

## New Year New Resources

**Welcome to a New Year!**  
And welcome to Brain Child News - a monthly newsletter focusing on helping you make a difference in the fight for healthy children, families, and communities.

**Each month** we'll bring you news and information you can use. A few of our features include ~

***Fast Facts*** about literacy, health, childhood development, nutrition, and community change will be posted, along with a brief focus on the enhanced outcomes that can result when promoting connections among these areas.

***Community Connections*** will highlight innovative projects from around the country while giving you the chance to share what works in your area.

***Educational Edge*** will introduce you to our new products, each of which is specifically designed to promote childhood health and wellbeing. We'll also suggest easy ways to use them with your community, program, group or family.

***Opportunity Overview*** is an occasional section that will invite you to participate with us as we work to carry out our mission to produce books and materials that help create healthier children and families. Look for exciting events and announcements in upcoming newsletters for ways you can get involved.



As a service to you, each of our children's picture books are always available for viewing online. [Click here.](#)

### ***Fast Facts***

### **Did you know . . .**

- Children from low-income families are far less likely to be read to on a daily basis.
- Parents are 4 times more likely to read to their children when given a free book and advised to do so by a health care provider.
- Since 1989 The *Reach Out and Read* (ROR) program has been making books part of a healthy childhood. To learn more about this leading pediatric health/literacy program go to [www.reachoutandread.org](http://www.reachoutandread.org)

## Thanks to you we are growing!

**The last two years** of working on this "brainchild" have been a joyful experience. I've been able to connect with folks like you - members of the amazing community of concerned nutritionists, parents, farmers, teachers, community advocates and others who are working hard to grow healthier kids, create sustainable communities, and help heal the earth.

**Because of your overwhelmingly positive response** to our books and materials, we are growing. That means that in 2008 you'll see an exciting array of new children's picture books and an expanded line of products that includes additional teaching materials and educational games.

**That also means you'll see lower prices!** Bulk prices for picture books now begin at quantities of 50, and prices have been reduced. Look for reductions on shipping costs as well.

**Finally,** you wanted easier ordering and faster service. **We listened.** Now you can shop online. See you there soon!

To your health,

Peggy Sissel-Phelan, Ed.D.  
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*Books that are  
Building Blocks of  
Healthy Beginnings*

