



You're never too old,
too wacky, too wild,
to pick up a book
And read to a child.

- Dr. Seuss

First Choice Community Healthcare, Inc. (FCCH) Is a Federally Qualified Health Care and a 501(c)3 Not-for-profit Organization

For forty-four (44) years, First Choice has provided access to high quality primary medical, dental and behavioral healthcare to the underserved populations of the Mid-Rio Grande Valley of Central New Mexico.

Today, we operate eight (8) Community Health Centers and one (1) school based clinic.

First Choice provides a medical care home to over 50,000 individuals and families each year.

Understanding the need to improve not only the health status but also literacy to our Pediatric Patients, we have incorporated the Nationally known



Childhood Literacy Program

"Reach Out and Read"



Our Reach Out and Read program provides Pediatric Patients from age 6 months to 5 years, with a new, age appropriate, and culturally appropriate book. The program works with the help of our Pediatric Providers. As a component part of the pediatric visit, the medical provider discusses the importance of reading and childhood development. A new book is then given to the family with a

"Prescription to Read"

Reading aloud to a young child promotes development of a part of the brain associated with learning to read. The prescription to read, validates the importance of reading to children.



Please call Connie Rue, ROAR Coordinator at

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For more information or to donate to this very worthwhile cause.

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