



July 2007
Birth Center Special Edition

RR Refresher

A reminder that kids go on to receive books starting at **2 months**, not at the 2 week check.

Kids get RR books at well child visits at **2, 4, 6, 9, 12, 15 and 18 months**.

And, at the **2, 3, 4 and 5** year well child visits.

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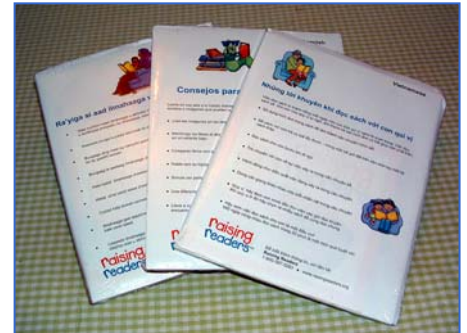
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Raising Readers Update

Pilot: Books in Other Languages

Maine's population is increasingly diverse. When we surveyed our birth centers a year ago, we learned there are areas in the state that would benefit from having books available in other languages. Consequently, we've developed a pilot to introduce some books in other languages to our newborn totes. The pilot program will last for one year. Then we'll reevaluate the need for this added feature. Here's how it works.

We purchased copies of the children's classic *Brown Bear, Brown Bear, What Do You See* in Spanish, Vietnamese and Somali. Our newborn brochure and info sheet, *Tips for Reading with Your Children*, were also translated into these languages. These languages were chosen because they are the languages used most by those in Maine who speak English as a second language. A copy of the book, brochure, and info sheet have been shrink-wrapped together into an easy-to-handle packet. Birth centers participating in the pilot will simply add the appropriate packet into an existing newborn tote based on the family's language.



Almost there...One Million Books

950,000 and counting! Believe it or not -- we're fast closing in on a major milestone -- **one million** Raising Readers books! Thanks to each of you for getting all these books into the hands of Maine families. Watch for additional information about the One Millionth Book Celebration in coming months.



Spreading the Word

Since the program has been around for six years, it often seems like everyone must know about it. However, new families enter the program each year as they have their first child. We thought it would be helpful to provide all our sites with a poster that explains how the program works.



Enclosed with this mailing is a laminated poster that gives an overview of the program. We hope you'll hang it in your waiting area to help new families (and others) learn about Raising Readers.

Note: It's also a great refresher for your staff.