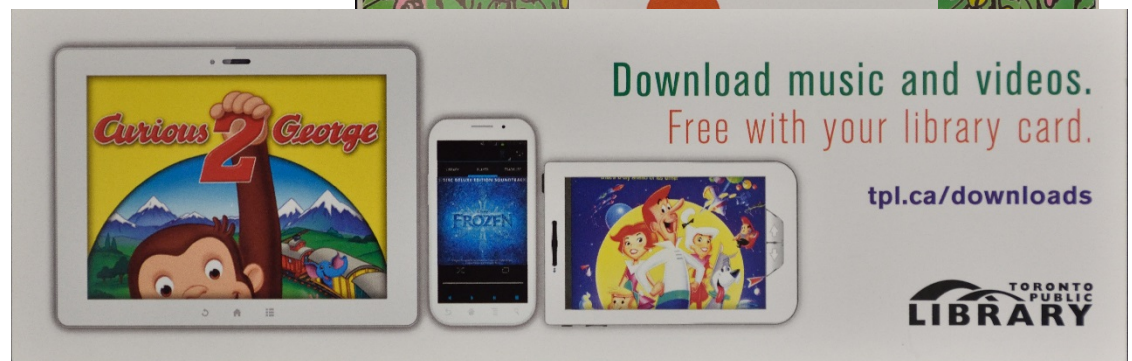
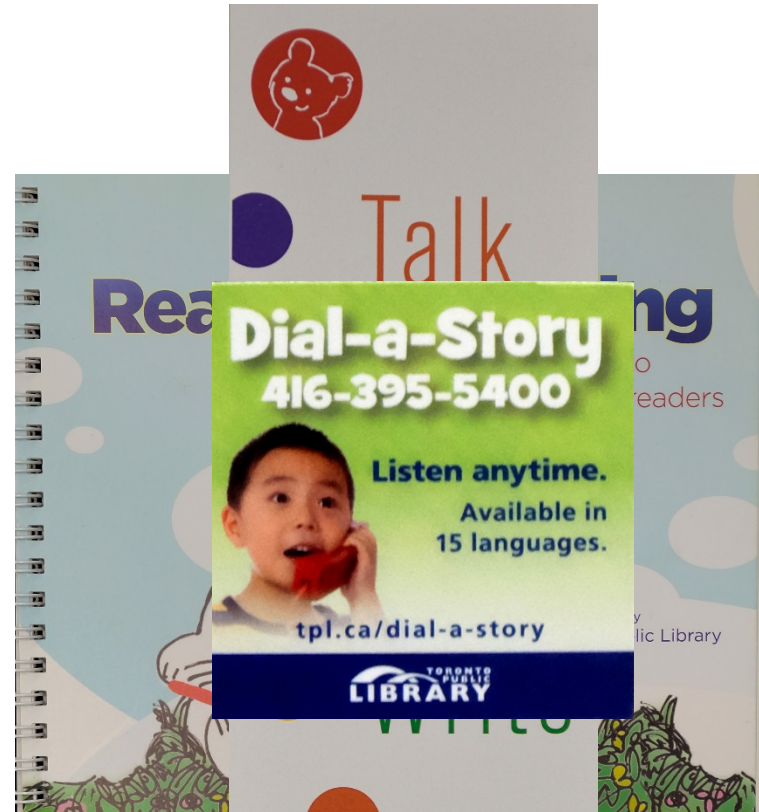
Considerations for package

- Clear, simple messages
- Multi-lingual
- Welcoming
- Very visual



Bag contents

- *Let's Get Ready for Reading Guide*
- Activities bookmark
- Online downloads bookmark (for adults)
- Dial-a-Story magnet




Literacy Rich Waiting Rooms

- First and Best postcards and posters
- Dial-a-Story posters
- Publisher donated copies of First and Best titles
- Hours and Locations brochures for library
- Colouring sheets

Dial-a-Story

416-395-5400



Nurture a love of **stories,** language and imagination.

Listen anytime. Available in 16 languages.

torontopubliclibrary.ca/dial-a-story

First & Best 2015

Top Ten Picks for Kids Under Five

Toronto Public Library picks the best Canadian books to help kids get ready for reading.

