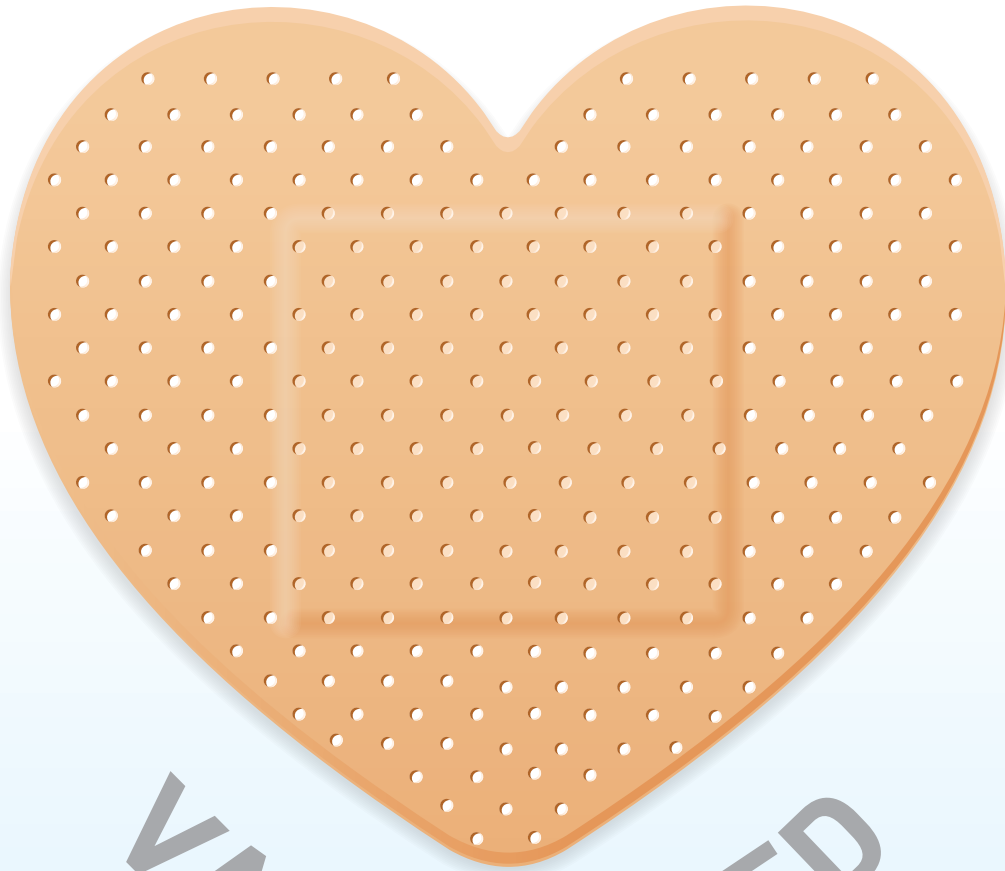




# Art of Living

AT THE JEWISH HOME FAMILY

COVID19



VACCINATED

Fighting the  
COVID-19  
Battle

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## Fighting The COVID-19 Battle



Carol Silver Elliott, President & CEO,  
Jewish Home Family

Dear friends,

We have been fighting the battle against COVID-19 for the better part of a year. In elder care, we have felt like the foot soldiers in this war, slogging our way through difficult and treacherous terrain in search of victory. We've had to scrounge and struggle for our weaponry, with no help and few resources. And there have been times when the fight seemed unwinnable. But we persevered and found ways to succeed, to save lives and to keep our elders safe.

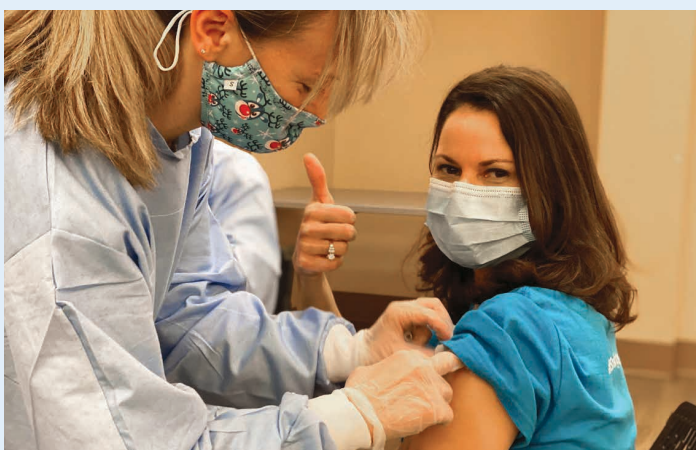


Now there is a new and powerful weapon in this fight and it comes in the form of a simple shot in the arm. The Jewish Home at Rockleigh was one of the first long term care organizations in the State of New Jersey to receive vaccines. We had our first clinic on December 28 and our second on January 18. There is one more

clinic scheduled that will take place on February 8. Jewish Home Assisted Living had their first clinic on January 16 with their second on February 6 and third on February 27.

