

# Raising Readers

*Promoting Early Childhood Literacy  
for All Maine Children*

# 2015 ANNUAL REPORT

[www.raisingreaders.org](http://www.raisingreaders.org)



Asa (4 years), Portland

# A Statewide Network: Raising Readers Partners with 359 Healthcare Sites Across Maine

## ANDROSCOGGIN

- Auburn Medical Associates
- B Street Family Health Center
- CCS Family Health Care
- CCS Pediatrics
- Central Maine Family Medicine Residency
- Central Maine Family Practice
- **Central Maine Medical Center**
- Central Maine Pediatrics
- Central Maine Sports Medicine
- DFD Russell Medical Center - Leeds
- DFD Russell Medical Center - Turner
- Dorothy Thayer, MD
- Family Focused Healthcare
- Family Health Care Associates
- Franklin Health Livermore Falls Family Practice
- High Street Family Medicine
- Knapp Family Practice
- Kurt M Oswald, MD
- Lisbon Family Practice
- Margaret E Matthews, MD
- Mechanic Falls Family Practice
- Minot Avenue Family Medicine
- Pediatric Associates of Lewiston
- Poland Community Health Center
- Poland Family Practice
- St. Mary's Center for Family Medicine at Mollison Way
- **St. Mary's Regional Medical Center**
- Western Maine Family Health Center

## AROOSTOOK

- Acadia Family Health Center
- Aroostook Pediatrics
- **Cary Medical Center**
- Fish River Rural Health - Eagle Lake
- Fish River Rural Health - Fort Kent
- Full Circle Health Care
- Horizons Health Center - Fort Fairfield
- Houlton Family Practice
- Houlton Pediatrics
- **Houlton Regional Hospital**
- Katahdin Valley Health Center - Ashland
- Katahdin Valley Health Center - Houlton
- Maliseet Health & Wellness Center
- Mars Hill Health Center
- Micmac Service Unit
- NMMC Medical Practices - Family Practice
- **Northern Maine Medical Center**
- Pines Family Health Center
- Pines Health Center
- Pines Health Services - Washburn
- Pines Kimball Community Health Center
- Pines Pediatric Care
- Pines St. John Valley Health Center
- **The Aroostook Medical Center**

## CUMBERLAND

- Bayview Pediatrics
- Be Well My Friend - Freeport
- Bridgton Family Practice
- **Bridgton Hospital**
- Bridgton Pediatrics
- Brunswick Family Medicine
- Brunswick Primary Care
- Cape Elizabeth Family Medicine
- Carl J Schuler, DO
- Ciampi Family Practice
- Encompass Health
- Foden Road Family Practice
- Freeport Medical Center
- George K Gardiner, Jr., DO
- Gray Family Health Center
- Harborside Family Practice
- Intermed Family Medicine - Yarmouth
- Intermed Pediatrics - Portland
- Intermed Pediatrics - South Portland
- Intermed Pediatrics - Yarmouth
- James Kirsh, DO
- Maine Centers for Health Care - Westbrook
- **Maine Medical Center**
- Mercy Gorham Crossing Primary Care
- **Mercy Hospital**
- Mercy Pediatrics
- Mercy Primary Care South Portland
- Mercy West Falmouth Primary Care
- Mercy Windham Family Practice
- Mercy Yarmouth Primary Care
- **Mid Coast Hospital**
- Mid Coast Medical Group Pediatrics
- Mid Coast Medical Group Primary Care

- Midcoast Pediatrics
- MMP Falmouth Family Medicine
- MMP Falmouth Pediatrics
- MMP Lakes Region Primary Care
- MMP Pediatric Clinic
- MMP Portland Family Medicine
- MMP Portland Pediatrics
- MMP Scarborough Family Medicine
- MMP South Portland Pediatrics
- MMP Westbook Family Medicine
- MMP Westbrook Pediatrics
- MPHIC - Bowdoin
- MPHIC - Brunswick
- MPHIC Family Practice
- MPHIC - Gorham
- MPHIC - South Portland
- MPHIC Pediatrics
- Naples Family Practice
- North Bridgton Family Practice
- Patricia J Phillips, DO, PA
- Pondicherry Family Practice
- Portland Community Health Center
- Portland West Family Practice
- Root Cellar Pediatric Clinic
- Royal River Family Care, PA
- Scott M Chase, DO
- Steep Falls Family Practice
- Stephen R Barter, MD
- Susi Delaney, CPM
- The Birth House
- The Portland Community Health Center at Rivotron Park
- Tree of Life Naturopathic & Midwifery Care
- True North Health Center