Borrow a copy today!

 The Bus Ride Lillian Johnson Kids Call Books	 DRIVE Drive: A Look at Roadside Opposites Lillian Johnson Kids Call Books	 I DON'T WANT TO BE A FROG I Don't Want to Be a Frog Stephane LeBlond Kids Call Books	 In a Cloud of Dust Lillian Johnson Kids Call Books	 MELVIN and ELVIS Melvin and Elvis Lillian Johnson Kids Call Books
 Wildbook Friends Lillian Johnson Kids Call Books	 No Stupid Bubbles Lillian Johnson Kids Call Books	 SPORT-O-RAMA Lillian Johnson Kids Call Books	 SPORT-O-RAMA Lillian Johnson Kids Call Books	 To the Sea Lillian Johnson Kids Call Books

Ready for Reading

First & Best books are part of Ready for Reading, a set of free, high quality library programs, services and resources that help build early literacy skills.

tpl.ca/firstandbest

First & Best 2015

Top Ten Picks for Kids Under Five

Toronto Public Library picks the best Canadian books to help kids get ready for reading.

tpl.ca/firstandbest




Ready for Reading

Hours & Locations
January - June 2015

Hours & Locations
January - June 2016

Toronto Public Library

Colour me in!



Ready for Reading

torontopubliclibrary.ca



The Launch!



- Reaching a new and important audience
- Enhanced profile with the medical community and the media
- Stronger and new community connections
- Able to track outcomes

READ

REsidents for ReADing

An initiative by
the Winnipeg Children's Hospital
to link literacy and health



Winnipeg Public
LIBRARY · BIBLIOTHÈQUE
publique de Winnipeg



Lire/Imagine/Read

- Integrating literacy promotion into health care practice
- Providing books to families of children who visit or stay at The Montreal Children's Hospital
- Creating a hospital orientation to literacy & health
- Children 0-5 visiting selected clinics receive a book in their first language
- Parents receive information about the importance of reading for healthy child development and encouragement to visit the local library to continue the habit of reading



Hôpital de Montréal
pour enfants
Centre universitaire
de santé McGill



Montreal Children's
Hospital
McGill University
Health Centre





TO GO
TO
BED
BOOK
* by Sandra Boynton

FREE BOOK!
Bring this voucher to any
Winnipeg Public Library
for a free children's book
(we look forward to welcoming
you to the library!)

Winnipeg
Public
Library
Reading with
(0-8 months)





NEWBERY HONOR BOOK AUTHOR
Patricia Reilly Giff

DEVELOPING READER
LEVEL 2
250-750 WORDS

The Big Something



Trucks



THE GOING TO BED BOOK

by Sandra Boynton



Not



Funding

- Children's Hospital Foundation
- Boeing Canada (Winnipeg plant)
- The Winnipeg Foundation, Literacy for Life Fund
- Winnipeg Public Library Board, Literacy Fund
- free books sourced from First Book Canada

Reading with your Young Child



Reading with Your Baby (18-24 months)



FREE BOOK!



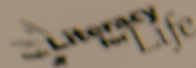
FREE BOOK!



Bring this voucher to any branch of
Winnipeg Public Library -
for a free child -

Bring this voucher to any branch of
Winnipeg Public Library and exchange it
for a free children's book - yours to keep.
We look forward to welcoming you to
the library!

Winnipeg Public
LIBRARY



bring you to
keep.

READ Literacy Program

At the Children's Clinic in the Children's Hospital HSC Winnipeg, we know that reading, singing, playing, rhyming games and telling stories to your baby are important for development..... even for a BABY!



As a parent, you can:

- hold your baby on your lap while you read
- turn off the TV or other loud noises
- use different voices and actions to suit the story
- read anytime and often, it helps your baby to relax
- let your child touch and chew and hold the books
- get a free library card to borrow lots of books and music for babies

Your baby:

- loves the sound of your voice
- likes board books to touch, to look at and to put in their mouth
- will learn the sound of different letters and words
- likes pictures of faces and other babies
- likes rhymes, songs and simple stories

READ Literacy Program

At the Children's Clinic in Children's Hospital HSC Winnipeg, we know that reading, singing, playing, rhyming games and telling stories to your baby are important for development..... even for a BABY!



