Pillars of Excellence Awards Submission Form

I. General Information

a. Submission Title: Unscripted, Radically Honest Conversations About Addiction

b. Agency Name: JFCS of Greater Philadelphia

c. Pillar Submission is Aligned With: Partnerships & Collaboration - Building and sustaining meaningful partnerships to advance an agency's mission.

d. Supporting resources (url, pdf): articles in the Philadelphia Jewish Exponent (JFCS Hosts Opioid epidemic Panel); flyers from programs, measurement survey

II. Summary

a. Description of Submission

JFCS’ Family Life Education Department has offered addiction programming for the community for the past two and a half years, since the opening of its Barbara and Harvey Brodsky Enrichment Center. The purpose of this programming is to raise awareness on topics in the field of addiction with the goal of providing education on the issues, support to family members with loved ones grappling with substance use disorder concerns, and professional development opportunities for clinicians and community leaders involved in addiction and recovery support services.

The agency has primarily worked to expand its capacity for prevention work in the field. We identified our lack of capacity to be a direct service center for those in active addiction or recovery as well as identifying the fact that we did not need to replicate the quality care that exists in our geographical area - rather we could become a center of expertise, support, and resources and referrals to connect clients to appropriate care when warranted.

Out of this initiative, we created and nurtured many partnerships and collaborations with community organizations involved in the recovery support services. These partnerships have enabled us to become a thought leader in the field by bringing the most relevant and updated programming to our community. Our partners provide speakers, resources, and issue area experts for our events. Partners have also enhanced our internal program capacity to provide holistic services and activities for our community.

Today we have over 20 partnerships to provide a wide array of addiction programming. These partners include: Center for Families, Newport Academy, Caron Treatment Centers, The Bridgeway School, Hummingbird Yoga, Access Point of Northeast Treatment Center, Family Services of Montgomery County, Sobriety Solutions, Lankenau Hospital, the Attorney General’s office, the Montgomery County DA’s Office, Be a Part of the Conversation, Restore: Health-Wellness Center, Beit T’Shuvah, Teshuvah Center in Brooklyn, Amudim, JPro, LLAMAH, Center
for Spiritual Well-being, Jewish Federation of Philadelphia and local synagogues, youth groups and private professionals in the field of addiction.

Firstly, we incorporated key partners in an Advisory Committee to inform programming, broaden marketing, and assist in ensuring appropriate needed community resources. Members of this committee include professionals from prevention and treatment centers, a local therapist, a local family advocate and parent of children struggling with addiction, a donor, and JFCS clinicians. This committee ensures we are addressing the most-timely issues and offer the most up-to-date and relevant resources to participants. Additionally, it promotes ownership of JFCS’ work among the community members we intend to serve and help to increase marketing and community outreach activities to their own networks, to increase awareness of our programming to a wider audience.

Additionally, we have seen that incorporating Resource Fairs in our programming are a key component of many of JFCS’ community events. We have seen that many participants of our programming need additional support services to address other health and wellness needs beyond the topics discussed, i.e. inpatient and outpatient treatment; support services; mental health concerns, financial and food instability, and more. Partners are invited to set up tables at events, hand out materials, and answer questions. Their participation helps to further inform the community and provide information on additional supports available to the public and allows JFCS to offer comprehensive resources to supplement our internal resources.

Further, we identified a need to create more support for loved ones of those facing substance use disorder concerns, so we created a therapeutic support group in October or 2018 with one of our partners, Dr. Caroline Fenkel, LCSW, Executive Director at the Center for Families. This group is called Touched by Addiction and meets twice a month. This support group helps family members who have a loved one grappling with current or past substance use issues, to help them share and address their own feelings and struggles among a supportive community. Group members share their personal experiences and access advice around navigating specific issues. Key topics include co-dependency, self-care, combating denial, healthy role modeling, depression and anxiety, and how to feel empowered in confronting these issues.

b. Initial Problem(s)/Challenge(s) to be Addressed

Our addiction programming was initially launched in response to our city’s and nation’s opioid crisis. Additionally, we have many clients receiving counseling and care management services who either they themselves or a family member is struggling with addiction. More recently with vaping on the rise and in response to the astounding results of a local 2017 Pennsylvania Youth Survey (PAYS), we saw the need to continue to address addiction. We have also heard from many parents expressing concerns about how to talk to their children about drug and substance use topics.

