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Contact: Bethany Rhodes | National Strategies Public Relations

Phone: 813-865-3093 | Email: brhodes@nspublicrelations.com

REACH OUT AND READ ANNOUNCES DR. TRUDE HAECKER AS NEW BOARD CHAIR; ADDS THREE NEW MEMBERS

*Nonprofit enhances diverse National Board of Directors with expert additions:
Dr. Ruby Dey, Caleb B. King, and Carly Roberts*

PHILADELPHIA (Jan. 17, 2024) – Nonprofit [Reach Out and Read](#) has named Dr. Trude Haecker, Medical Director of Global Patient Services at Children’s Hospital of Philadelphia, as the new chair of its National Board of Directors. The board also added three new members, Caleb B. King, Carly Roberts, and Dr. Ruby Dey, whose range of expertise will enrich discussions and help to ensure the board mirrors the millions of diverse families served by Reach Out and Read nationwide. These accomplished professionals bring a wealth of experience across medicine, early childhood, and law, and a passion for promoting Reach Out and Read’s work – strengthening parent-child relationships through books and guidance about shared reading from dedicated medical clinicians.

Dr. Trude Haecker has been dedicated to pediatric care for nearly four decades and to Reach Out and Read for three; she brought Reach Out and Read to Children’s Hospital of Philadelphia (CHOP) in 1996. As Medical Director of Global Patient Services, Dr. Haecker oversees all care for CHOP’s international patients and coordinates with faculty and physicians to provide pediatric health care to international families in the United States. Her outpatient practice focuses on children with chronic medical conditions and developmental delays.

Under her leadership as Medical Director of Reach Out and Read at CHOP, more than 2 million free books have been given to families. She has been the Medical Director of Reach Out and Read Greater Philadelphia since 2002, when she helped to establish the Affiliate.

“I’m excited to harness Trude’s expertise as the new leader of our national board,” said Reach Out and Read CEO Marty Martinez. “Not only has she been the backbone of Reach Out and Read in Philadelphia, her deep experience as a pediatrician at one of the leading children’s hospitals in America will be so valuable at this critical time for the organization. We look forward to working with her as the board chair as we finalize and implement our strategic plan and look to major growth moving forward.”

Dr. Haecker takes the helm from Dr. Dipesh Navsaria, who is now chair of the board’s Governance Committee.

“Thank you to Reach Out and Read and its board for entrusting me with this great honor and responsibility,” Dr. Haecker said. “I have seen firsthand the impact early literacy promotion has on my patients and families. I am excited about the opportunity to expand Reach Out and Read to enhance the lives of all children throughout the nation, especially those in underserved areas.”

The board also welcomed **Caleb B. King**, a judicial law clerk at the U.S. Courts of Appeals in New York; **Carly Roberts**, Associate Program Director for Out-of-School Learning at the Overdeck Family Foundation; and **Dr. Ruby Dey**, a seasoned general pediatrician with 17 years at the Mid-Atlantic Permanente Medical Group (MAPMG) in the Baltimore Service Area.

“From individual clinics to our top leadership, Reach Out and Read should reflect the people we serve, and we’re thrilled to welcome these diverse and experienced new voices to our National Board of Directors,” Martinez said. “Caleb, Carly, and Ruby offer new perspectives and areas of experience, and we’re eager to begin work with them in this pivotal time for our organization.”

In FY23, Reach Out and Read served more than 4.4 million children and provided 7.1 million free books across 8.8 million well-child visits. More than two-thirds of the children served are from low-income families. Recent research in a [peer-reviewed study published in Academic Pediatrics](#) confirms the program’s effectiveness in increasing the frequency of parental reading. To learn more about Reach Out and Read and the programs offered, go to ReachOutAndRead.org.

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About Reach Out and Read: As a 501(c)3 nonprofit, Reach Out and Read provides children with a solid foundation for achievement by integrating books into pediatric care and encouraging family reading time. Endorsed by the American Academy of Pediatrics as the sole evidence-based national pediatric program centered on emotional bonding, Reach Out and Read reaches children in every state across the U.S., delivering services through 6,200 clinics and leveraging the expertise of 36,000 clinicians. Discover more at reachoutandread.org.