As a parent, you can:

- let your baby turn the pages
- point and name the pictures- this is how babies learn
- talk about the story or what is happening in the pictures

- make different sounds and faces while you read
- put books where babies can see them
- read anywhere: on the couch, in the kitchen, in the bath, on the bus

- try to set up a bedtime routine when you read to your baby
- visit the public library to discover lots of new stories

Your baby:

- is learning to turn the pages and lift flaps
- can point at familiar pictures in the book

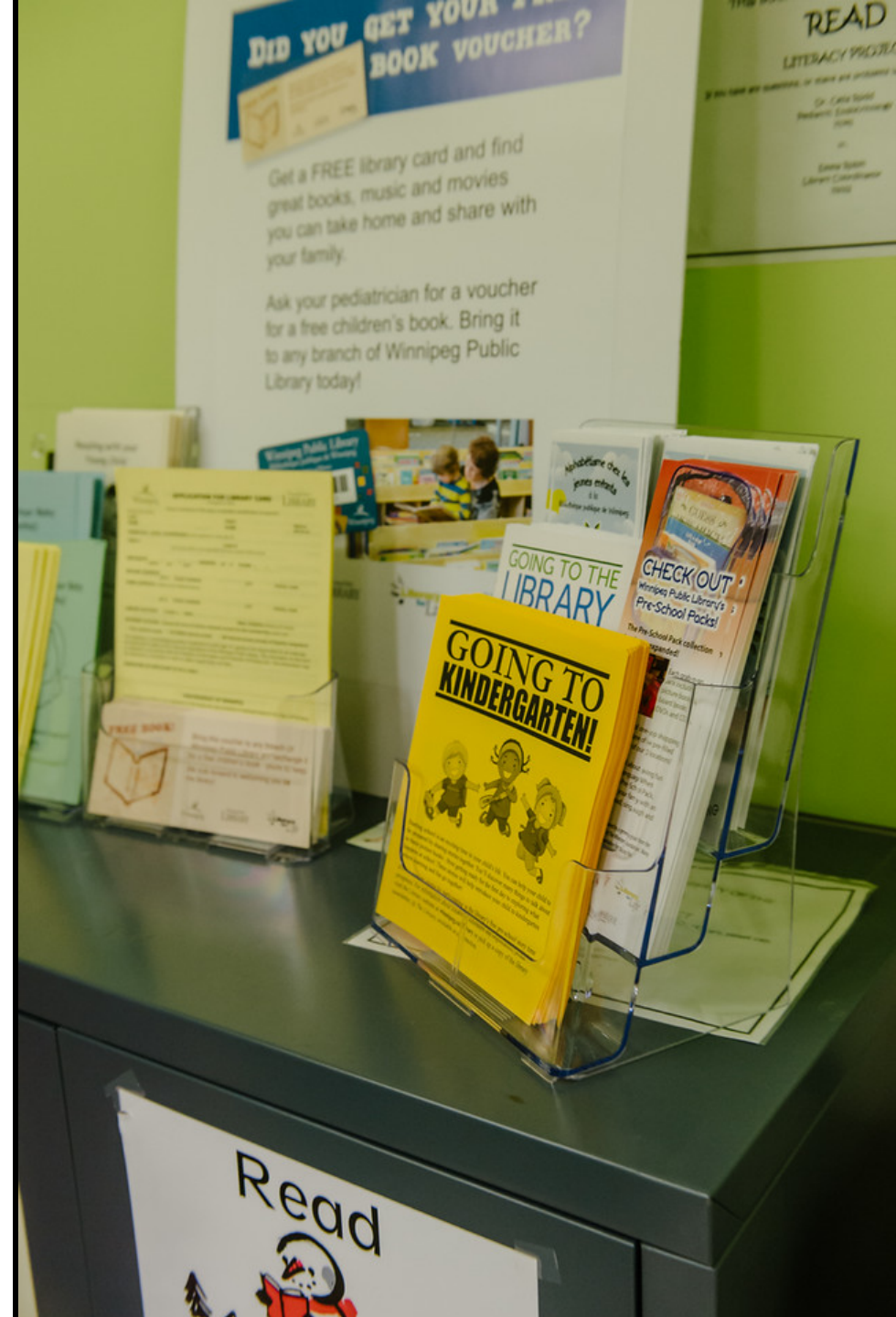
- loves to copy the faces and sounds you make
- will enjoy the same book over and over and over
- may only want to read for a short time and that is okay
- will learn that reading is fun

