

# Engagement Strategies Program Showcase

May 15, 2022

Sponsored  
by:





# Presenter #1



## Transforming Lives with Freedom of Transportation, One Person at a Time.

Maureen Glaser, Program Manager  
[maureen@otgrides.org](mailto:maureen@otgrides.org)



## About On the Go

- Started as a transportation program for Jewish Family Service of San Diego.
- Combined the program with CARS' expertise in software development and call center operations to provide a national solution.
- Rider-centric approach.



# Making Care Easy

On the Go's Standard Service Model



**Call Center:** Calls taken seven days a week by representatives experienced in support of high-needs populations.



**Scheduling & Dispatch:** Software integrates directly with rideshare platforms allowing you to schedule rides that meet your client's needs.



**Rideshare Accessibility:** Gives your transportation program access to a more extensive network of drivers.



**Ride Monitoring:** Our staff can monitor rides, and we'll contact you about any issues that may arise.



**Data & Reporting:** Track various data points to help monitor and evaluate your program's success.

## No Such Thing as One Size Fits All

We'll work with your team to customize our standard service model to meet your needs.



## On the Go & NJHSA's Partnership

- Network members will receive a 15% discount off the initial setup and onboarding fee.
- We'll work with you to develop a customized solution that best fits your riders and community.

For more information or to sign up, please contact:

**Shana Hazan, Senior Director**

[shana@otgrides.org](mailto:shana@otgrides.org)





# Presenter #2

## Name of Program & Contact Information

# Samost Jewish Family & Children's Service of Southern New Jersey – Cooking Companions



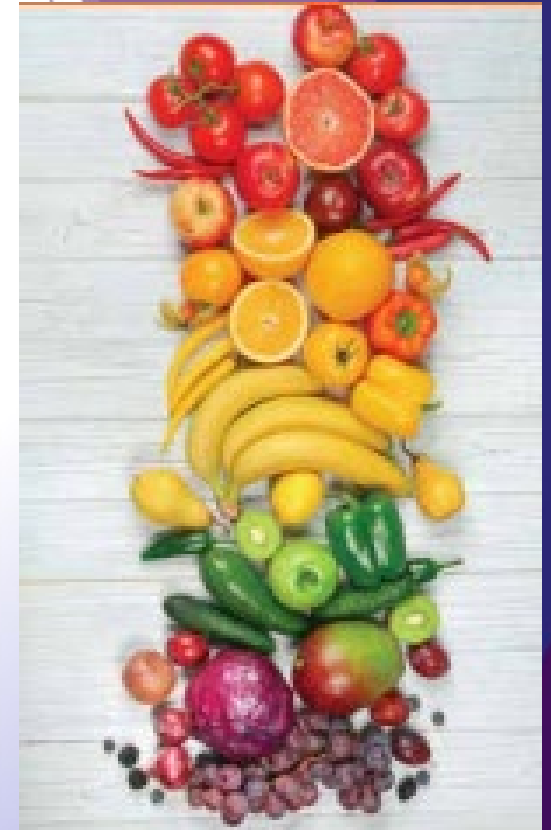
Contact Information: 856-424-1333, main number

- Rebecca Rosenau, Director of Senior Services, x1702  
[rrosenau@jfedsnj.org](mailto:rrosenau@jfedsnj.org)
- Dori Shapiro, Cooking Companions Program Coordinator  
[tshapiro@jfedsnj.org](mailto:tshapiro@jfedsnj.org)
- Sherri Jonas, Director of Volunteers, x1180  
[sjonas@jfedsnj.org](mailto:sjonas@jfedsnj.org)

## Program Description

The Cooking Companions program was initially part of a larger initiative shared among 9 JFS agencies across the state of NJ as funded through a grant from Robert Wood Johnson Foundation. The goal was to enhance the quality of life for vulnerable older adults by addressing social isolation, depression, inadequate nutrition, and poor health through volunteer visits to provide meal preparation and companionship.

- Additional goals of the program include:
  - Encouraging seniors to make healthier food choices through nutrition education
  - Increasing awareness as to how nutrition impacts their lives
- The program originated 3 years ago and has evolved:
  - Virtual or in-home cooking with a volunteer
    - Gift cards provided to purchase ingredients
    - Coordinator provides intake, coaching, recipes and support for dietary and other needs
  - Group Nutritional Presentations including cooking demonstrations, understanding nutrition labels, and providing simple healthy substitutions
  - One-on-One Nutritional Checks for at-risk seniors, up to 3 sessions a year



## Program Need

Social isolation is a major problem for homebound older adults who are struggling with chronic health problems, limited income and limited social and community supports.