## FRANKLIN

- Franklin Health Farmington Family Practice
- Franklin Health Pediatrics
- **Franklin Memorial Hospital**
- Jean Antonucci, MD
- Mt. Abram Regional Health Center
- Paul Wooden, MD
- Rangeley Family Medicine
- Strong Area Health Center
- Wilson Stream Family Practice

## HANCOCK

- Birch Moon Midwifery, LLC
- Blue Hill Family Medicine
- Bucksport Regional Health Center
- Cadillac Family Practice
- Castine Community Health Services
- Coastal Health Center
- Community Health Center
- Cooper-Gilmore Health Center
- Eleanor Widener Dixon Memorial Clinic
- Ellsworth Family Practice
- Island Family Medicine
- **Maine Coast Memorial Hospital**
- Maine Coast Pediatrics
- **Mt. Desert Island Hospital**
- Pam Dyer Stewart, CPM
- Primary Health, LLC, PA
- Southwest Harbor Medical Center
- St. Joseph Family Medicine at the Jackson Lab
- The Family Health Center
- Trenton Health Center

## KENNEBEC

- Augusta Family Medicine
- Be Well My Friend - Augusta
- Belgrade Regional Health Center
- DFD Russell Medical Center - Monmouth
- Elmwood Primary Care
- Evergreen Healing Center
- Family Medicine Institute
- Gardiner Family Medicine
- Hallowell Family Practice
- Inland Family Care - Downtown Waterville
- Inland Family Care - Oakland
- Inland Family Care - Washington Street
- **Inland Hospital**
- Kennebec Midwifery
- Kennebec Pediatrics
- Lovejoy Health Center
- Maine Family Natural Health
- **MaineGeneral Medical Center**
- Maine Integrative Healthcare
- Oakland Family Medicine
- Rosalind Waldron, MD
- SVH Family Care - Clinton
- Three Rivers Family Practice - Augusta
- Three Rivers Family Practice - Waterville
- Twin Pines Family Medicine
- Waterville Family Practice
- Waterville Pediatrics - Waterville
- William E Bennett, MD
- Winthrop Family Medicine
- Winthrop Pediatric & Adolescent Medicine

\* Bold text indicates hospitals

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# MESSAGE FROM THE DIRECTOR

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## To the Raising Readers Community

**O**n behalf of the Raising Readers team, I am pleased to share with you our 2015 Annual Report.

This was a particularly special year in the life of the program; 2015 marked 15 years of Raising Readers partnering with Maine's healthcare community to provide children with high-quality books, and their families with early literacy counseling. As we journeyed around the state this year, one thing was very clear: Raising Readers is beloved and should be celebrated.

And did we celebrate! Throughout 2015, we honored hospitals and medical practices for their commitment to the program model, libraries for furthering the love of books and reading throughout childhood, early childhood educators for finding unique ways to leverage the common experience of Raising Readers in their classrooms, and Maine parents for working hard to bring our books to life each day — sometimes over and over again! Turn the page to learn more about the highlights of our anniversary year.

Since its inception, Raising Readers has positively impacted thousands of Maine children and families, some of whom



Cassandra Grantham (left), Raising Readers Director, presents a collection of new children's books to Kate Cutko (right), Bowdoinham Public Library Director. Photo credit: Daphne Backman

otherwise would not have had access to books in their homes. Through the simple act of placing books in children's hands, Raising Readers reinforces that literacy begins well before kindergarten, and that health and literacy are closely linked.