Library resources provided for parents

- Roots of Reading brochure
- Rhymes for Babies & Toddlers
- Pre-School Pack book mark
- Going to Kindergarten! book list
- Going to the Library booklet
- Membership application form

Also...

- In Your Language: multilingual resources at the library
- Aboriginal Services at WPL
- Adult literacy program information



FREE BOOK!



FREE BOOK!



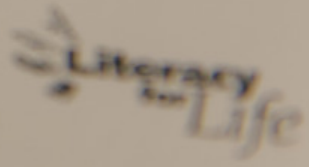
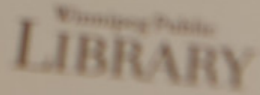
FREE BOOK!



Bring this voucher to
Winnipeg

Bring this voucher to any branch of
Winnipeg Public Library
for a free children's book

Bring this voucher to any branch of
Winnipeg Public Library and exchange it
for a free children's book - yours to keep.
We look forward to welcoming you to
the library!



Winnipeg Public Library has 20 locations across the city. Visit winnipeg.ca/library to find one near you.

Here are a few:

CORNISH LIBRARY

(across from Misericordia Hospital)
20 West Gate
204-986-4679

MILLENNIUM LIBRARY

(across from the MTS Centre)
251 Donald St.
204-986-6488

ST. JOHN'S LIBRARY

(next to St. John's High School)
500 Salter St.
204-986-4689

WEST END LIBRARY

(in the Cindy Klassen Recreation Centre)
999 Sargent Ave.
204-986-4677

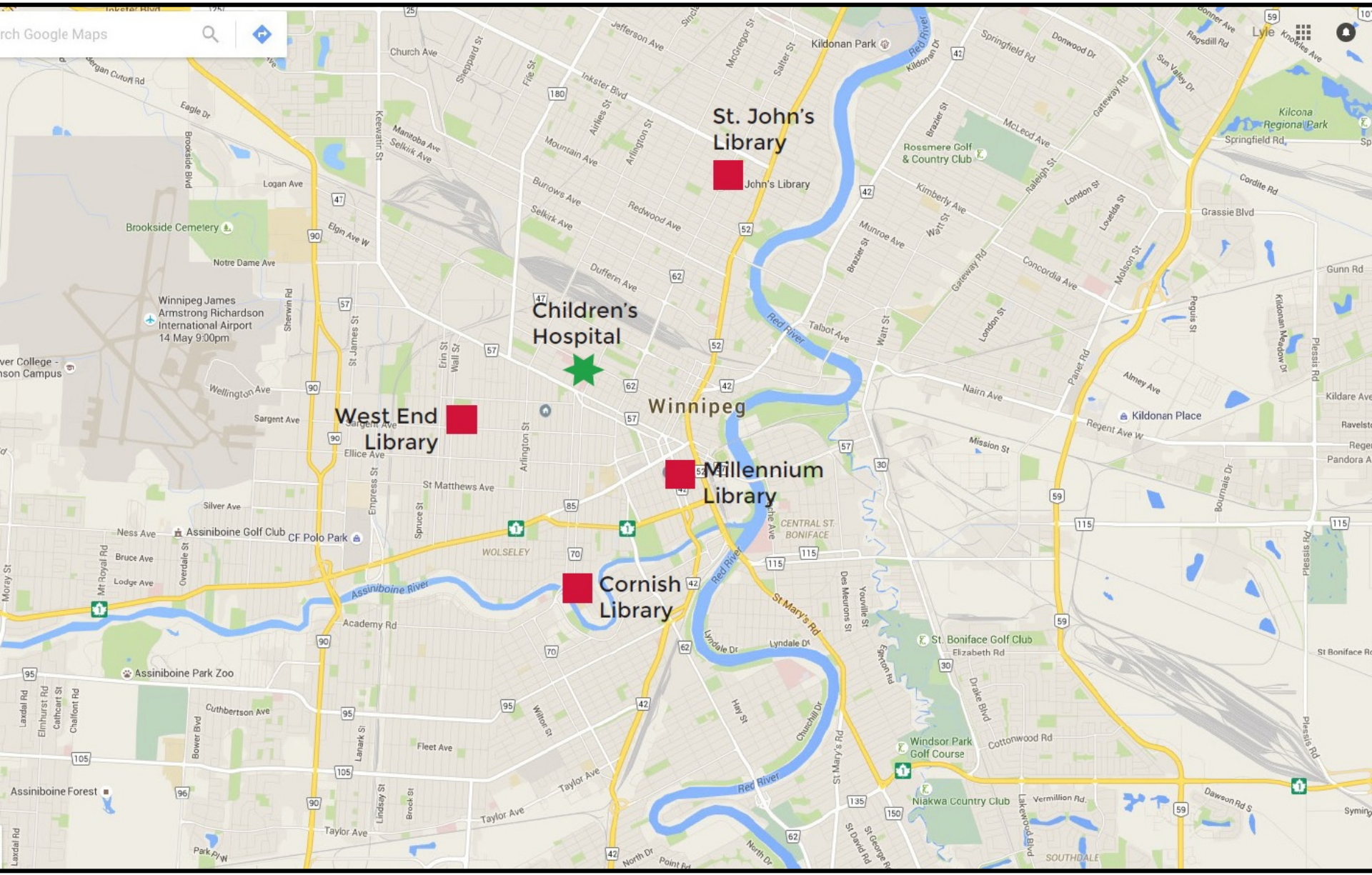
Rationale

Evidence of Need

- Catchment areas around hospital & targeted branches report low EDI scores
- In Manitoba, 1 in 4 children are not ready to start kindergarten
- For First Nations children in Manitoba, it's 1 in 2

WPL Strategic Plan

- Support early literacy skill development through increased investment in materials, service & programs for families
- Enhance strategic partnerships with organizations to better meet the unique needs of the community



