



*Please help get the word out at your agency for this upcoming webinar.*

**Subject: MENTAL HEALTH FIRST AID: Low Cost High Impact Organic Model for Decreasing Stigma and Strengthening Community**

**Topics to be covered include:**

- What is Mental Health First Aid
- History of Mental Health First Aid Nationally
- AJFCS vision from 2013 to the future
- National Council For Behavioral Health Trainings and Role
- Funding Development
- How we got buy in from other Agencies

**DATE/TIME: Wednesday April 11<sup>th</sup> at 2 pm eastern time**

**Register now:**

<https://register.gotowebinar.com/register/7133880320140990978>

**Presenters from AJFCS West Palm Beach:**

- Jenni Frumer, CEO
- Dr. Elaine Rotenberg, Clinical Director
- Cindy Wides, Director of Community Outreach for Mental Health First Aid

Bios can be found below:

**Jenni Frumer** is the CEO at Alpert Jewish Family & Children's Service in West Palm Beach, Florida. She earned her PhD in Human Capital Management from the College of Business at Bellevue University, Nebraska. She is a graduate of both the Wexner Leadership Training program and the Alliance for Children & Families Executive Leadership Institute (ELI), at the University of Michigan. Dr. Frumer is a Team Leader for the national Council on Accreditation (COA). She has written and published articles on geriatric social service systems, engaging baby boomers, working with Holocaust survivors and community engagement models in the work of non-profits. She provides consultation on human service nonprofit management and programs. She co-hosted Leadership Matters on VoiceAmerica internet radio show. She was an Adjunct Professor at Nova Southeastern University for seven years, where she taught Graduate courses in gerontology and administration. Dr. Frumer assisted in the development of and was an instructor for the on-line Alfus Patient Advocacy Program at the University of Miami. She recently joined the Board of the Council on Accreditation. Dr. Frumer is also a licensed Clinical Social Worker and Mental Health Counselor, an Aging Life Care Professional certificate and is a Florida Registered Guardian.

**Dr. Elaine Rotenberg** is the Clinical Director of the Alpert Jewish Family & Children's Service and the Levine Jewish Residential & Family Service. Dr. Rotenberg provides clinical oversight and establishes standards of best practice for many of the programs of AJFCS and LJRFS. Dr. Rotenberg is very involved in outreach efforts in the community and regularly seeks opportunities to develop interagency collaborations. She was very instrumental in the development and implementation of Mental Health First Aid to her agency and Palm Beach County.

**Cindy Wides** is the Director of Community Outreach for Mental Health First Aid in Palm Beach County at the Alpert Jewish Family & Children's Service in West Palm. Cindy has formed the Mental Health First Aid Coalition of Palm Beach County which exists of all the nationally certified Mental Health First Aid instructors in Palm Beach County. In just 3 years, the Coalition has grown from 6 instructors to over 25 instructors. As a county, over 3,500 individuals have been trained in Mental Health First Aid including educators, sheriffs, school police, general community members, medical professionals, school personnel, case managers, first responders, employers, city officials and many HR departments.