So, perhaps most of all, we thank the Libra Foundation for its forethought in creating Raising Readers 15 years ago and for continuing to sustain it all these years. **Please join us in saluting the Libra Foundation's commitment to Maine's youngest citizens!**

As we look to the future, Raising Readers will continue to focus on its core mission while also striving to improve its ability to serve healthcare professionals and families. Supported by a 2015 grant from the Horizon Foundation, we are comprehensively evaluating the program's collective impact on Maine children and their families with an eye toward sustainability.

Thank you all for being enthusiastic supporters, advocates, and partners in this effort over the years, and for the role you each play in fostering early literacy in our communities and in the lives of Maine's children. Here's to many more years!

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Many thanks and happy reading,  
**Cassandra Cote Grantham, MA**  
*Director, Raising Readers*

# 15<sup>TH</sup> ANNIVERSARY HIGHLIGHTS

## Final 5-year-old Anthology

For the past 10 years, Raising Readers has created a one-of-a-kind collection of five children's stories by Maine authors and illustrators to distribute to 5-year-olds as they "graduate" from Raising Readers. Though all 5-year-olds will continue to receive a special book from their healthcare provider, the 2015 *Raising Readers: A Medley of Maine Children's Stories* is the last in the anthology series.

The final anthology was dedicated to Deborah A. Deatrck, MPH, Senior Vice President of Community Health Improvement at MaineHealth, a passionate champion for children's health and wellness. With the Libra Foundation's former president and current board member, Owen Wells, she envisioned what is now Raising Readers and has continued to lead its successful implementation for 15 years.



Deborah Deatrck, MPH, enjoying her copy of the final Raising Readers anthology

**CELEBRATION VIDEO:** Providers, clinical staff, educators, parents, and children always have great things to say about Raising Readers. In celebration of our anniversary year, we combined many of these testimonials with highlights of our history in a touching video about the program's positive impact on providers, families, supporters, stakeholders, and children themselves.

We invite you to watch the 15<sup>th</sup> Anniversary Celebration Video on the Raising Readers YouTube site (<http://www.youtube.com/raisingreaders>) – we hope you enjoy reminiscing with us as we look to the future.



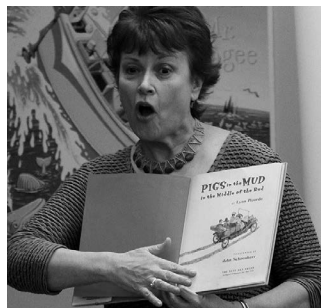
## Book Donation to Rural Libraries

In partnership with the Maine State Library, Raising Readers donated over 1,200 sample publisher books to 120 small and rural libraries across the state to rejuvenate their often minimal children's book collections. By supporting the state's small and rural libraries, Raising Readers was able to expand access to children's books, which furthers the program's mission of bringing books into the homes of all Maine children.



Ryan (7 months) and Kate Cutko exploring a book donated by Raising Readers to the Bowdoinham Public Library

**RECOGNITION OF HEALTHCARE PARTNERS:** Fifteen years of handing out books to babies and children aged birth to five years around Maine is an incredible accomplishment – one we could not have achieved without the dedication of our healthcare partners. To thank them for all their hard work, all participating hospitals, medical practices, and midwiferies received a celebratory box of items, including a certificate of participation and a 15th anniversary poster featuring artwork from the 2015 anthology.



Maine author **Lynn Plourde** reading her children's book at the Portland Public Library Story Hour event

## Portland Public Library Story Hour

In November, Raising Readers collaborated with the Portland Public Library to host a children's story hour featuring Maine author, Lynn Plourde. With an audience of over 100 preschool-aged children from around Greater Portland, pediatric nurse practitioner Kathryn Landon-Malone, PhD, discussed the importance of reading aloud for infant and toddler brain development, and encouraged the children to share why they love

reading aloud with their families. Lynn read her book, *Pigs in the Mud in the Middle of the Rud*, and got children participating in the barnyard brouhaha with animal masks. All participants were also given a book and tote bag to commemorate the special event.