St. John's Library
John's Library

Children's Hospital

West End Library

Winnipeg

Millennium Library

Cornish Library

Winnipeg James
Armstrong Richardson
International Airport
14 May 9:00pm

Kilcona
Regional Park

Rossmere Golf
& Country Club

Assiniboine Golf Club

St. Boniface Golf Club

Windsor Park
Golf Course

Niakwa Country Club

Assiniboine Forest

SOUTHDALE



Read Me a Book
Barbara Reid
\$1.00

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\$1.00

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Read Me a Book
Barbara Reid
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Bill Martin Jr / Eric Carle
Brown Bear, Brown Bear, What Do You See?
\$1.00

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Brown Bear, Brown Bear, What Do You See?
\$1.00

Literacy for Life
To read is to fly

Bill Martin Jr / Eric Carle
Brown Bear, Brown Bear, What Do You See?
\$1.00

Bill Martin Jr / Eric Carle
Brown Bear, Brown Bear, What Do You See?
\$1.00

Welcome Song for Baby
A lullaby for newborns
Richard Van Camp
\$1.00

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Richard Van Camp
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Good Night, Goodnight to You
Peggy Rathmann
\$1.00

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Peggy Rathmann
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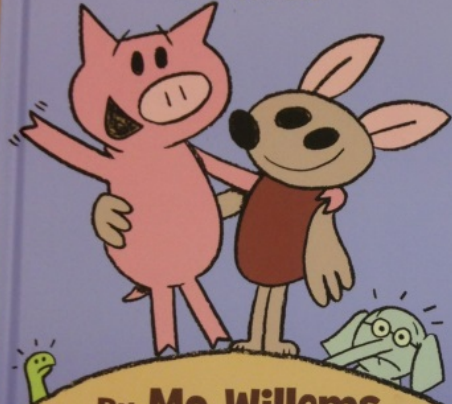
Good Night, Goodnight to You
Peggy Rathmann
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FREE BOOK!
Bring this voucher to any branch of Westwong Public Library and exchange it for a free children's book - yours to keep! We look forward to welcoming you to the library!