With the opening of our Community Enrichment Center we sought to provide first and foremost a safe place for people to come and express their concerns and become informed and
have a dialogue. Data suggests that initiating conversations with children at an earlier age and more often may better prepare students for navigating high stakes social moments; helping them better understand the risks and how they may be pressured into trying vaping, or other substances. Thus, it has been our goal to provide quality informed programming to prevent substance use, help parents have conversations with their children of all ages, and to provide support and resources for the community.

c. Successes and Lessons Learned

We have had great success with our addiction programming, serving close to 1,000 people overall from the community. Particularly we have had great success with working together with other organizations in our community which has created an open and productive work environment and a holistic approach to meeting the needs of our community.

Two of our first programs are described below:

The first program was called “Unscripted, Radically Honest Conversation About Addiction” where a mother shared her compelling journey as a mother facing her children’s addictions. The second program was “Another Unscripted, Radically Honest Conversation About Addiction” where two young adults shared their journeys of recovery. Both programs were for parents and high school students and were moderated by Hallee Adelman, PhD. In both programs, attendees had an opportunity to release stress and share their voices through different mediums such as yoga, art, or conversations. Both programs were very successful with 80-100 people in attendance at each program. And both programs were filmed and are currently being edited to produce a documentary.

JFCS has learned tremendously from the partnership-building, planning, and delivery of various events and activities as part of our addiction programs. Lessons learned have enabled us to better align our work with community needs, and ultimately deliver even more impactful programming.

A few of these lessons are highlighted below.

- JFCS learned that it is critical for us to offer Resource Fairs of internal and/or external partners across our educational events, so that all participants have access to additional – and often more intensive – expertise and information on the issues they face.
- JFCS charges nominal fees for many program offerings to cover the costs of program delivery (i.e. film license or professional speaker fees), with reduced rates for those experiencing financial hardship. However, we have learned that in order to offer our addiction programs to the widest audience, it is better to reduce any barriers, such as a fee to attend. Therefore, our programs are now offered free of charge.
- In our marketing efforts, we have learned to be clearer about the goals and target audience for each event and activity. This will avoid confusion so that we can reach the
right audience, as well as clarify expectations among participants about what they will get out of such programming.

- We also learned that if we have a smaller audience for targeted programs, this can be a benefit. A smaller setting has often enabled for a more intimate discussion and for many to share openly and honestly which they would not necessarily do with a large audience.
- Partnering has also helped us learn what topics are salient to the community currently and where we can add to the field rather than repeat others’ already good, strong work in the field.

III. Components

a. Jewish Community Component

Our community programming provides a safe space for community members to grapple with substance use issues, especially in the Jewish community where culturally, addiction is often not discussed openly.

Through an initiative of JFCS to address addiction issues in the Orthodox community, we held a program together with Amudim and an Orthodox rabbi, specifically for Orthodox families and leaders.

Additionally, we partnered with the Jewish Federation of Philadelphia, JPro, local synagogues, several youth groups, educational leaders, and the LLAMAH program to provide the show, Freedom Song. Freedom Song is a musical production about addiction and recovery in the Jewish community. We had over 300 people in attendance, including rabbis, educational leaders, teachers, parents and 100 youth. Additionally, we had 8 community organizations with vendor tables, such as Al Anon and Al ATeen, Caron Treatment Centers, Amudim, and Be a Part of the Conversation, to provide additional information and resources.

As a follow up to this program, we are continuing our partnership with the Federation to provide a Webinar for all Jewish professionals in the community to educate them about local addiction resources.

b. Human Services Component

Substance use and addiction is an issue that touches many families today in one way or another. By creating strategic partnerships, our programming has offered a comprehensive many-pronged approach to target parents, youth, family members of someone struggling with addiction as well as community leaders and professionals helping those with substance use.

One program, The Opioid epidemic: Understanding How America’s Deadly Addiction Affects Our Community, included conversations with Pennsylvania’s Attorney General, Josh Shapiro, Montgomery Country’s District Attorney, Kevin Steele, and Director of Programs & Services at Family Services of Montgomery County, Kelly Cannally-Brown. Consisting primarily of family
members and addiction professionals, attendees listened to an engaging panel of local leaders discuss how this crisis is affecting our community, what is taking place, and what still needs to be done. And, through the on-site Resource Fair, attendees gained access to additional information and resources on this and related subjects from JFCS’ drug and alcohol prevention and clinical staff, as well as eight local community partners such as Caron Treatment Centers and The Bridgeway School, who provide treatment, support, and other services.

c. Outreach/Community building Component

For all our addiction programs our success has mostly been contributed to the meaningful partnerships we created from the local to state level. We spent a great deal of time meeting with different organizations and discovering who the key experts are in the field.

