



inews

Taking Charge with Parents and Teens

THE PROGRAM TEACHES PARENTS TO ASSIGN RESPONSIBILITY. THE PARENTS MAKE THE RULES, AND THE TEEN FOLLOWS THE RULES.

It is every parent's fear – their teen in trouble. It may start small with truancy or a fight at school. The behavior progresses and the teen is shoplifting and ultimately getting into trouble with the local police. The child is identified in the court system as a troublemaker, and then it all seems to spiral downward. Or does it? Thanks to TAKE CHARGE, a program that works with teens at risk and their parents/primary caregiver to alter the risky behavior before it becomes violent or more serious, many families are altering perilous behavior before it gets out of control.

TAKE CHARGE has been offered to families throughout Massachusetts. In February, thanks to a grant from the Ada, Charles and Sidney Fleck Foundation, eight court workers (social workers, probation officers) were brought to Massachusetts to learn the techniques of TAKE CHARGE so they could take the program back to their respective states.

Working in conjunction with the Wayside Youth and Family Support Network, JF&CS offered the training in February to court workers from Boston, Cleveland, Los Angeles and New York City. The goal was to create a family focused intervention that provides a group model to work with adolescents and their parents together.

According to Fleck Foundation representative Stephanie Fleck, "We think that one of the greatest needs today is dealing with adolescent issues. We felt strongly that we wanted the Foundation to have a positive impact on youth. We went to Jewish Family & Children's Service because we knew they could develop or find a program that would address adolescent issues that were important to us, and would make a difference in the lives of families."

Janet Hirsch, director of family & children's services at JF&CS says, "We decided to team with Wayside and Bonny Saulnier who developed TAKE CHARGE as it is today, because we wanted to provide an effective treatment for court involved adolescents ages twelve to nineteen. In the past no program looked directly at the teen's behavior, like this one does."

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Welcome

Dear Friends:

Summer is upon us. For many this means relaxing days at the beach or pool, gardening in the backyard or a great vacation with the family. But at Jewish Family & Children's Service our work continues.

Our high quality menu of programs and outstanding staff are what make JF&CS unique among Greater Boston human service agencies. Many of our innovative programs are developed based on the specific needs of a targeted population and the shifting needs of our society. Developing new programs and services can be costly. We are therefore fortunate to have many family foundations and generous individuals willing to support our important work. In this issue you will read about two exciting programs supported by family foundations.

We will also discuss our new positioning ad campaign. You may see some of our ads on the MBTA or on local area billboards. Visit us at jfcsboston.org, or call us for a new brochure filled with vital information about our continuum of programs. Please take a look at our website to understand the current scope of our services, or call 617-227-6641 x212 for a free copy of the brochure.

Have a great summer.

Best Regards,

Stephen D. Lebovitz
President

Seymour J. Friedland, Ph.D.
Executive Director

Taking Charge with Parents and Teens *continued from front page*

Bonny Saulnier, vice president for family based and prevention services at Wayside Youth and Family Support Network explained that the original TAKE CHARGE program was developed in the 1980's by a probation officer, Gregory Bodenhamer. He wrote a book, *Back in Control*, describing his program. "Essentially" says Saulnier, "TAKE CHARGE presents the material in a multi-family setting – the parents, the teen in trouble and teen siblings. The goal is to break down the feeling of us against them. The program teaches parents to assign responsibility. The parents make the rules, and the teen follows the rules. The parents may need to teach the teen how to follow the rules, but the program is all about setting limits while remaining nurturing and communicative with the teen."

"TAKE CHARGE IS A WONDERFUL EXAMPLE OF HOW JF&CS COLLABORATE WITH MANY DIFFERENT KINDS OF ORGANIZATIONS TO OFFER INNOVATIVE AND EFFECTIVE SERVICE."

Saulnier explained that since the early 1990's a form of TAKE CHARGE has been offered to families in conjunction with DSS (Department of Social Services) throughout the state. Today the program is offered at five DSS locations in the metro Boston region.

Hirsch says that she was impressed by this simple way to diffuse what potentially could be an explosive situation. "During the training, Bonny gave an example of setting a curfew for a teen. The teen may argue with the parent. Instead of the parent yelling or arguing, the parent is taught to say 'nevertheless' this is your curfew. Or, 'regardless' of what you (the teen in this example) think, your curfew is 10:00 p.m." Hirsch says it works because slowly the behavior of the teen changes, the parent sets limits and over time harmony does return to the home.

It is unusual to have parents participate in these types of programs with their children. Generally a program to help teens with troubling behavior is done as a peer group. What makes TAKE CHARGE unique is the involvement of the parents. Hirsch says that TAKE CHARGE is proving to be more successful in stopping a teen's risky behavior than are many of the traditional peer group type programs.