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An ELEPHANT & PIGGIE Book

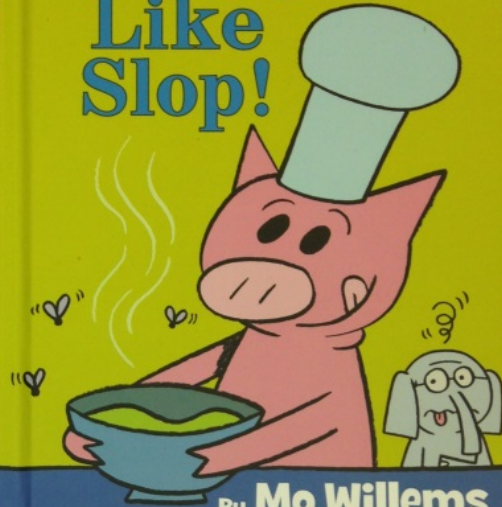
My New Friend Is So Fun!



By Mo Willems

An ELEPHANT & PIGGIE Book

I Really Like Slop!



By Mo Willems

An ELEPHANT & PIGGIE Book

Happy Pig Day!



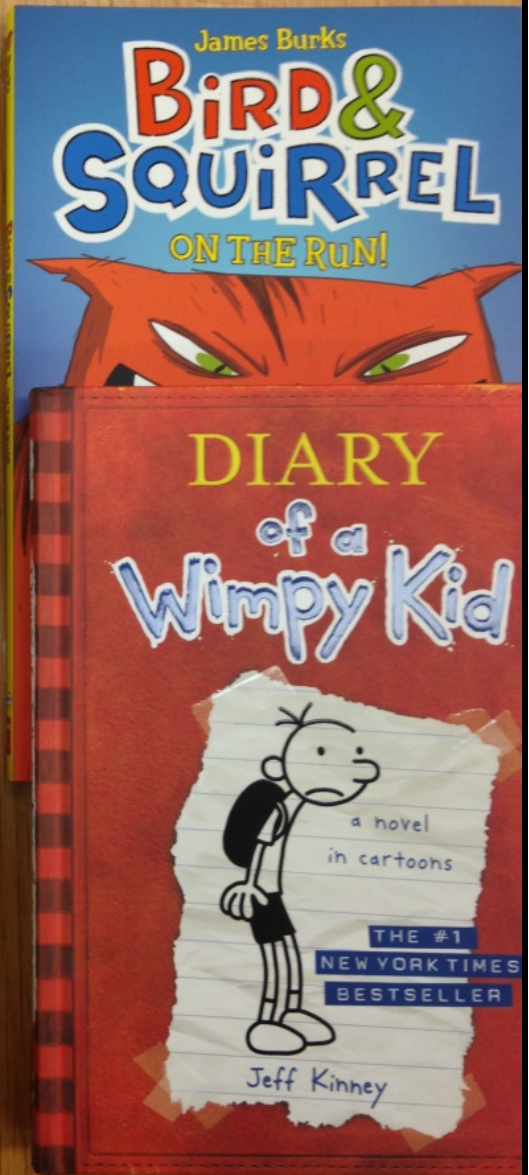
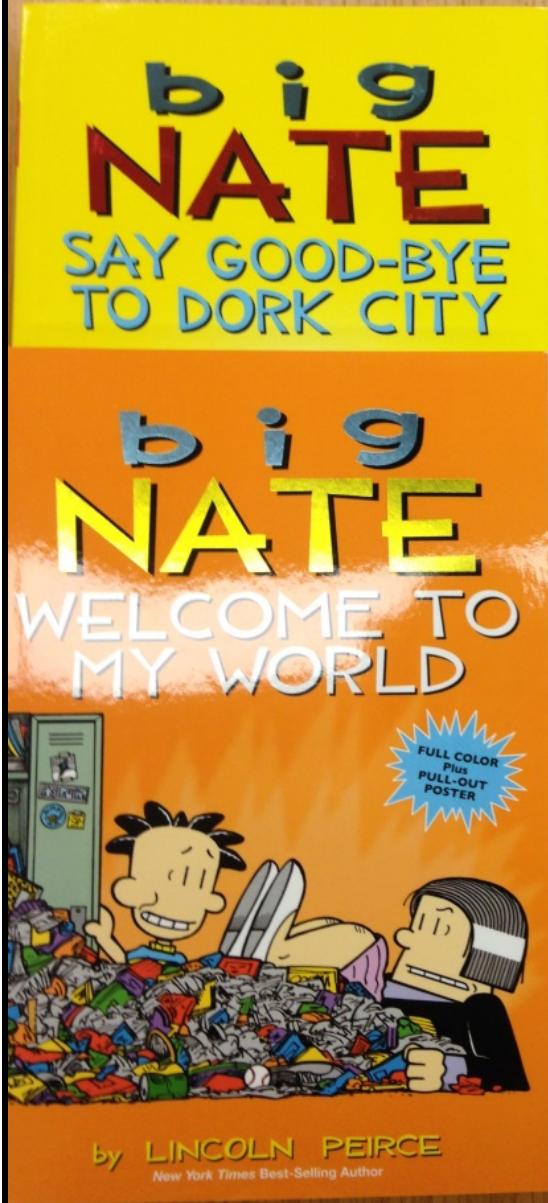
By Mo Willems

