

JEWISH HOME FAMILY: Expanding Our Horizons

Carol Silver Elliott, President & CEO, Jewish Home Family

Dear Friends,

During this Centennial year we have had, and will have, many special programs. Some of these are intended to entertain, others to stimulate discussion and conversation and still others to educate and enlighten. One of our areas of focus in the education arena has been growing our knowledge of the changing health care and long-term care environment.

There are many environmental factors that are impacting the Jewish Home Family and will help shape our efforts as we plan for the future. Among them are health care reform and the way it has impacted both care and reimbursement, decreases in State and Federal funding, changes in programs and service delivery including an emphasis on shorter lengths of stay for rehabilitation, shifting demographics with the “silver tsunami” of the baby boomers, and of course, the impact of technology.

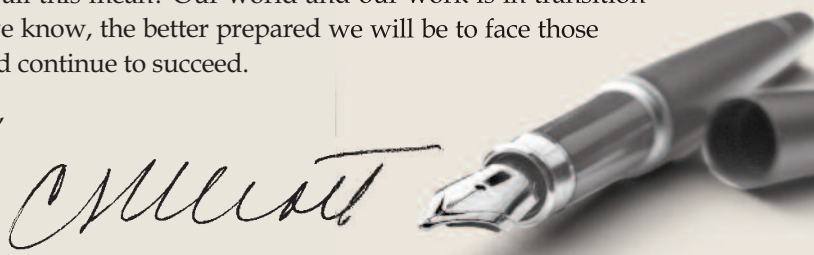
We began our series of educational sessions with a visit from two national leaders in the field of aging services. Don Shulman, the President and CEO of the Association for Jewish Aging Services, joined us and discussed the overall health care environment and how things are changing. He also talked about our colleagues in other Jewish organizations across the country and the ways in which organizations are changing and innovating without compromising or losing focus on mission. Following Don was Dan Cinelli. Dan is a principal with Perkins Eastman, a firm that has been responsible for countless senior housing and long-term care projects around the country. Dan is both an architect and a strategic planner and he opened our eyes to some important work that is being done in long-term care, specifically with small houses or “greenhouses.”

Small houses are a reconfiguration of traditional long-term care to create smaller households of 10-14 residents. They’re being done as separate buildings but also developed by retrofitting existing long-term care facilities. Why a small household model? Because living in a place that is not just “home-like,” but truly “home” enhances quality of life for residents in many ways. The small house movement began more than 15 years ago and there is a lot of research on its impact, demonstrating conclusively that older adults in that kind of environment are able to preserve their cognitive and functional skills for much longer at a much higher level. And the cost of running and staffing these small houses is the same, and sometimes lower, than the traditional model. Good food for thought!

Our second presentation was done by Dr. Robyn Stone, who is a member of the executive staff of LeadingAge, a national organization that represents more than 6000 long-term care and senior housing communities nationwide. Robyn shared vital trend information with us, helping us to see not only the growth in the aging population but also the link to income levels as well as number of chronic diseases and percent of disabilities. She also identified some key strategies for us to consider as we move forward including initiatives around data collection and technology and a shift in direction to thinking not about payor sources but about populations and how we can address their health needs. The trend toward “aging in community” will continue to accelerate and Robyn challenged us to think about ways in which we can address those new demands.

What does all this mean? Our world and our work is in transition—the more we know, the better prepared we will be to face those changes and continue to succeed.

All the best,



Centennial Journal and Gala Dinner

Molly Shulman, Development Coordinator, Jewish Home Foundation



On Sunday, October 11th, we will salute the Jewish Home Family for 100 years of service to our community. We will celebrate our past and envision our future. This special evening will be marked with a commemorative Journal, enabling the community to express their well wishes to the Jewish Home Family by placing a business or personal ad.

With your support, proceeds of this Journal will be utilized to help sustain all of the programs and services that the Jewish Home Family provides to the elderly and their families in our community. Information about placing a Journal ad will be mailed in July.

Our Gala Guest Speaker will be Mark Kennedy Shriver. He has enjoyed a distinguished career in fighting for social justice with his involvement in advocacy and service organizations as well as elected office. Son of Eunice Kennedy and Sargent Shriver, Mark has been a spirited eldercare advocate in the fight against Alzheimer’s disease. He currently serves as President of the Save the Children Action Network.

Gala invitations will be mailed in August. Please mark your calendar, and we hope you will join us for a wonderful evening.