A meaningful way that we did community building was by providing trainings to over 100 community professionals on NARCAN, Screening, Brief Intervention, and Referral to Treatment (SBIRT – an evidence-based practice used to identify, reduce, and prevent problematic use, abuse, and dependence on alcohol and illicit drugs, and the latest data, information, trends, and issues our community is facing around cannabis and vaping. This enabled us to bring professionals together from different organizations, to learn together, network and think collaboratively and creatively about the needs in the community and strategies to meet these needs.

IV. Outcomes

a. Outcomes

We served over 1,000 community members through our addiction programming, helping them to develop sustainable strategies for health, well-being, and stability by connecting them with the skills, resources, and other supports they need to overcome a myriad of life challenges.

Participants of our addiction programs have expressed that the topics truly resonate with them, and that they appreciate the warm and inviting setting JFCS provides for them to voice their personal concerns – both in the group and privately after the completion of the programs. Attendees also say that our programs are much-needed in our community, and they are pleased that JFCS is tackling these important topics.

b. Evaluation Method:

To ensure we are able to capture this feedback across our programs, we created a general post-program evaluation form to clarify general demographics of those served, and a client satisfaction survey with questions to discern if and how the program helped participants, solicit feedback for future improvements, and ask about ideas for future programming topics.

More recently we created an additional survey to ensure JFCS can more specifically demonstrate the measurable impact of our addiction programs, and ensure the programs remain relevant and responsive to community needs and interests. Questions relate to the
following: if participants report an increase in their knowledge of the topic(s) presented; if participants report feeling able to apply the new knowledge they have acquired; if participants feel that they are better able to advocate for themselves and others; if participants have increased their knowledge of available resources and how to access them; and if participants would recommend a similar JFCS program to a friend or colleague.

For support group, we measure feedback via attendance, retention, verbal feedback/comments by participants, and clinical observation.

V. Sustainability

a. Total Program Initiative Cost/Major Income Sources

Support Group: $6,000 for the year to pay consultant/co-facilitator

Programs: $10,000

Funding for the addiction programs has come from a variety of sources: a new donor interested in addiction topics, general funding from a Foundation for Family Life Education Programs, as well as sponsorship and event registration revenue. We are committed to continuing our fundraising efforts to be able to bring these quality, relevant, and critical programs to the community.

b. Agency’s Plans for the Continuation

A new partnership this year with Be a Part of the Conversation enabled us to provide a program for parents of K-5th graders on how to talk to young children about substances they might encounter. A very enlightening part of the program included hearing from a young adult who showed addiction behaviors already as an elementary school student. Through this partnership we have additional programs for parents of middle and high school scheduled in the coming months to address vaping and cannabis.

Another program scheduled for the spring will be with Jenifer Simons, a housewife who became addicted to pain killers after suffering postpartum depression and physical ailments. This will allow us to raise awareness of the dangers of over the counter medications. Additionally, we plan to continue our support group, Touched by Addiction, and increase the number of participants.

We also hope to cultivate our meaningful partnerships to provide more programming directly targeting youth. We have begun partnering with the local Jewish Day Schools through programming around Mitzvah Days, an inclusive challah baking program, and intergenerational programming with Holocaust Survivors and teens. We hope to leverage these relationships to begin providing more direct work with the youth in these schools around addiction. In addition, we will begin reaching out to the secular schools in our area to try to forge additional partnerships.
VI. Contact Information

a. Contact Person’s Name: Lisa Ney

b. Contact Person’s Title: Director of Programming, The Barbara and Harvey Brodsky Enrichment Center

c. Contact Person’s Telephone Number: 267-262-2476

d. Contact Person’s Email Address: lney@jfcsp Philly.org
Touched by Addiction Support Group

JFCS is offering this support group for family members who have a loved one grappling with current or past substance use disorder issues.

Addictions of all kinds can create turmoil in the lives of those grappling with their dependencies. The impact of addictions also affects those struggling person’s loved ones. This group will help release you from feeling isolated in your pain and alone with your struggles as you join with others who have experienced similar challenges. In addition to sharing personal experiences and advice around navigating specific issues you encounter supporting a loved one with addiction concerns, you will learn about, and engage with speakers on, topics related to co-dependency, self-care, combating denial, healthy role modeling, depression & anxiety and how to feel empowered in confronting these issues.