60+ clients may need COOKING COMPANIONS if...

- They have declining health, poor nutrition, or depression
- They feel isolated or live alone
- They have chronic or uncontrolled health conditions
- They have limited dexterity, strength or stamina for food preparation
- They have limited income and resources, resulting in poor eating habits
- Restricted social interactions as a result of isolation from COVID-19



Providing a caring community volunteer to engage with homebound clients in planning, preparing, cooking and eating a meal together contributes to counteract these negative forces and help meet the basic human need we all feel for human contact and companionship.

# Implementation & Funding

## Implementation:

- At risk seniors of the agency were selected by their social workers and vetted
- Volunteers from the agency were selectively matched based on similar life experiences, or something that was identified as a common interest
- Volunteers received nutrition information and recipes, along with a training about the purpose and goals of the program
- Volunteers would plan, shop, and cook either with, or for, their clients depending on the mobility of the client
- Volunteers and clients spend a few hours cooking and socializing with their match, preparing a meal that they could enjoy together, and placing extra meals in the freezer for another time for later enjoyment.

## Funding Considerations:

- Program is free to eligible clients of the agency
- Currently funded by The Saltzman Foundation of Southern New Jersey and the Jewish Women's Foundation

Grant funding provided by:

Raymond & Gertrude R.  
**Saltzman**  
Foundation



Fannie & Meyer Adleman Family  
Endowment Fund of the  
Jewish Community Foundation

## Outcomes

Monthly Zoom programs have been offered for the two years during Covid-19, with an average of bimonthly phone calls to each participant, improving access to food and recipes, increasing socialization, and increasing healthier food choices. Individual nutritional consults are also offered for referrals made by Social Workers to existing clients of other JFCS services.

### Intended Results/Outcomes:

Clients engaged in this program will report reduced feelings of loneliness and greater feelings of community support; improved eating habits/nutrition, and overall quality of life even as they progress through advancing age.



### Outcome measures from annual satisfaction survey (August 2021):

- 100% strongly or somewhat agreed that they felt less socially isolated than before joining the program
- 100% strongly or somewhat agreed that they were more motivated to make healthier food choices than before they participated in the CC Program
- 87.5% felt that their quality of life had improved because of the CC Program
- 100% of the participants would strongly recommend the Cooking Companion Program to others.

# Presenter #3

## Name of Program & Contact Information

### Passion, Connection, and Learning through Community Conferences

- Dana Rubin, Director of Development  
[drubin@jfcsmpls.org](mailto:drubin@jfcsmpls.org)

#### Post Conference Contact:

Tabitha Benci DeRango

Community Conference Coordinator

952-417-2107

[tderango@jfcsmpls.org](mailto:tderango@jfcsmpls.org)



## Program Description

Community volunteers started two significant recurring conferences available to the Jewish and broader community over 20 years ago. The volunteers then worked with JFCS Minneapolis to institutionalize the conferences, and volunteer committees continue to be a significant partner in the ongoing work.

*The Mental Health Education Conference* and *The Keeping the Spirit Alive Conference* share similar goals: to reduce stigma, increase access to resources and support participants.

The combined staff and volunteer committee planning process allows us to gain insight into:

- Identifying relevant community needs.
- The impact of the conferences – how do they benefit the community, volunteers, attendees, and JFCS?
- Effective and efficient conference production – from the first year until now; how have the conferences grown and changed over the years?
- How to build sustainable leadership around community issues?
- What is the value in institutionalizing the conferences?

# Program Need

The conferences are a call to action, generated by the community in response to specific needs.

## Conferences Provide:

- Education
- Support
- Resources
- Hope
- Engagement
- Collaboration
- Community Connection



# Implementation & Funding

**Planning** – 10-month committee process

*Guided by staff, the committee process is open to consumers, caregivers, professionals, people and organizations invested in others and their communities.*

**Staffing** – .5 FTE + Director support

**Annual budget** – \$70,000

Funding primarily from individual donors with a few corporate sponsors.