Saulnier also points out that she estimates in every group of five families one family immediately makes changes. Three of the five families show improvement, and one family may show only minimal improvement. The feedback from the families is positive on the whole.

The court officers who were trained in February are now training other court workers to use the program in their home bases. Over the course of the next year, the success of TAKE CHARGE will be monitored to ascertain its effectiveness, and decide whether to provide more trainings for court workers.

"Finally," says Seymour J. Friedland, executive director of Jewish Family & Children's Service, "TAKE CHARGE is a wonderful example of how JF&CS collaborates with many different kinds of organizations to offer innovative and effective service."

Safe at Home

Safe at Home – One Family Helps Others Cope with the Effects of Alzheimer’s

It happens slowly at first. The individual forgets the way to a place he has traveled for years, he gets agitated, or does things that seem plain “annoying” to those around him. As our society ages, it happens more and more often to those we love. In years past, people referred to it as “going senile” or “hardening of the arteries.” Today we know it as Alzheimer’s disease, a debilitating condition that robs people of who they are, and affects four million people in the United States alone.

The Lebovitz family has had firsthand experience watching those they love succumb to Alzheimer’s. Stephen Lebovitz, president of the JF&CS board of directors, his wife Lisa and his sister Beth continue to experience the effects of Alzheimer’s on their family. Stephen and Beth’s grandmother died of Alzheimer’s in 1994, and Lisa’s mother was diagnosed with the disease nine years ago at the age of 55.

“When I became president of the board,” Stephen Lebovitz explained, “my family and I wanted to make a commitment to the agency that would have a lasting effect. My parents, Lisa’s father and our siblings wanted to do something that would truly make a difference in the life of an older adult.” Collaborating with JF&CS executive director Seymour Friedland, Ph.D., the Lebovitz family created *Safe at Home*, a program designed to help families keep Alzheimer’s patients living safely at home for as long as possible.

Beth, Lisa and Steve agree that *Safe at Home* is a good fit with the mission and work of JF&CS. “Our family has always been philanthropic giving to many Jewish and health related causes,” Stephen said. “The program is unique because it not only provides home care, but also medical and psychological support. Additionally, the doctors, social workers, rehabilitation therapists and nurses help the family plan for the future and understand the varying stages of the disease.”

“We went through the process of trying to do the best things for my mother,” added Lisa Lebovitz. “My father had round the clock care and he did absolutely everything he could for my mother. It is devastating to see Alzheimer’s take your loved ones away.”

“What we needed as a family (Lisa has one sister) was help in understanding the stages of the disease. We needed the tools to prepare ourselves for each stage of the disease, and then plan for the time when my mother would need professional care.” Under the management of program director Susan Shapiro, LICSW, *Safe at Home* helps ease the fear and guilt every family member feels when helping support the victim of Alzheimer’s.

Safe at Home, unlike other programs, does not treat the patient only, but instead helps the entire family. From the initial call staff meet with the patient and family, and develop a plan for the client that is continuously updated. Staff members also ensure that the family is not faced with decisions made in crisis, but understand all the options far in advance.

Safe at Home helps each family member understand the disease so the individual patient and the family all have the best possible care.

For more information about *Safe at Home*, contact Susan Shapiro, LICSW, in the Jewish Family & Children’s Service Newton Office at 617-558-1278.



(l. to r.) Stephen Lebovitz,
Lisa Lebovitz, Beth Lebovitz Backer

“WHAT WE NEEDED AS A FAMILY WAS HELP IN UNDERSTANDING THE STAGES OF THE DISEASE.”

JF&CS Spreads the Word

"MY MOTHER
NEEDS HOME NURSING CARE.
SHE NEEDS AN ASSISTED LIVING
COMMUNITY. SHE NEEDS AN
ALZHEIMER'S PROGRAM.
SHE NEEDS TO BECOME A CITIZEN.
SHE NEEDS TO LIVE WITH
OTHER JEWS, WITH OTHER IRISH,
WITH OTHER WOMEN
WHO LIKE BINGO.
SHE NEEDS THE
BEST I CAN GET, BECAUSE
SHE'S MY MOTHER.
AND SHE'S YOUR MOTHER, TOO."

Jewish Family & Children's Service
The 100 year, Award-Winning Jewish Family & Children's Service has been providing the highest quality care, counseling and social services programs. We are proud of our 100 years of service to the Jewish community. Please contact us today for more information.

JF&CS
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Come In and
Change Your life.

