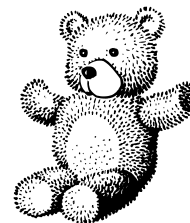




Reach Out and Read Michigan Teddy Bear Clinic Checklist



A fun way to promote your Reach Out and Read program in the community is to host a Teddy Bear Clinic. You can do this at your site or in partnership with a bookstore, library, or community park or organization.

What is a Teddy Bear Clinic?

- ❖ Children bring their Teddy Bears or favorite stuffed animals to visit a very special Teddy Bear Clinic.
- ❖ Doctors and nurses give well-bear check-ups and talk to each child about the importance of good health and reading to Teddy every day.

What do you need to run a Teddy Bear Clinic?

- ❖ A trained Teddy Bear health care professional
- ❖ Equipment suggestions: stethoscope, band-aids (maybe Curious George or Clifford), otoscope, tongue depressors, syringes (without needles), measuring tape. Ambitious professionals can turn an overhead projector into an x-ray machine.
- ❖ Stickers or certificates proclaiming that Teddy is in good health
- ❖ Reach Out and Read stickers and bookmarks to give away
- ❖ One-pager about Reach Out and Read to distribute to parents
- ❖ Reach Out and Read balloons
- ❖ A large sign announcing the clinic times
- ❖ Table & Table Cloth (venue can generally provide the table; cloth should be red to go with Reach Out and Read color theme)

Promoting a Teddy Bear Clinic

- ❖ Distribute flyers in the office
- ❖ Put notices on community websites, bulletin boards
- ❖ Utilize direct e-mailing if you are on a community list-serve
- ❖ Let your local school districts know about the event (contact the local ISD), as well as the local child care referral office (contact Michigan 4C Association for your county – mi4c.org)
- ❖ Spread the word with your students/residents in your practice or where you teach
- ❖ Utilize hospital community forums
- ❖ Develop kid-friendly posters to announce the event.
- ❖ This quote is from Linda Eastman, who coordinated a Teddy Bear Clinic at Borders: "We had my son dressed as a Teddy Bear, waving at cars along M-59 with a sign. Dr. Naughton dressed as Scooby-do and waved along with him. What a hoot!"

(continued on reverse)

Fun activities to set up in stations around the Teddy Bear Clinic

- ❖ Story Time
- ❖ Music, Face Painting, Games and Raffles
- ❖ Healthy Food Tips and Snacks
- ❖ Arts and Crafts - Decorate your own bookmark.
- ❖ Information about child health and insurance
- ❖ Information for parents from American Academy of Pediatrics
- ❖ Special appearances by favorite book characters

Ideas for Book Drives or Fundraiser

- ❖ The “co-pay” for attending a Teddy Bear Clinic might be a brand new or gently-used book. Set up a decorated bin for the children to place their books.
- ❖ Or charge \$5 per child. Teddy Bears (and their stuffed friends) are free!

Templates for Bookmarks and flyers on Reach Out and Read are available on our website at www.reachoutandreadmich.org