## **To learn more:**

Annual Mental Health Education Conference (Since 2000)

<https://www.jfcsmppls.org/conference-home-page-2021/>

Keeping the Spirit Alive Conference (biannual Since 2017)

<https://www.jfcsmppls.org/ktsa-homepage>

# Outcomes

1. How and why to partner with established community initiatives?

*Better together, stronger collaborations and partnerships*

2. What did we learn about growing pains during a transition?

*Put community need first, build best practices, validate collective knowledge*

3. How to sustain community and volunteer engagement?

*Recognize experience and belonging. Open, respectful communication. Do the work together.*

4. Virtual platforms helped us reach a broader audience

*Groups used virtual sessions to start courageous conversations.*

# Presenter #4

## Name of Program & Contact Information



Lev Detroit – Outreach to Orthodox Communities  
Jewish Family Service of Metro Detroit

Dini Peterson, LMSW  
Chief Program Officer,  
Family & Community Services  
dpeterson@jfsdetroit.org  
248.592.2332

Bentzion Belen  
Director,  
Lev Detroit  
bbelen@jfsdetroit.org  
248.970.2040



## Program Description

Lev Detroit is Jewish Family Service (JFS)'s initiative to offer comprehensive, accessible services to members of Detroit's Orthodox communities.

Individuals and families seeking help have access to the depth and breadth of JFS's services provided by culturally sensitive staff, as well as programs tailored specifically for Orthodox community members.

Resource  
Line

Welcome  
Baskets

Uniform  
Assistance

Holiday  
Assistance

School-Based  
Services

Staff  
Education

Community  
Events

Relationship  
Building

Jewish  
Family  
Service  
OF METRO DETROIT

PowerNET  
2022

## Program Need

- Historically, some within Detroit's Orthodox communities have not felt comfortable accessing services at JFS and other J-agencies.
- Community members demonstrated a need for services offered through the agency – primarily case management, financial assistance, and mental health services.
- As JFS' mission is to serve the entire Jewish community (and beyond), the organization was committed to reducing stigma and increasing comfort to access services that would improve people's quality of life.

Improve Cultural  
Competence

Increase  
Trust

Expand  
Access

Jewish  
Family  
Service  
OF METRO DETROIT

PowerNET  
2022



# Implementation & Funding



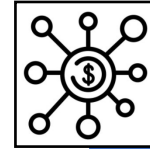
## Staffing

- 1.0 FTE Program Director
- 0.5 FTE Program Coordinator
- Support from all JFS program and operations staff



## Cost

- \$125,000 for staff salaries and benefits
- \$10,000 for community events, materials, and advertising
- Additional costs for financial assistance programs



## Funding

- State of Michigan Multicultural Integration Funding
- Allocation from Jewish Federation of Metro Detroit
- Unrestricted Contributions

## Outcomes

180 calls to Lev Detroit resource line

329 households served across agency programs

118 children received school uniforms

214 households received holiday food assistance

Internal training for all agency staff

Relationships with rabbis, schools, and community leaders

Partnerships with Orthodox organizations

Cultural education for Jewish and secular community partners

Jewish  
Family  
Service  
OF METRO DETROIT

PowerNET  
2022

# Presenter #5

## Name of Program & Contact Information



### JEVS Work Ready Home Learning Toolkit Program

- Jian Lin—Director of Employment Services (Jian.Lin@jevs.org)
- Mark Webb—Curriculum Developer (Mark.Webb@jevs.org)

## Program Need

### JEVS Work Ready Home Learning Toolkit Program

- **Covid-19 pandemic brought new and unique challenges** for Philadelphia families
- JEVS response: build a program that **supports parents to support learning at home**
- **DEI and trauma informed principles** through our family focused services
  - Supporting individuals means **supporting growth and stability for the entire family**
    - Parents as teachers
    - Nourishing the whole child
    - Support for autism and other special needs



# Program Description

## JEVS Work Ready Home Learning Toolkit Program



Movement



Math/Science



Music/Art



Reading/Languages

- Free, fun, easily accessible digital education resources compiled on one website
- Participants use resources to complete HLT “sessions” at home with their kids
- “Sessions” combine math, science, reading, music, art, and movement
- Participants log their hours and fulfill their Work Ready core service hours

# Implementation & Funding

## JEVS Work Ready Home Learning Toolkit Program Cycle



- **Referrals:** educational assessment form and word of mouth
- **Orientation and Resources:** overview of HLT website and available digital and material resources
- **Parent Support Group:** weekly virtual space where participants ask questions, as well as share ideas and stories
- **Monthly Incentives:** rewards for completing monthly program cycles including gift cards and continued access to Chromebooks

## Outcomes

Since the program started with one participant in the spring of 2021, it continues to grow...