## Thank You Cards from Maine Children to the Libra Foundation



Compilation of thank you cards from around the state

Since the beginning, the Libra Foundation has generously funded the Raising Readers program in its entirety. In an effort to acknowledge their investment in Maine families, all participating medical practices received a packet of postcards so that families could share their thanks (and the name of their favorite Raising Readers book) with the Libra Foundation. Over 100 postcards were collected, representing families from Fort Kent to Kittery, Rangeley to Lubec, and many of the towns in between!

# STACK THEM UP

## *Raising Readers Statistics for 2015*

In 2015, Raising Readers reached 68,000 Maine children aged birth to five years by partnering with 41 Maine hospitals and birth centers, 318 medical practices, and 1,200 healthcare providers. In 2015 alone, Raising Readers distributed over 159,000 books to Maine children, bringing the total number of books distributed since 2000 to over 2.3 million.

Individual Maine children reached with one or more books by Raising Readers since 2000

239,000

318

Medical Practices

41

Hospitals and Birth Centers

1,200

Healthcare Providers

68,000

Individual Maine children reached with one or more books by Raising Readers in 2015



**Dr. Gabriel Civiello** presents a book to **Zachary** (6 months) at his well-child visit at Franklin Health Pediatrics in Farmington



**Nathan** (2 years), Yarmouth

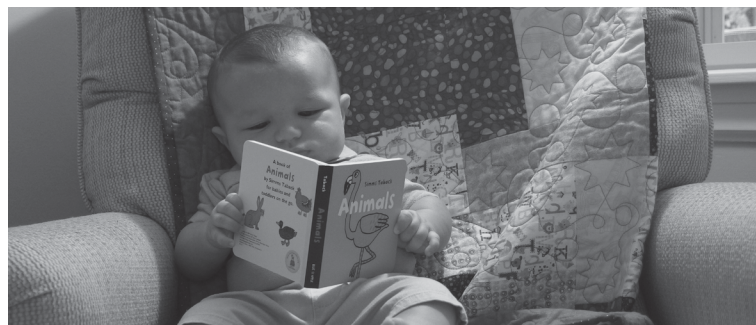
**Books  
Distributed  
by Raising  
Readers  
in 2015**

**159,000**

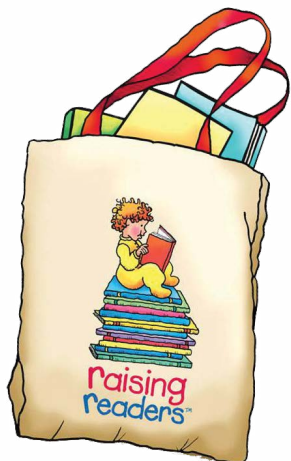
“Promoting reading with children is a great gift of enrichment, particularly in this runaway age of technology, and the Raising Readers program allows me to participate in providing this great gift. THANK YOU!”\*

“The Raising Readers program became a prime focus of my well child checks. It allowed me to discuss school, education, parental activities, and child rearing. It was nice to be able to start a visit that ended with shots by talking about how this book can help make you a better parent and your child be a better adult someday.”

**Dr. Kevin Flanigan, former medical director of MaineCare**



**Orson (3 months), Portland**



**11,800**

**Number of newborn totes  
Distributed by Raising  
Readers in 2015**

**Books Distributed Since 2000**

**Over  
2.3 Million**

*\*Quote from healthcare provider who responded to an anonymous survey as part of the Horizon Foundation grant*

# 2015 BOOK COLLECTION

The Raising Readers Book Selection Committee did it again! The 2015 Book Collection is made up of an incredible suite of high-quality and developmentally appropriate books. Included in the collection is the final anthology, *Raising Readers: A Medley of Maine Children's Stories*, a copy of which was sent to every public library in Maine. As a special tribute to our library partners, we also created and mailed story hour kits to be used with each of the anthology's stories to increase their longevity among young readers. The kits are also available online\* so early childhood educators, families, and others can utilize them.