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Call toll-free 1-866-JFCS-BOS

"WE HOPE THAT THOSE WHO NEED US SEE OUR ADS, OR FIND US ON THE WEB, AND REALIZE THAT WE OFFER AN OUTSTANDING MENU OF PROGRAMMING COORDINATED BY THE HIGHEST QUALITY STAFF... "WE WANT TO MAKE SURE THAT OLDER ADULTS, YOUNG FAMILIES AND EVERYONE IN BETWEEN KNOW WE CAN HELP THEM CHANGE THEIR LIVES FOR THE BETTER."

At 137 years old, it would seem that all of Greater Boston would be aware of the programs and services offered by Jewish Family & Children's Service. However, despite our nearly one and a half centuries of service to the community, JF&CS seems to be the best kept secret around... until now.

Thanks to JF&CS Board of Directors member Betsy Rosen and her marketing committee, JF&CS now has its first ever full-scale marketing campaign to make more elders, young families and the community in general aware of the continuum of innovative services available.

Rosen is not a stranger to the marketing world. Before joining the agency's board of directors she served as vice president/associate marketing director at Bronner Slosberg Humphrey and at D'Arcy Masius Benton & Bowles in New York where she led advertising campaigns for Procter & Gamble.

Rosen explained that a combination of board and staff effort over the past year allowed the agency to launch a positioning campaign in May. "The group agreed," she explained, "that while JF&CS offers an incredible range of services to the community there is little, if any, awareness of the organization beyond a portion of the Jewish community. It quickly became our priority to address this issue."

In 1999, JF&CS began a strategic planning process to take the agency into the 21st Century. Under the direction of board member Judy Mir, focus groups were conducted to ascertain the level of awareness of JF&CS among the community. Mir asked people what they knew about the agency and if they knew of all the services provided. The answers were overwhelming: no one quite knew what happened at JF&CS.

IN MAY, THE CAMPAIGN WAS LAUNCHED IN A SERIES OF ADS ON THE PURPLE AND GREEN LINES OF THE MBTA AND ON OUTDOOR BILLBOARDS THROUGHOUT THE METRO BOSTON AREA.

After a reorganization of the internal marketing staff, the marketing committee began collaborating with the marketing department to formulate the new campaign: *Come In and Change Your Life*, designed by The Publication Group and Lee Nash. Targeting elders, young families and the general community, the campaign will raise awareness among Jewish and non-Jewish populations, both of whom can benefit from services offered.

The committee agreed that reaching such a large population—essentially all of Greater Boston—meant the campaign needed to use high visibility sources. In May, the campaign was launched in a series of ads on the Purple and Green lines of the MBTA and on outdoor billboards throughout the metro Boston area. A new brochure was produced, and the agency's website—jfcsboston.org—was enhanced through increased interactivity.

"These mediums," Rosen said, "hit a universal audience. For example, anyone can benefit from our homecare, disabilities or parenting programs." The campaign will run through the end of October, at which time the marketing department and committee will examine the results, and plan future outreach efforts accordingly.

"We hope that those who need us see our ads, or find us on the web, and realize that we offer an outstanding menu of programming coordinated by the highest quality staff," Rosen concluded. "We want to make sure that older adults, young families and everyone in between know we can help them change their lives for the better."

For more information about Jewish Family & Children's Service, or for a free brochure, please call 617-227-6641 x212 or visit us on the web at jfcsboston.org.



"WE ARE
 A CHILDLESS COUPLE
 WHO WANTS TO ADOPT
 AN ASIAN BABY, AN AMERICAN BABY,
 A SPECIAL NEEDS BABY,
 A HEALTHY BABY.
 WE NEED PARENTAL GUIDANCE,
 FAMILY COUNSELING,
 A CHILD PSYCHOLOGIST.
 WE NEED HELP THAT
 TREATS US INDIVIDUALLY
 AND AS A FAMILY.
 WE ARE NOT
 JANE AND JOHN DOE,
 WE ARE YOU."

Jewish Family & Children's Service
For 100 years, Jewish Family & Children's Service has been providing the highest quality care, creating hope and making a difference. We serve all ages of adults, in our 100+ service locations throughout Greater Boston. We are here for you.

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Come In and
 Change Your life.

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 Call toll-free 1-888-JFCS-808



"I AM
 GOING THROUGH A DIVORCE,
 THROUGH DEPRESSION,
 THROUGH, THROUGH, THROUGH,
 HIGH STRESS BURNOUT.
 I NEED FAMILY
 THERAPY,
 COUPLES THERAPY,
 GRIEF THERAPY.
 I AM ESTRANGED FROM MY
 TEENAGE DAUGHTER.
 I NEED ANSWERS,
 ANSWERS TAILORED
 TO WHO I AM,
 AND PART OF
 WHO I AM IS YOU."