Why these dates? We were required by the New Jersey Department of Health to work with a pharmacy partner on the vaccination program. We had a choice of CVS or Walgreens and we chose CVS. The pharmacy sets the clinic dates and they bring in all of the staff, along with all of the supplies necessary to conduct single day mass vaccination programs.

We have made a very concerted effort to get the majority of our staff and elders vaccinated. We held Zoom meetings for families and elders, Town Hall meetings for elders and then had numerous



small group meetings of staff on both campuses, all shifts. After two clinics at the Jewish Home at Rockleigh, we were able to vaccinate more than 90% of our elders and 75% of our staff. After one clinic at Jewish Home Assisted Living, we vaccinated every elder who was able to receive the vaccine and 67% of the staff. We hope to get over 75% of the staff at the second clinic.



We will also be offering the vaccine to Essential Caregivers at the second Assisted Living clinic. Essential Caregiver is a role defined by the State that enables a family member to visit with a loved one inside the building for two hours/week. To qualify, the family member must fill out an application and submit it to the organization for approval. We are able to vaccinate one Essential Caregiver per family and are glad to have that opportunity.

The vaccine is not the total solution, we all know that. But it is a huge step forward for all of us. We must still remain cautious. Masks are still going to be with us along with social distancing and handwashing. We have come too far, and fought too hard, to let down our guard now. We all look forward to the day when life returns to normal and COVID becomes a memory.

All the best,

*Carol*

# Jewish Home's Advancing The Art of Aging Podcast Shares Earned Knowledge with the World

Ezra HaLevi, Director of Communications, Jewish Home Family

Podcasts have surged in popularity, providing interesting audio content on demand in a way that distills the best elements of radio programming. The Jewish Home Family has launched its own program, called "*Advancing the Art of Aging Podcast*."



Recorded in Studio Z, a professionally outfitted studio on-site in Rockleigh, the podcast features, according to its description, "Conversations with leaders in the field of elder care from the century-old Jewish Home Family nonprofit, who share their expertise and wisdom on aging well, caring for elders, decisions faced by older adults and the burgeoning field of elder tech redefining how we age." Hosted by President and CEO Carol Silver Elliott, the show features guests and interviews from the cutting edge of the world of elder care and beyond.



## Recent Podcast Topics:

Speech Therapy is Much More Than It Sounds Like

Completely Rethinking Senior Living

A Nursing Home's Joy and Hope at Receiving the COVID Vaccine

Operation PPE — How a Jewish Elder Care Association Saved Lives During the Pandemic

A Nursing Home Staff Member's Long Battle With COVID-19

Front Line Philanthropy

A Career Path to Leadership in Elder Care

What is a Medical Adult Day Program and what happened to them during the pandemic?

International Travel with Elders and the Unique Needs of Holocaust Survivors

Nurturing Talent within an Organization

Having 'The Conversation' about End of Life Wishes BEFORE You Have to

Choosing the Right Nursing Home

Helping Elders Vote, Stay Connected and Thrive in a Skilled Nursing Facility

The Future of Physical Therapy and Rehabilitation

The Dignity of Risk and Creating a Real Home for Elders

The COVID Diet

Philanthropy for Innovation in Elder Care

What is Assisted Living and How Do I Choose One?

Home Care During COVID-19

Going Digital to Combat Loneliness During the Pandemic

Boxing for Elders

Caring for Elders During the COVID-19 Pandemic

To listen to podcasts, search your favorite podcast platform or go to [art-of-aging-podcast.pinecast.co](https://art-of-aging-podcast.pinecast.co) on your browser.