“Every book we’ve received has become a favorite. The choices you make in books are awesome... thank you so much!”\*

*\*Quote from parent who responded to an anonymous survey as part of the Horizon Foundation grant*

## 2015 Raising Readers Books: Which Was Your Favorite?





# THE POWER OF SOCIAL MEDIA: AN ACTIVE ONLINE COMMUNITY

Raising Readers' social media presence has proven to be an optimal channel through which to showcase and share early literacy messages. It also allows us to engage parents and other stakeholders in our mission to inspire a love of books and reading in Maine's youngest citizens. By monitoring social media trends among parents and caregivers of young children, we keep our messaging relevant and accessible to our target audiences. Raising Readers' online following is continuously growing and highly engaged, which goes a long way towards creating an early literacy community and shared experience among Maine families.



**FACEBOOK**

**47,700**

PAGE LIKES

**202,000**

AVERAGE WEEKLY POST REACH



**INSTAGRAM**

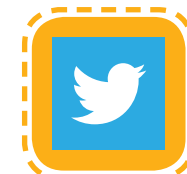
**1,090**

FOLLOWERS

**PINTEREST**

**1,400**

FOLLOWERS



**TWITTER**

**680**

FOLLOWERS

Raising Readers' Facebook page

Raising Readers  
October 30, 2015 • 🌐

Read.Talk.Sing.Play.Think

“We have an obligation to read aloud to our children. To read them things they enjoy. To read to them stories we are already tired of. To do the voices, to make it interesting, and not to stop reading to them just because they learn to read themselves.”

*Neil Gaiman*

1,648,867 people reached

2.9k Likes 92 Comments 13k Shares

Like Comment Share

This single post from October 2015 reached over 2.5 million viewers and was shared 19,000 times, highlighting the power of a highly engaged audience.

# THE RAISING READERS TEAM

## Program Staff

### Cassandra Cote Grantham

MA – Program Director  
MaineHealth  
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### Anne Quirion

Program Manager  
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### Mary Catherine Tee

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### Kristen Stogsdill

Program Coordinator  
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### Daphne Backman

Administrative Coordinator  
MaineHealth  
djbackman@mainehealth.org

## Advisors and Consultants

### Susan Bennett-Armistead

PhD – Early Literacy Advisor  
University of Maine, Orono

### Kirsten Cappy

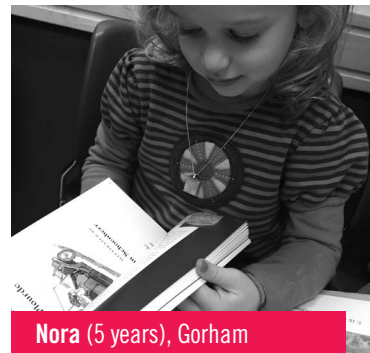
Book Consultant and Book  
Selection Committee Chair  
Curious City

### Colette Sabbagh

MD, FAAP – Clinical Advisor  
EMMC Pediatric Medicine, EMHS

### Brian Youth

MD, FAAP – Clinical Advisor  
Maine Medical Partners, Tufts  
University School of Medicine  
Barbara Bush Children's Hospital  
at Maine Medical Center



Nora (5 years), Gorham



Dr. Colette Sabbagh, clinical advisor for Raising Readers, presents a book to Sophie (4 months) at her well-child visit at EMMC Pediatric Medicine in Bangor

continued from inside front cover

## KNOX

- Hope Health Family Practice
- Islands Community Medical Services
- Megunticook Family Medicine
- Midcoast Medicine, PA
- Pen Bay Family Medicine
- **Pen Bay Medical Center**
- Pen Bay Pediatrics

## LINCOLN

- Full Circle Family Medicine
- Lifespan Family Health Care
- LMP Family Care Center - Boothbay Harbor
- LMP Family Medicine - Damariscotta
- LMP Family Medicine - Waldoboro
- LMP Family Medicine - Wiscasset
- LMP Pediatrics - Boothbay Harbor
- LMP Pediatrics - Damariscotta
- Medomak Family Medicine
- Midcoast Midwifery
- **Miles Memorial Hospital**
- Sheepscot Valley Health Center
- Waldoboro Family Medicine
- Wiscasset Family Medicine