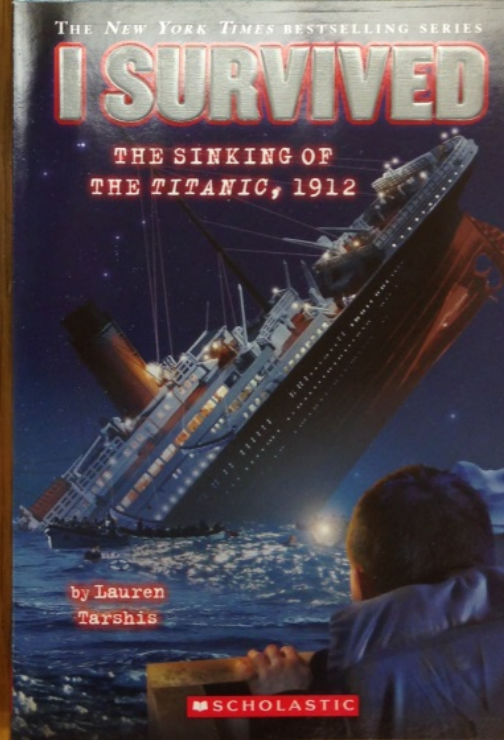
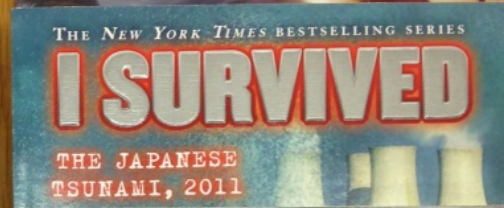
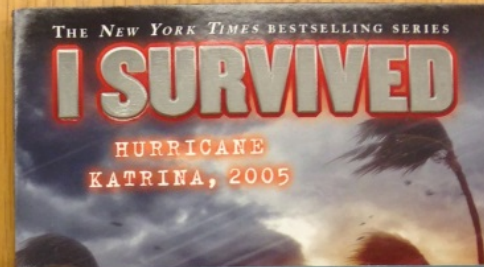
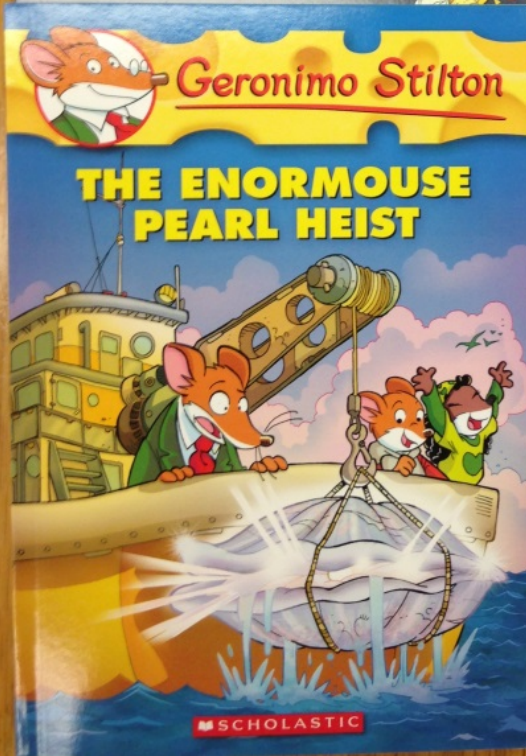
An ELEPHANT & PIGGIE Book