## Jewish Home's Paul Kaplan Earns CFRE Certification

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



Paul Kaplan, The Jewish Home Foundation's Senior Development Associate, has earned the prestigious Certified Fundraising Executive designation, the only accredited, globally recognized certification for fundraising professionals. More than 7,200 fundraising professionals from over 20 countries are currently CFREs.

To earn the CFRE certification, fundraising professionals must meet education, professional practice and professional performance requirements, pass a rigorous comprehensive exam on best practices in ethical fundraising, and a test that they abide by the International Statement of Ethical Principles in Fundraising, as well as the laws governing fundraising practice.

Paul joined the Jewish Home Foundation in 2018 with a very strong and successful development background. He holds a business degree from East Carolina University, a Master's degree from Penn State and a Certificate in Non-Profit Fundraising from Yeshiva University. He and his wife Elissa reside in Wayne with their four children.

"Paul has been an enormous asset since he joined the Jewish Home Foundation" says Melanie S. Cohen, CFRE, Executive Director, "and this certification attests to his personal and professional commitment both to the fundraising profession, and to the mission of the Jewish Home Family. We congratulate Paul on his achievement."

The Jewish Home Foundation is the philanthropic arm of the Jewish Home Family in Rockleigh NJ, an eldercare organization that offers a continuum of care including long-term care, rehabilitation services, assisted living and at-home care.

For further information about the Foundation or The Jewish Home Family, contact [mcohen@jewishhomefamily.org](mailto:mcohen@jewishhomefamily.org) or 201-750-4231.

## SAVE THE DATE Monday, June 7, 2021

### 27th Annual Golf & Tennis Outing at the Montammy Golf Club Alpine, NJ

A fun-filled day of golf, tennis, and camaraderie, with prizes and gifts, silent auction, and a raffle drawing, **all conducted in a socially responsible and COVID-19 safe environment.**

Your support will help the Jewish Home's efforts to battle COVID-19.

Watch the mail for your invitation!  
Please call us at 551-444-3166.



## Did You Know?

**The Jewish Home Family has administered 29,800 Covid-19 tests to staff at a cost of \$1.7 Million.**

**160,000 pieces of Personal Protective Equipment were purchased by The Jewish Home Family at an unbudgeted expense of \$700,000.**

**In order to provide virtual visits to keep residents and families connected, \$14,400 of electronic equipment was purchased in the last 12 months.**

**The Covid-19 crisis resulted in 42,000 additional nursing staff hours at a cost of \$840,000.**

**The Jewish Home Family experienced reduced admissions and early safe discharges due to the pandemic resulting in lost revenue of \$6.7 Million.**

**Special sanitizing equipment and chemicals purchased during the Covid-19 crisis has cost The Jewish Home family \$108,982.**

**The Jewish Home Family has provided free meals to staff throughout the pandemic as a source of respite and relief at a cost of \$80,000.**

**As of February 27th, the Jewish Home was able to supply vaccines to 90% of the elders and 75% of the Jewish Home at Rockleigh Staff, 100% of the elders and 67% of staff at Jewish Home Assisted Living.**



# Second Century Project Construction Moving Along

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

Since last February, work on the Jewish Home Second Century Project has continued unabated on the Rockleigh campus. The construction continues at a significant pace, with completion scheduled for the early Fall 2021.

The facility will include a new 43 thousand sq.ft., 60 bed short-term rehabilitation facility that will offer hospitality elements such as all private rooms with showers, laundry facilities for patient and family use, areas that

offer a variety of dining options, outdoor therapy courtyards, and warm water therapy.

The project is being financed thru a \$30MM Capital Campaign, that has to date raised \$26MM funded by the community.

For further information on the new facilities, or the Second Century Campaign, contact Melanie Cohen at [mcohen@jewishhomefamily.org](mailto:mcohen@jewishhomefamily.org) or 201-750-4231.

• June 22, 2020



• July 29, 2020



• August 14, 2020



• October 9, 2020



• December 4, 2020



• July 29, 2020

• January 25, 2021



• January 29, 2021





## Jewish Home Assisted Living's Avi Feld Mashgiach of the Year

Charlene Vannucci, Director of Community Outreach, Jewish Home Family

Avi Feld has been celebrated and appreciated by the staff and residents of the Jewish Home Family for many years but it was especially gratifying to learn that he was nominated by the Rabbinical Counsel of Bergen County (RCBC) and chosen as the 2020 Mashgiach of the Year by *Kashrus Magazine*, a national publication.