## OXFORD

- Bethel Family Health Center
- Elsemore-Dixfield Center
- Fryeburg Family Medicine
- Joseph deKay, DO
- Oxford Hills Family Practice
- **Rumford Hospital**
- Sacopee Valley Health Center
- **Stephens Memorial Hospital**
- Swift River Health Care
- Western Maine Family Practice
- Western Maine Pediatrics

## PENOBSCOT

- Brewer Health Center
- Capehart Community Health Center
- Corinth Medical Associates
- Dexter Family Practice
- **Eastern Maine Medical Center**
- EMMC Family Medicine - Brewer
- EMMC Family Medicine - Hampden
- EMMC Family Medicine - Husson Avenue
- EMMC Family Medicine - Orono
- EMMC Family Medicine Center & Residency
- EMMC Pediatric Medicine
- EMMC University Medicine - Cutler Health Center
- Health Access Network - Hamlin Primary Care
- Health Access Network - Lee Primary Care
- Health Access Network - Lincoln Primary Care
- Health Access Network - Millinocket Primary Care
- Health Access Network - West Enfield Primary Care
- Katahdin Valley Health Center - Millinocket
- Katahdin Valley Health Center - Patten
- Millinocket Regional Hospital Family Medicine
- Newport Family Practice
- Old Town Family Practice
- Osteopathic Center for Family Medicine
- PCHC Brewer Medical Center
- PCHC Family Medicine
- Penobscot Nation Health Department
- Penobscot Pediatrics
- Penobscot Valley Primary Care
- Riverview Pediatrics
- Sebasticook Family Doctors - Dexter
- Sebasticook Family Doctors - Newport
- St. Joseph Family Medicine
- St. Joseph Family Medicine - Brewer
- St. Joseph Family Medicine - Broadway
- St. Joseph Family Medicine - Hampden
- SVH Family Care - Newport
- Twin City Family Medicine
- Winterport Community Health Center

## PISCATAQUIS

- Dover-Foxcroft Family Medicine
- Guilford Medical Associates
- Heritage Homebirth
- **Mayo Regional Hospital**
- Milo Family Practice
- Northwoods Healthcare - Greenville
- Northwoods Healthcare - Sanguenville
- Sebasticook Family Doctors - Dover

## SAGADAHOCH

- Mid Coast Medical Group
- Topsham Family Practice
- Northern Sun Family Health Care
- Richmond Area Health Center
- The Birth Center at Northern Sun
- Topsham Family Medicine

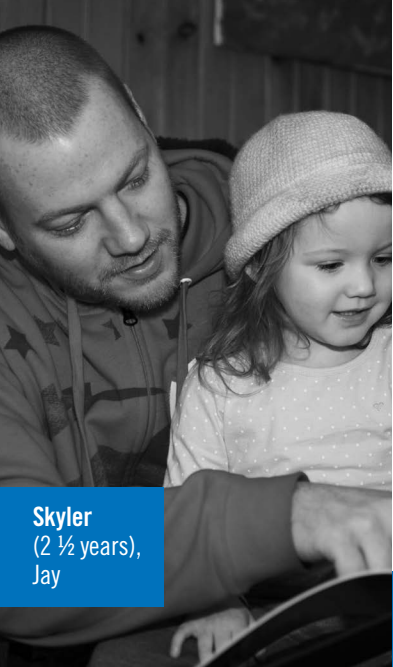
## SOMERSET

- Bingham Area Health Center
- Four Seasons Family Practice
- Inland Family Care - Madison
- Inland Family Care - North Anson
- Jackman Community Health Center
- Madison Area Health Center
- Maine Dartmouth Family Practice
- **Redington Fairview General Hospital**
- Redington Family Practice
- Redington Medical Primary Care - Norridgewock
- Redington Pediatrics
- Sebasticook Family Doctors - Canaan
- Sebasticook Family Doctors - Pittsfield
- Skowhegan Family Medicine
- SVH Family Care - Pittsfield
- Waterville Pediatrics - Madison
- Arthur Jewell Community Health Center
- Belfast Pediatrics
- Donald S. Walker Health Center
- First Light Community Midwives
- Inland Family Care - Unity
- Islesboro Health Center
- Lincolnville Regional Health Center
- Mothers Moon
- Seaport Community Health Center
- Searsport Health Center
- Stockton Springs Regional Health Center
- **Waldo County General Hospital**
- Waldo County Medical Partners - Family Medicine
- Waldo County Medical Partners - Family Practice
- With Child Midwifery

