Reading Tips

Try to make reading with your child part of the daily routine.

- Make reading a part of every day - have fun!
- A few minutes of reading is OK.
- Talk about the pictures.
- Let your child turn the pages and ask questions.
- Make the story come alive.
- Let your child tell the story to you.

For your children to be a part of ROR-M, simply take them for their health care needs to one of these ROR-M Program sites:

- **Downtown Health Center**
  1020 North 12th Street
  Milwaukee, WI 53233
  414.277.8909

- **Next Door Pediatrics**
  2561 N. 29th Street
  Milwaukee, WI 53210
  414.264-5338

- **Milwaukee Health Services, Inc.**
  Martin Luther King Heritage Health Center
  Pediatric Clinic
  2555 North Martin Luther King Dr.
  Milwaukee, WI 53212
  414.372.8080

- **Isaac Coggs Heritage Health Center**
  Pediatric Clinic
  8200 W. Silver Spring Drive
  Milwaukee, WI 53218
  414.760.3900

- **Sixteenth Street Community Health Centers**
  Chavez-Pediatric Clinic
  1032 South 16th Street
  Milwaukee, WI 53204
  414.672.1353

- **Progressive Community Health Centers**
  Lisbon Avenue Health Center
  3522 W. Lisbon Avenue
  Milwaukee, WI 53208
  414.935.8000

  Hillside Family Health Center
  1452 N 7th Street, 2nd Floor
  Milwaukee, WI 53205
  414.935.8000

www.mcw.edu/ror

Thank you to all the site providers and staff that make ROR-M a success!
Reach Out and Read-Milwaukee

Who we are...
Reach Out and Read-Milwaukee is part of a nationwide program that makes early literacy promotion a standard part of pediatric primary care. By giving books and talking about the importance of reading aloud as part of doctor visits, ROR-M uses the provider/patient relationship to support the healthy development of your child.

Children who are read to during the first years of life are more likely to learn to read on schedule.

How Reach Out and Read-Milwaukee Works...
Beginning at the six month checkup, health care providers give your child an age appropriate book. Parents are given guidance about the importance of reading aloud with their children. Volunteer readers in the clinic waiting room read aloud to children and model read aloud techniques to families.

Why reading with children is so important?
“The Reach Out and Read Program has been a wonderful gift to my children and myself. It has helped my children love books, and it has taught me the importance of reading. Books would not have been on my list of things to purchase or share with my children as an activity.” Lisa Caroll, ROR parent

What our doctors say about ROR-M:
“Reading one book to a child every day from age 1 to 4 amounts to over a thousand books. That’s impressive. When I quote that number to parents, they also are blown away with that number of books.” Timothy R. Schum, MD Pediatrics

Leer es poder (Reading is power).”
David Waters, MD

“Reading improves language skills, development and parent-child bonding. The ROR program is an important asset to our clinic.”
Emelia Arana, MD

“After giving a 6 month old a book, “Baby Faces”, at her well visit, Mom saw her baby’s happy reaction and realized it wasn’t too early for them to share books together.”
Patricia Safavi, MD

How You Can Help...
- Volunteer to read books with children at the sites
- Donate new or gently used children’s books
- Make a tax-deductible donation

Medical Director
Earnestine Willis, MD, MPH
414-955-4177

To find out more
Contact the Program Coordinator:
Alexandra Lesnick
Center for the Advancement of Underserved Children
Medical College of Wisconsin
8701 Watertown Plank Road
Milwaukee, WI 53226-0509
Phone 414.955.5749
Fax 414.955.6385
alesnick@mcw.edu
website: www.mcw.edu/ror

Did you know...
A study found that parents who received literacy counseling and a book during a clinic visit were four times more likely to look at book with their children than parents who did not.
Robert Needlman, MD