- Close to **100 participants** have completed over **1500 HLT** sessions from home
- In March 2022, the **HLT website** had **225 unique visitors** and over **1,300 views**
- Ongoing distribution of Chromebooks, instruments, and books to families



*“I get to reward the girls with something fun to do each day after we work on their subjects. Like letting them do art or dance knowing that is what they like to do. Then it works out and everyone is happy at the end of day.”*

-Program Participant



# Presenter #6

## Name of Program & Contact Information

### **NextGen - Jewish Family and Children's Service of Minneapolis**

- Alyson Hendrix
  - [ajones@jfcsmpls.org](mailto:ajones@jfcsmpls.org)
  - (952) 417- 2124

# Program Description

- JFCS NextGen Mission Statement
  - NextGen exists to inspire the next generation to connect with one another and the Jewish community through Tikkun Olam (repair of the world)
- Serves young Jewish adults living in the Twin Cities- ages 21-36
- Social Engagement and Programming
- Volunteer Opportunities
- Leadership Development



## Program Need

- Engage young Jewish adults in the Jewish and broader community
- Expose a new generation to JFCS
- Allow members of the JFCS Board of Directors and stake holders to see the younger generation involvement, provide mentorship and opportunities to collaborate.
- Make space for networking opportunities between NextGen participants and JFCS Board of Directors
- Act as leadership training for future board engagement and community involvement among the Next Generation
- Provide volunteering and social opportunities
- Educate about philanthropy, and more!



# Implementation & Funding

- NextGen was founded in 2012
  - Direct program support from donors
  - NextGen Giving Circle
  - Monthly Fee
- Program based Fees
- Two Young Adult Funds
- General Operating support
- Ask people to donate in-kind
- Mitzvah/Tribute Card Program



# Outcomes

- Participants/volunteers take on leadership roles at JFCS
- Future leaders and donors in the community at large
- Starting a pattern of engagement at a younger age
- Donors starting younger by participating in:
  - Annual Give Campaign
  - Annual Benefit
  - And more!
- Providing a bridge to other JFCS programs and services
  - PJ Library
  - Mental Health Support Services
  - Career Services
  - And more!



# Presenter #7

## Name of Program & Contact Information

# Samost Jewish Family & Children's Service of Southern New Jersey - Patient Partners



Contact Information: 856-424-1333, main number

- Stephanie Whitson, RN, Patient Partner Coordinator, x1085  
[swhitson@jfedsnj.org](mailto:swhitson@jfedsnj.org)
- Rebecca Rosenau, Director of Senior Services, x1702  
[rrosenau@jfedsnj.org](mailto:rrosenau@jfedsnj.org)
- Sherri Jonas, Director of Volunteers, x1180  
[sjonas@jfedsnj.org](mailto:sjonas@jfedsnj.org)



Providing  
Patient Advocacy  
and Support During  
Medical Appointments

We give help. We give hope.



## Program Description

This JFCS Patient Partners program, the prototype of which was purchased from Jewish Family Services of Ann Arbor, Michigan, offers seniors a trained volunteer patient advocate, who accompanies the patient to doctor appointments, records medical information and helps the patient make sense of medical terminology, prescription information, and communication between the physician and the patient.

- Volunteers call clients on a regular basis
- Assist with making medical appointments
- Keep track of upcoming appointments
- Call clients with reminders
- Review client medication list monthly
- Review follow up instructions with clients
- Ensure that clients have all prescriptions and understand new medications
- Refer any issues to the RN Care Coordinator for further action and referral to other JFCS programs



## Program Need

The JFCS Patient Partners program offers trained volunteers who act as patient advocates, helping to alleviate confusion, fear, and miscommunication between patients and physicians.

60+ clients may need PATIENT PARTNERS if...

- They feel overwhelmed managing all their medical appointments
- They have questions for their doctor, but forget to ask them or are unsure what to ask
- They have difficulty understanding medical terminology
- They feel overwhelming anxiety that interferes with their concentration during doctor's visits
- They are hesitant about talking to their doctor about important medical decisions alone

Our clients find comfort knowing that the program is managed by an experienced registered nurse (RN), who conducts the initial assessment and offers ongoing guidance, support, and oversight for both clients and volunteers. Each Patient Partners client benefits from the caring and compassionate attention of a highly-trained volunteer.



# Implementation & Funding

## What you will need to implement this program:

- Staff: Registered Nurse and volunteers
- Software: We use RideScheduler to track appointments, staff assignments, all physicians, and communicate medical appointments with volunteers
- Training: for all volunteers, new and ongoing
- Supervision: Annual evaluations and periodic check-in calls

## Funding Considerations:

- Establish Program Fees and parameters for who is eligible
  - Patient Partners Fees\*
    - Initial Assessment \$80
    - Doctor's Visit \$36
    - Nursing Case Management \$80

\*All fees are based on a sliding scale.

