

Tracy -
WB & just
- ARZ

the prescription for
reading

Dear _____,

Having passed the second anniversary of the Prescription for Reading Partnership, I want to commend you for the good work you have done to make this partnership strong and build a nation of readers. I know, for example, that in three years the Reach Out and Read program has grown from 36 to 600 sites, in 48 states and DC, reaching 1 million children per year, and that with the help of some generous companies Reach Out and Read is donating 2 million books to needy families annually.

Our mission has not changed. Health care professionals, librarians, businesses and government agencies still need to work together to achieve our goals of supporting parents in their role as their kids' first teachers, helping children learn to love reading, and reaching the Administration's goal of having every child read on level by the end of the third grade.

As you know, we also set some specific goals for the partnership to reach by the year 2000, including the recognition that reading books is integral to a healthy childhood, apprising parents of what they can do to "raise a reader," making sure that each child under age six receives a "prescription for daily reading" from their pediatrician, and that 6 million children-at-risk receive books in pre-natal clinics and at well-child check ups.

We know how important it is encourage young children to read - one crucial element of ultimately breaking the cycle of illiteracy and poverty. I thank you for your contribution to this effort and look forward to hearing from you about the progress being made on these critical goals.

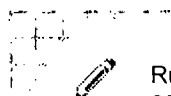
Sincerely,

Need to ask them to line in
for meeting

to: ① how progress is
coming

② discuss next steps - how
it will line up
with the Admin

Should ask Melanne - HRC mgt. or
Melanne mgt.

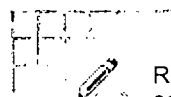


Ruby Shamir
03/07/2000 06:39:36 PM

Record Type: Record

To: Ann O'Leary/OPD/EOP@EOP
cc:
Subject: Prescription for Reading

----- Forwarded by Ruby Shamir/OPD/EOP on 03/07/2000 06:39 PM -----



Ruby Shamir
02/16/2000 02:51:14 PM

Record Type: Record

To: Nicole R. Rabner/WHO/EOP@EOP, Ann O'Leary/OPD/EOP@EOP
cc:
Subject: Prescription for Reading

Here is a draft of a letter. Is this what you guys had in mind? Also, see below Pam Hughes' e-mail. I would be glad to call ROR, but isn't that the point of sending these letters? Let me know what you all think.



PFR letter.do

----- Forwarded by Ruby Shamir/OPD/EOP on 02/16/2000 02:47 PM -----



"Hughes, Pamela" <Pamela_Hughes@ed.gov>
02/15/2000 03:07:16 PM

Record Type: Record

To: Ruby Shamir/OPD/EOP
cc:
Subject: RE: Reach Out and Read

The Prescription for Reading Partnership was coordinated by the First Lady's Office, I think by Jen Klein. I asked several times in 1998 and 1999 for

more information, to update the 1998 progress report and to promote the First Lady's ongoing efforts, but never received any information from Jen or the FLOTUS press office. I've told reporters about it but was unable to provide any paper to follow up once I shared my last press kit, so I stopped flacking it.

I did include the Partnership in a book on reading I produced for Riley last summer. It's a little dated, but here's what we published:

Prescription For Reading Partnership

Championed by First Lady Hillary Rodham Clinton, Prescription for Reading is a national partnership led by Reach Out and Read, Born to Read (of The American Library Association), Scholastic, and First Book. Launched in 1997, the program challenges booksellers, publishers, libraries, hospitals, pediatricians, health centers and others to work together to ensure that infants and toddlers who visit doctors have access to books and are read to regularly.

Among the partnership's accomplishments are:

- * An increase from 150,00 to 750,00 children served by Reach Out and Read.
- * An increase from 500 to 4,500 doctors and nurses trained to "prescribe" reading.
- * Contributions made by Scholastic and First Book of more than 235,000 books.
- * Distribution of more than one million books by participating doctors.

In support of this program, Mrs. Clinton has launched Reach Out and Read programs in Baltimore, Chicago, Washington, DC, and New York City.

Contact:

Nicole Rabner
Prescription for Reading
Office of the First Lady
The White House
Washington, DC 20500
(202) 456-7263

Sorry this is so meager, but if you find any more about it, please let me know, as I continue to have opportunities to shine light on the First Lady's innovative approach toward literacy!

You might get some insight on the status of the Partnership from Matt Veno at Reach Out and Read in Boston (617/638-3425). He was a participating member. I know ROR got \$2 million in federal funds this year from a budget item inserted by Ted Kennedy and are growing by leaps and bounds. The First Lady has done several big events for them and should share credit for their evolution from a small, brilliant program to a nationally significant force for change.

For example, in 3 years, they've grown from 36 to 600 sites, in 48 states and DC, reaching 1 million children per year! Working with donations and deep discounts from Scholastic, Houghton Mifflin, Random House, Dorling Kindersley, Candlewick Press, Bantam, Doubleday, Dell, First Book, and others, they are getting 2 million books to needy families annually. They have formed a 501(c)3 and also just got a half million dollars from the state of MA. Their web site is www.reachoutandread.org.

Good luck and please ask if you have any more questions I might be able to answer.

> -----Original Message-----

> From: Ruby_Shamir@opd.eop.gov [SMTP:Ruby_Shamir@opd.eop.gov]

> Sent: Monday, February 14, 2000 7:36 PM

> To: pamela_hughes@ed.gov

> Subject: Reach Out and Read

>

> Hello Pam,

>

> I work with Ann O'Leary in the First Lady's office and she suggested that

> I

> contact you for information on Reach Out and Read/the Prescription for

> Reading Partnership. In April 1998 the Partnership came out with a

> progress report on the its accomplishments and I was looking for an update

> on how far ROR or PFR or both have come since PFR was established in 1997.

> I appreciate your help. Thanks.

>

> Ruby

> 456-5696

>

Ann,

See inside cover FLOTUS letter and
back cover for "Prescription for Reading"
information.

Thanks for your help. Call me with
questions.

Margaret
6-6306

We need to make
the PFR
things that will
highlight the best
not only more

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White House Easter Egg Roll 1999