First Time Resident Mission to Israel

Melanie S. Cohen, CFRE, Executive Director, Jewish Home Foundation

As the Jewish Home Family celebrates its Centennial year, a number of programs and events that recognize our past and focus on our growth for the future are being held. One of the most exciting Centennial events that we have planned is a Mission to Israel for our residents in October.

For many of our residents, a trip to Israel is the dream of a lifetime. It’s a dream that they thought would never be realized. It is an opportunity for learning and growth as well as connecting to history and faith in a very powerful and meaningful way.

Taking residents to Israel is far more than just taking a group of people on a trip. It is a project that will engage our other residents and staff before, during and after. It’s an opportunity to connect with our community as everyone from school children to community members has the ability to follow the trip daily and hear the stories upon our return. More importantly it sends a powerful message that just because someone is older, because they live in a nursing home or an assisted living, life does not stop. Age does not mean we cannot continue to grow, experience, achieve and learn.

Marilyn Wechter, a Jewish Home at Rockleigh resident who will travel as part of the group said “no one can understand the excitement in me. This is my dream of dreams my entire life!” “This is as exciting as having my first grandchild!” added Harold Cohen, another JHR participant.

The itinerary for our Centennial Mission is an exciting one. It’s been thoughtfully planned and the guide is very experienced in working with the older adult population. The Mission will be staffed on a one-to-one basis. Each resident will have a “buddy,” who is a member of our staff and serves as their roommate and helper. Other members of the staff will also play key roles such as one nurse whose sole function will be to manage everyone’s medications—in and of itself a complicated job.

In the excitement at the Jewish Home Assisted Living, staff member Honey Halasz R.N. says “This will be my first visit to Israel. I’ve heard so much about this country and being able to see it for the first time with our residents and peers will make this an unforgettable trip! I’ve almost memorized the itinerary by now...” Miriam Goldfarb, a JHAL resident anxious for the



Israel Mission Residents and Staff

trip added, “I want to visit because the country is beautiful... every place I will visit has its own history which is why I love the country of Israel so much.”

Some residents have the resources to pay for their trips. For others who can pay some or none at all,

we have asked members of the community to provide funding. Of course we are also raising money to cover the cost of the staff trips, as that is critical to making this Mission a reality. Members of the community who are interested in “Sponsoring a Resident or staff member” will help make many dreams come true. For further information on Sponsoring a Resident, please call 201-750-4231.

The Centennial Mission to Israel gives the Jewish Home Family a chance to demonstrate our commitment to helping our residents experience an optimal quality of life, to truly recognize the abilities our residents have and to prove that age truly is just a number.

Honor Your Loved Ones

Residents, families and members of the community are invited to celebrate birthdays and simchas, or honor/remember loved ones by sponsoring either a Shabbat or Yom Tov Kiddush (\$150), or by dedicating a large print Holiday Prayer Book (\$36). For further information, contact the Development Office at 201-784-1414 x5538.

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As of May 8, 2015

“Happy is he who performs a good deed: for he may tip the scales for himself and the world” — Talmud: Kiddushin 40:2

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Rheba Golub	In Memory of Murray Golub	Jun 7
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Jesse Izak	Birthday	Jun 16
Melanie & Jeffrey Cohen	Wedding Anniversary	Jun 16
Judy & Bob Cook	Wedding Anniversary	Jun 16
Winni Wilzig	Birthday	Jun 18
Rachel & Charles Berkowitz	Wedding Anniversary	Jun 19
Englewood Hospital & Medical Center	Celebrating 126 Years	Jun 25
Myrna Weissman	In Memory of Ira J. Weissman	Jun 25
Max Hudson Goldstein	Birthday	Jun 27
Cheryl & Edward Dauber	Wedding Anniversary	Jun 29
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Marilyn & Leon Sokol	Wedding Anniversary	Jul 12
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Nancy & Larry Epstein	40th Wedding Anniversary	Jul 19
Abigail Liron Bruhim	Birthday	Jul 23
Allison Jaffin & Seth Unger	Wedding Anniversary	Jul 24
Tobi & Scott Weinstein	30th Wedding Anniversary	Aug 3
Susanne Brunell	In Memory of Albert Brunell	Aug 4
Myron Adler	Birthday	Aug 6
Donna & David Schweid	Wedding Anniversary	Aug 7
Nina Kampler & Zvi Marans	Wedding Anniversary	Aug 7
Howard Lippman	Birthday	Aug 8
Adler Aphasia Center	Established in 2003	Aug 26
Margie & Brett Harwood	Wedding Anniversary	Aug 30

