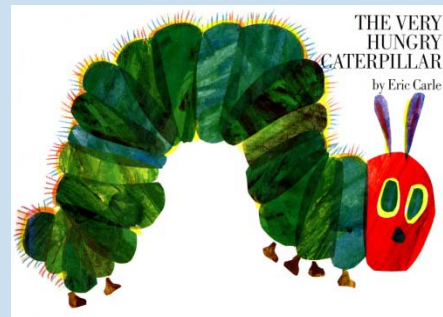


# Reach Out and Read-AL

A program of the Alabama Chapter of the  
American Academy of Pediatrics

The Very Hungry Caterpillar Campaign

Reading Together, Eating Healthy  
and Growing Strong



# Very Hungry Caterpillar Campaign Summer 2011

- The Alliance for a Healthier Generation and the American Academy of Pediatrics (AAP) joined with the best-selling children's book *The Very Hungry Caterpillar* by Eric Carle to help families learn about healthy eating habits.
- More than 17,500 pediatrician offices across the United States received free copies of special edition *The Very Hungry Caterpillar* books, growth charts and parent handouts to encourage doctors and parents to have meaningful conversations about the importance of healthy eating.
- The Alabama Chapter of the AAP expanded the campaign across the state by using their program, Reach Out and Read, to encourage families to read together and educate families to make healthy food choices.



# VHC Eats Across Alabama

- All pediatric practices and clinics were eligible to participate.
- Those with Reach Out and Read programs received 100 free VHC books.
- Each site was required to distribute the books along with an activity or event centered around healthy eating and reading together.



## VHC By the Numbers

- 31 practices and clinics registered.
- 3000 free books shipped .
- 12 events.
- 4 media hits.

- Southeastern Pediatrics kicks off "Summer of a Million Books" campaign in Alabama ~ Dothan Eagle
- 'Reach Out and Read' today at CHCHC ~ Troy Messenger
- Families learn the importance of reading ~ Times Daily (Florence)
- Reach out and Read campaign kicks off in Bessemer ~ FOX6 Community Page West Jefferson





## VHC and BOV partners together in Dothan

- Southeastern Pediatrics (a Reach Out and Read-AL site) invited the Wiregrass Boys & Girls Club to participate in their VHC day.
- Michael Jackson shared a power point & fresh-picked vegetables for the children to taste. Samples of frozen yogurt with fresh blueberries were also made available for tasting.
- Dr. Lauren McAllister read the book with interactive questions about healthy food and snack choices.



# VHC Partners

- Alabama Department of Public Health
  - Be Our Voice
- Alabama Department of Education/Division of Special Education Services
- First Book Marketplace
- Books-A-Million
- American Academy of Pediatrics Alabama Chapter