- Other funding considerations include grants and private donors

*Sponsored by:*

Raymond & Gertrude R.  
**Saltzman**  
Foundation

Area VII Physicians Review  
Organization, Inc. / HQSI

## Outcomes

Patient Partners attempted to shift to aide clients with telehealth appointments during COVID-19 but has since returned to in-person visits.

Patient Partner advocates reduce anxiety, fear, confusion, medication mistakes, miscommunication, and increase independence for our clients.

Outcome measures include:

- Reduced to no hospital readmissions, year over year, based on Medicare claims data
- Reduced visits to emergency rooms as a direct result of increased care via appointments with doctors and volunteers
- 100% of clients report they feel less stressed
- 100% self report that they are better prepared to discuss their medical history, medications and concerns with their doctor
- 100% state they are comfortable calling the Patient Care Coordinator, our nurse, with questions
- 100% say their volunteers are approachable, helpful, and treat them with respect

“Now I don’t feel so alone because there is someone by my side to ask questions of the doctor. It is really helpful.”  
-Lee, 60+ JFCS client



# Presenter #8

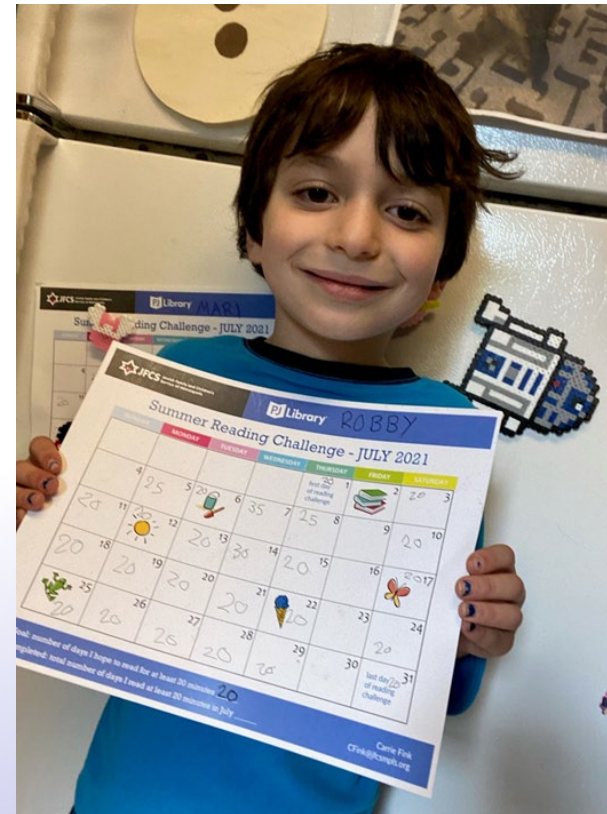
## Name of Program & Contact Information

### Meaningful Outreach From Babies to Bubbies

- PJ Library Manager: Carrie Fink, 952-417-2139, [cfink@jfcsmpls.org](mailto:cfink@jfcsmpls.org)

# Program Description

PJ Library Minneapolis has built a robust series of unique and relevant programs and opportunities for families with young children to create connection to the Jewish community. We invest in a diverse range of outreach strategies and focus on relationship building to attract new families and keep them engaged throughout the life span.



## Program Need

Outreach and programming are a result of common themes of need from parents:

- Connection
- Combat isolation
- Inclusion
- Education
- Peer support
- Low-barrier Jewish experiences
- Social services





# Implementation & Funding

**Staffing** – 1.0 FTE PJ Library Manager + 2 PT Contracted PJ Parent Connectors (total of 15 hours per/week)

**Implementation** – 75% of Parent Connector time is outreach/engagement

**Annual budget** – \$138,000

Funding from Harold Grinspoon Foundation and individual local donors

## Low-barrier programming:

- Parent only happy hours
- Baby Book Club
- Good Deeds Day
- Drag Story Hour
- Backyard Hangouts
- Parent Education (with JFCS Family Life Education)
- Purim costume swap
- Intergenerational: Shalom Baby Shower, Traveling Havdalah



## Outcomes

1). How do you assess the needs of the young families in your Jewish community?

*Individualized communications, consistently asking for feedback and applying the feedback to future opportunities, don't overthink every opportunity*

2). What do you currently do to attract new families, and what new things could you try?

Diversify geographic location, have current families tell their friends, explore more inclusive marketing to reflect the community

3). How can you ensure your families are having a valuable experience so they keep coming back?

Post-program follow ups, relationship building, small and frequent touchpoints

# Q & A

(at tables)