## WASHINGTON

- Arnold Memorial Medical Center
- **Calais Regional Hospital**
- Calais Regional Medical Services
- Down East Community Family Practice
- **Down East Community Hospital**
- Down East Community Pediatrics
- East Grand Health Center
- Eastport Health Care
- Eastport Health Care - Machias Family Practice
- Faith Family Health Care
- Harrington Family Health Center
- John Gaddis, DO
- Milbridge Medical Center
- Passamaquoddy Health Center
- Pleasant Point Health Center
- Regional Medical Center at Lubec
- Regional Medical Center at Lubec - E. Machias
- St. Croix Regional Family Health Center
- Whiting Bay Family Medicine
- Berwick Family Health Center
- Galbraith Family Medicine
- Girish Joshi, MD
- Great Works Family Practice
- Judy Welch, MD
- Kittery Family Practice
- Leavitt's Mill Free Health Center
- Maine Centers for Health Care - Buxton
- Malathud Sundaram, MD
- Mark P. Cartier, MD
- MMP Saco Pediatrics
- MPH - Biddeford
- Nason Health Care
- Nason Health Care - North Berwick
- Naval Branch Health Clinic
- North Berwick Family Medicine
- Pediatric Associates of York Hospital - Wells Office
- Pediatric Associates of York Hospital - York Office
- Sacopee Valley Birthing Services
- SMHC Family Medicine - Kennebunk
- SMHC Family Medicine - Saco
- SMHC Family Medicine - Sanford
- SMHC Family Medicine - Waterboro
- SMHC Pediatrics - Biddeford
- SMHC Pediatrics - Kennebunk
- SMHC Pediatrics - Saco
- SMHC Pediatrics - Sanford
- South Berwick Family Practice
- **Southern Maine Health Care**
- The Provider's Care
- Waterboro Village Pediatrics
- Wells Family Practice
- Wentworth Health Partners - Marshwood Family Care
- York Family Practice Associates of York Hospital
- **York Hospital**
- York Hospital Family Medicine in North Berwick
- York Hospital Family Medicine in Wells
- Yorkids

\* Bold text indicates hospitals



**Skyler**  
(2 ½ years),  
Jay



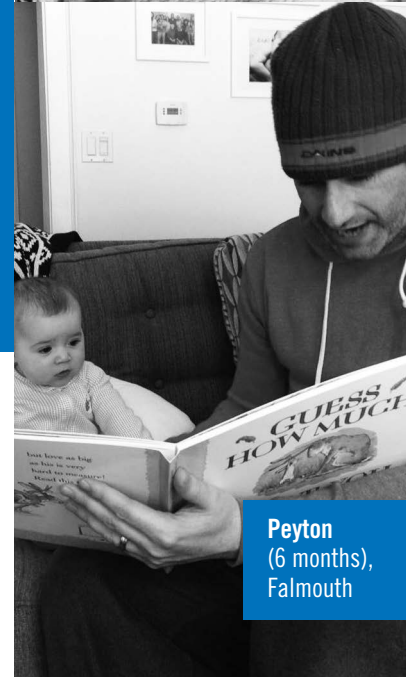
**Clara**  
(4 years),  
Bath

# Raising Readers

*Promoting Early Childhood Literacy  
for All Maine Children*



**Ryland**  
(2 weeks),  
Houlton



**Peyton**  
(6 months),  
Falmouth

FIND US ON:



[www.raisingreaders.org](http://www.raisingreaders.org)  
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1-800-397-3263

Raising Readers is a statewide program funded by the Libra Foundation,  
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