We Are in a Book!

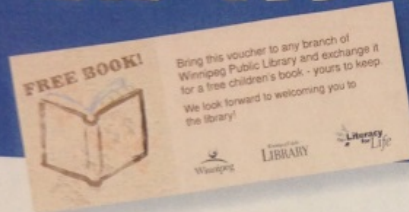


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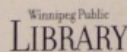


DID YOU GET YOUR FREE BOOK VOUCHER?



Get a FREE library card and find great books, music and movies you can take home and share with your family.

Ask your pediatrician for a voucher for a free children's book. Bring it to any branch of Winnipeg Public Library today!





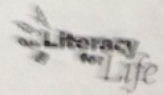
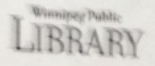
Welcome Song for Baby
A lullaby for newborns

RICHARD VAN CAMP

Please enjoy this book in the clinic.

You can get your own free copy to keep by bringing a voucher to any branch of Winnipeg Public Library.

Get a voucher from your doctor today!



Lessons Learned & Next Steps

- **Communication with all staff is key:**
 - Describe project & explain rationale
 - Coach to give families a warm welcome to the library
 - Confirm there is not a limit of one book per family & that families are not required to apply for a card to receive their book
- **Revise voucher to record tracking information (child's age, first visit, card application, etc.) & add expiry date**
 - Reprint vouchers & maintain stock of giveaway books for children 0-12 years
- **Continue to share** expertise in title selection, literacy messaging, read aloud techniques, and referrals to literacy organizations + provide library hand-outs, membership applications, newsletters
- **Explore new initiatives in partnership with Children's Hospital** such as library programming for teen parents



read

Read every day.
Add libraries for age and
interest appropriate books!

spin a story

What was the first book you read?
What was the last book you read?
What is your favorite book?
What is your favorite story?
What is your favorite character?
What is your favorite animal?
What is your favorite color?
What is your favorite food?
What is your favorite place?
What is your favorite time of day?

how many books read

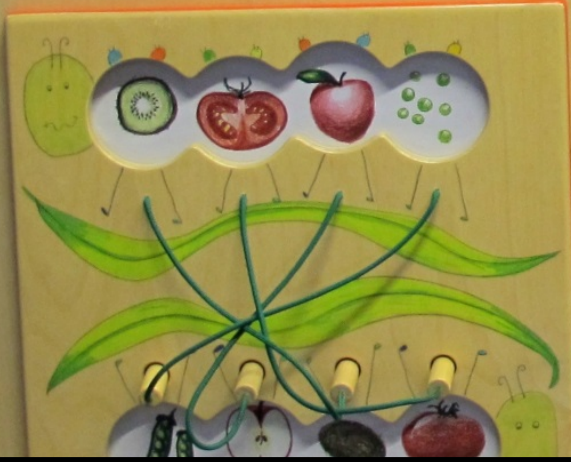
- 5
- 4
- 3
- 2
- 1

talk

Remember your child's life.
Add and mark word when
you write your child
the big and new words!



friends
of the Winnipeg
Public Library
Thank you!



Thank You!

Karin Borland

Administrative Coordinator of Youth Services

Winnipeg Public Library

kborland@winnipeg.ca

204-986-6459

Photos courtesy of The Winnipeg Foundation and Winnipeg
Public Library