Long-time Jewish Home at Rockleigh Recreation Leader Turns 90



Audrey Vion, who has worked in the Recreation Department at the Jewish Home since November 5th, 1990, turned 90 on February 17th of this year. She started out at the Jewish Home and Rehabilitation Center in River Vale, NJ about 25 years ago, and then moved on to the Jewish Home at Rockleigh when it opened 14 years ago. She has worked a three-day week, 24 hours per week during

this whole period. She says she heard about the opening from her girlfriend who had interviewed for the job but decided against it. When she started out, Audrey worked on Monday, Wednesday and Friday, now she works on Thursday, Friday and Saturday. She says, “I’ve always had good bosses. Recreation is a solid group to work with.” The job gives her a structure, she says. She looks forward to coming in, and never wakes up saying ‘gee, I wish I didn’t have to go in.’

A resident of Tenaflly, NJ since 1975, Audrey fills some of her free time as a member of the Woman’s Club. “Unfortunately, the club closed as of April 2015,” she said. “There aren’t many young people who want to join. They’re all working,” she said. She also likes to spend her free time with her friends. “My closest girlfriend is 100,” she said.

What is the secret of her success? She says, “A zest for life. I’m always enthusiastic.” Prior to joining JHR she modeled for a while and was a secretary. She is very energetic and “never wanted to sit around. She likes the residents here and is happy to enable them to enjoy life. “They inspire me,” she said

Audrey is a widow. Her husband, a lawyer, died when he was 60. She has three children, a son Richard who lives in Mahwah, and daughters Michele Winsch, a resident of Westbury, Long Island, and Faith Ann from Secaucus, NJ. In addition, she says “she has seven grandchildren and two great grandchildren. I’m lucky. They’ve all stayed in this area.”

We are very grateful that Audrey has offered her services to the Jewish Home for the last 25 years. The residents respond to her, and the staff also enjoy her positive attitude and happy nature. Thank you Audrey!



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RUSS BERRIE HOME FOR JEWISH LIVING

10 Link Drive, Rockleigh, NJ 07647

Jewish Home Assisted Living
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New Jersey: Information filed with the Attorney General concerning this charitable solicitation and the percentage of contributions received by the charity during the last reporting period that were dedicated to the charitable purpose may be obtained from the Attorney General of the State of New Jersey by calling 973-504-6215 and is available on the Internet at www.state.nj.us/lps/ca/charfrm.htm. Registration with the Attorney General does not imply endorsement.

New York: A copy of JHFoundation’s latest annual report may be obtained, upon request, by writing to Jewish Home Foundation, Attn: Melanie Cohen, Executive Director, 10 Link Drive, Rockleigh, NJ 07647 or from the New York State Attorney General Charity Bureau, Attn: FOIL Officer, 120 Broadway, New York, NY 10271.

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Gallen Adult Day Health Care Center – Alzheimer’s Advocacy

Shelley Steiner, LSW, Social Worker, Gallen Adult Health Care Center

In March, I had the opportunity to attend the Alzheimer’s Advocacy Forum in Washington, DC. Over the last three years I have taken an active role in Alzheimer’s Advocacy, serving as Ambassador to Congressman Bill Pascrell’s office. As the liaison between the Alzheimer’s Association and the Congressman’s office, I regularly update him on the Alzheimer’s Association agenda. At this year’s forum, I met with advocates from all 50 States, whose mission is to keep the politicians aware of the tremendous impact Alzheimer’s Disease has on our country and the future impact it will have, if something is not done. Alzheimer’s Disease remains the most expensive disease to manage without a treatment or cure.

This year’s forum focused on 2 specific requests. One was to support a request for an additional \$300 Million in Alzheimer’s research to be included in the

Federal budget. The second request is that legislators co-sponsor the HOPE (Health Outcomes, Planning and Education) for Alzheimer’s Act. The HOPE Act will ensure that Medicare beneficiaries newly diagnosed with Alzheimer’s Disease and their families will receive comprehensive care planning services. With comprehensive care planning services, they will be informed at an earlier stage of the available resources, which include our Jewish Home Family services, in order to better manage the disease.

With the support of our politicians in Washington, we hope to change the trajectory of Alzheimer’s Disease. Please call your local officials and ask them to support these important requests.

For more information, please contact me or check the Alzheimer’s Association website — www.alz.org.



Greater NJ Alzheimer’s Association Delegation
& Aide to Congressman Pascrell



At the Alzheimer’s Advocacy Forum

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