



MEDIA ALERT

Senator Lincoln to Read to Children at Pine Bluff Clinic in Support of Reach Out and Read Pediatric Literacy Program

WHEN: Friday @ 1:30-2:15 PM
August 14, 2009

WHAT: The doctor and nurses at Flower's Pediatric Clinic in Pine Bluff send families home from checkups with free books and a very important prescription – "read aloud to your children." Senator Blanche Lincoln will visit the health center to support this message by reading to a group of young patients and to observe the health-literacy ROR Model.

Dr. John A. Flowers, Flowers Pediatric Clinic participates in **Reach Out and Read**, a program whereby **doctors and nurses advise parents about the importance of reading aloud and give books to children at checkups from 6 months to 5 years**. Through Reach Out and Read, each child starts kindergarten with a home library of up to 10 new, carefully-chosen books and a parent who has heard at every regular pediatric checkup about the importance of books and reading. The nationwide program results have shown that virtually all children participating in Reach Out and Read are ready for kindergarten. In Arkansas, 50 percent of children entering kindergarten do not have the skills necessary to succeed.

Flowers Pediatric is one of 21 ROR Programs in Arkansas. As a result of Arkansas' new coalition effort, participating clinics that participate in Reach Out and Read have already provided 52,794 books to more than 36,984 infants, toddlers and preschoolers around the state of Arkansas along with a prescription to read aloud.

WHERE: Flowers Pediatric-870-534-1103
316 West 5th Avenue
Pine Bluff, AR

WHO: Senator Blanche Lincoln (Arkansas)
ROR Board of Director President/ Co-founder, Dr. Peggy Sissel-Phelan
Executive Director, Reach Out and Read Arkansas, Kathy Vining DeLone
Dr. and Mrs. John A. Flowers, Flowers Pediatric Clinic

VISUALS: Senator Lincoln reading books to children gathered around her.
Observation of the ROR Model
Books, Posters, Banners

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Reach Out and Read Arkansas
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