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For 100 years, Jewish Family & Children's Service has been providing the highest quality care, creating hope and making a difference. We serve all ages of adults, in our 100+ service locations throughout Greater Boston. We are here for you.

JF&CS
 Jewish Family & Children's Service

Come In and
 Change Your life.

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 Call toll-free 1-888-JFCS-808

JF&CS Welcomes New Board Members



Harvey M. Greenberg of Needham is senior vice president-Human Resources for Polaroid Corp. where his areas of specialty are organizational dynamics, human resources, operations management, group process and facilitation.



Melissa Weiner Janfaza of Newton was a social worker with New England Home for Little Wanderers, in the group home for children aged eight to thirteen. Melissa has been active as a volunteer with JF&CS' Visiting Moms.



Beth C. Schlager of Weston was vice president Commercial Real Estate at Fleet Bank and Chase Manhattan Bank before becoming a full-time mom. She is a member of Temple Beth Elohim in Wellesley.



Matthew K. Sidman is currently an analyst with Highfields Capital Management. He is active in the community, serving on the Duke University Boston Committee and volunteering for Combined Jewish Philanthropies and the United Way.



Jamie Weintraub of Newton works with the Back Bay office of Carlson Real Estate. Her activities extend to the community at large, including The Rashi School, Women's American ORT-President of the Commonwealth Chapter 1996 and recipient of the Certificate of Achievement Award, fundraising and public relations for Boys and Girls Clubs of Boston, and for cancer research.

Jewish Family & Children's Service holds 55th Annual Meeting

Celebrating Center for Early Relationship Support

Jewish Family & Children's Service held its 55th Annual Meeting on Wednesday, May 16 at Temple Beth Avodah in Newton. Amy Abrams of Chestnut Hill was honored with the President's Award for her outstanding commitment to the board and for her work as chair of the Nominating Committee. The evening began with a moving D'var Torah given by former board member Willie Goldwasser. The agency welcomed five new board members: Harvey M. Greenberg, Melissa Weiner Janfaza, Beth C. Schlager, Matthew K. Sidman, and Jamie Weintraub. The evening's program celebrated the Center for Early Relationship Support, whose work includes Visiting Moms, Nurturing Rooms, Early Connections as well as a host of support groups for new parents.

Photos by Kevin Harkins



Vice President Gerald Downer (center) and President Elect Alan Dana, with JF&CS Associate Director of Development Michelle Bishop



New Board Member Jamie Weintraub and husband Robert



Retiring Board Member Simon Schiller (r.) and his wife Marjorie, with New Board Member Matthew Sidman



Board President Stephen Lebovitz presents Board Member Amy Abrams with 2001 President's Award



Peggy Kaufman hosted the evening's presentation on the Center for Early Relationship Support



Jewish Family & Children's Service CHAI Evening at Pops

(l. to r.): Nancy Belsky, Joe Morgart, Jill Cohen-Jacobs

May 22, 2001, Symphony Hall, Boston

The JF&CS CHAI Evening at Pops event grows every year. Over three hundred people came to show their support for the eleventh annual CHAI event and to enjoy an evening of music with Keith Lockhart conducting the Boston Pops. This year's honoree was Betsy Jacobs, chair of Combined Jewish Philanthropies' Committee on Services for People with Disabilities. Chaired by Hope Albert and Nancy Kaplan Belsky, the event raised a record \$125,000. All proceeds benefit Community Housing for Adult Independence (CHAI). This program provides supportive living services and staffed apartments to adults with developmental, physical and significant learning disabilities and mental illness in Brookline, Brighton, Newton and Belmont.

Photos by Joey Libby



(l. to r.): Larry and Beverly Koplan, Roberta and Irwin Chafetz



(l. to r.): Sandy Berger, Harvey D. Lowell, Joe Albert, Hope Albert, Arthur Gilbert



(l. to r.): Gerry Feldman, Ellen Sue Rosenthal, Rose Rosenthal, Judy Feldman, Freyda Siegal



Ruth Shir and honoree Betsy Jacobs, Chair of CJP's Committee on Services for People with Disabilities



Joan and Ted Benard-Cutler

Fundraising

Two former JF&CS Early Intervention graduates, Patrick and Gregory (left & center), were on hand at the Boston Bruins Legends vs. Norwood Fire Fighters Celebrity Hockey Tournament at Iorio Arena on March 31. Pictured with the two young men is Chris Nilan, former Boston Bruins player. JF&CS supported the hockey game, an event that raised funds for local charities selected by the Norwood Firefighters.



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