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Beth Israel Helps Pediatric Patients “ROAR”

New York, NY (September 8, 2009) On August 11, New York City Deputy Mayor Dennis Walcott and New York City Councilmember Rosie Mendez sent families home from their pediatric checkups with a very important prescription: “read aloud to your children.”

The visit was part of Reach Out and Read (ROAR) of Greater New York’s Early Literacy Awareness Week. ROAR, a national program that: promotes early literacy; makes books a routine part of pediatric care; and trains doctors and nurses on advising parents and caregivers about the importance of reading, has been hugely successful at Beth Israel.

During the August 11 visit, Deputy Mayor Walcott presented a proclamation acknowledging Reach Out and Read’s outstanding efforts to promote early literacy. At the reading, councilmember Mendez said “It’s great to have a partnership of groups like Reach Out and Read and Beth Israel Pediatric Associates encouraging families to spend time reading together.”

Beth Israel pediatrician and ROAR supporter Robin Jacobson, MD, said “Parents who read aloud to their kids provide a strong, positive influence and build a foundation for a lifetime of learning. We are proud to partner with ROAR to provide support for that mission.”

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