The publication stated, "Mr. Feld combines the unique blend of dedication to strict kosher standards with the ability to lead the kitchen staff in a positive environment which he creates."

Avi has worked for the Jewish Home Assisted Living since 2007. He holds a BS in Marketing from Touro College and an Assisted Living Administrator License as well. He has years of experience working with high-end caterers which is evident in everything he does. Avi says his position at the Jewish Home allows him to combine his love of religion and his love of food. He refers to his programs as "Food for the Soul." He says "I'm driven by the elders'

reactions to my programs. I have to live up to their expectations."

He spoke about his experience working in his role as Mashgiach in healthcare on site during COVID. He said he was honored to work alongside his colleagues like Julie Cochrane who included him in the outreach to the elders. He said as a creative person he felt blessed to have the opportunity to share in the brainstorming sessions in an effort to bring quality of life to our elders who were confined to their rooms during those unprecedented times.

Avi has also been bringing joy to elders who have been confined to their homes in the community as the host of "Cooking for Happiness," a Community Outreach program



that goes out from the Jewish Home to the greater community via Zoom.

When asked about receiving this national award, Avi said "I'm truly honored. I hope to continue this work. It's an honor to represent the RCBC and an honor to represent The Jewish Home Family."

## Keeping Dementia at Bay

Naomi McDermott, Director, Social Work, Jewish Home at Rockleigh

Neurosurgeon Sanjay Gupta, MD, is a familiar face as CNN's chief medical correspondent. He's become even more familiar of late with the publication of his new book "Keep Sharp: Build a Better Brain at Any Age," which was published collaboratively with AARP. While this is largely a book about how we can help ourselves to stave off dementia, as

you might expect as a neurosurgeon, the first part of the book is about the science of your brain and fascinating material in its own right.

The core of this book is about dementia and Dr. Gupta talks about the "ways the brain begins to break," which include genetics but also other disorders. The key thing, though, is that Dr. Gupta believes that dementia is not inevitable and that there are real measures we can take to keep cognitive impairment at bay.

He proposes that all of us try a 12-week long "sharp brain" program that has a number of elements any of us can try. Some of them probably come to mind immediately like exercise, healthy eating and

sleep. Others are things we might not have considered like a bedtime routine, regular relaxation, yoga and maintaining ongoing social connections. One of the really interesting suggestions is that everyone maintain a gratitude journal.

What's a gratitude journal? It's a way for us to capture, ideally every day, those things for which we are grateful. It's an exercise we have done with elders and one that really can make a difference. Spending a few moments to think about what really matters to us can help to refocus us, direct our attention to what matters and even influence our behavior going forward.

As we create our own healthy lives, physically and emotionally, it doesn't just help us fight dementia. It also helps inspire others to do the same and enriches the relationships in our lives. It's a good reminder that all aspects of our health are truly in our hands.





## “NOW MORE THAN EVER” – Covid-19 Fund

Thank you to the many in our community for their tremendous support and donations of PPE, funds, and staff meals over the last eight months. We are truly grateful.

Gloria & Wilson Aboudi	Garment District for Gowns	Lauren & Rick Levant	Josephine Sanders Designated Perpetual
Steven Abramowitz & Lisa Marcus Abramowitz	Dolores Garsventa	Kathy & Richard Leventhal	Gift Endowment Fund
Roberta Abrams	Ken Geles	Jean Y. Levine	Julia, Benjamin, Nina & Noah Saunders
Anonymous	Daniel Gilhooly	Wendy Levites	Marc Schleifer
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Barnett Design – Debbie Barnett	Eleanor Glick	Sheree & David Linker	Judy Secon
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Berit & Marty Bernstein	Rebecca Gordon	Melissa Lucido	Rona Sheramy
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Jenna Chung	The Harris Family	Ruth Mirabella	Linda Spiegel
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Jill Eilert	Jewish Federations of North America	Lauren Pic	Rona & Arthur Weinberg
Carol Silver Elliott & Tom Elliott	Helen Joyce	Linda & Kalmon Post	Arden H. Weinstein
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	Carol Leslie	The Salesky Family	

As of February 1, 2021

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10 Link Drive, Rockleigh, NJ 07647 JewishHomeFamily.org

CHANGE SERVICE REQUESTED



## 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 201-750-4231 or [dmcgovern@jewishhomefamily.org](mailto:dmcgovern@jewishhomefamily.org).