Group Facilitators

Dr. Caroline Fenkel, LCSW is the Executive Director at Center for Families. Her passion lies in helping people heal from mental health concerns through experiential therapy, group therapy and animal-assisted therapy. She has worked in the field of addiction support services at all levels of care, including outpatient and residential, and at numerous national programs.

Sarah Waxman, LSW is a JFCS Family Life Educator and psychotherapist. She has a background in youth development, experiential Jewish education and clinical social work. Sarah works with adult clients in their process of healing around trauma, mood disorders, family dynamics and relationship concerns, life transitions and substance use disorders.

When: Wednesday Evenings, October 17, 2018 through December 12, 2018 (10/31 and 11/21 excluded), 6:30–8:30 pm
Where: The Barbara and Harvey Brodsky Enrichment Center of JFCS 345 Montgomery Ave, Bala Cynwyd PA
Cost: $36 per person for the series. Registration required. Reduced rate available based on need.
RSVP: For more information and to register for the group, contact Sarah Waxman, LSW at SWaxman@jfcsphilly.org or 267.804.5888
This event moderated by author, Hallee Adelman, PhD., is for parents, high school and college students. Following the discussion, all participants will have the opportunity to engage in an expressive art project and learn about resources available at JFCS and in the community that can support your needs as they arise.

Take this next step and sign up today to be a part of a community that nurtures, supports, and understands. To learn more details about this event visit www.jfcsphilly.org/addiction.

Sponsorship Opportunities: All sponsorship dollars raised will directly fund support programs for parents/family members who have loved ones struggling with addiction and parents who have lost children to addiction. For more information on sponsorship opportunities, please contact Pia Eisenberg at 267.256.2018.

Seats are limited and will be reserved in the order registrations are received.

**When:** Thursday, April 12, 2018, 7–9 pm  
**Where:** The Barbara and Harvey Brodsky Enrichment Center of JFCS  
345 Montgomery Avenue, Bala Cynwyd, PA 19004  
**Cost:** $18 per person in advance and $20 at the door  
**RSVP:** Valerie Ricapito, 267.256.2018 or jfcsphilly.org/addiction

**Sponsorship Opportunities**  
All sponsorship dollars raised will directly fund support programs for parents/family members who have loved ones struggling with addiction and parents who have lost children to addiction.

- **$180** for 10 week support program for 1 person
- **$500** for 25 week support program for 1 person
- **$1,000** for year-long support program for 1 person
- **$1,800** for 10 week support program for 10 people
- **$5,000** for 25 week support program for 10 people
- **$10,000** for year-long support program for 10 people

For more information on sponsorship opportunities, please contact Pia Eisenberg at 267.256.2018.
Event Feedback Survey

Event Name: ____________________________________________
Event Date: ____________________________________________

1. How did you hear about this program?
   - JFCS Email □
   - Mail □
   - Newspaper/Magazine □
   - Social Media □
   - Word of Mouth □
   - Internet Ad □
   Other: ____________________________________________

2. As a result of today’s program, has your level of knowledge changed on the topic(s) presented?
   - No, not at all □
   - Yes, by a small amount □
   - Yes, by a moderate amount □
   - Yes, by a large amount □

3. As a result of today’s program, do you feel able to apply any new knowledge you’ve acquired?
   - No, not at all □
   - Yes, by a small amount □
   - Yes, by a moderate amount □
   - Yes, by a large amount □

4. Are any of the following statements true after today’s program? (if so, check those that apply)
   □ I have an increased knowledge of available resources and how to access them.
   □ I feel better able to advocate for myself and others.
   □ Other: __________________________________________________________________________________

5. Would you recommend a similar JFCS program to others?
   - No, definitely not □
   - No, probably not □
   - Yes, probably □
   - Yes, definitely □
6. What other topics would you like to see presented at future JFCS programs?

7. Do you have any additional feedback?

Thank you so much for your input!
Freedom Song is an original musical production created and performed by individuals who are current or past residents of Beit T’Shuvah, an interdenominational Jewish addiction treatment program in Los Angeles. Freedom Song tells the story of a family celebrating a Passover Seder while also confronting the impact of addiction on those gathered. Interspersed with this gripping family drama are scenes from a twelve-step program meeting, giving an inside look at the process of recovery.

Following the performance, audience members are encouraged to ask questions of the cast, who courageously and honestly share their own stories of addiction and recovery.

Resource tables and clinicians will be available throughout the evening to provide support and answer questions.

For the whole family, 15 and up.

WHERE: Main Line Reform Temple, 410 Montgomery Ave, Wynnewood, PA 19096
COST: $10 suggested donation, Free for under 18
RSVP: Online at www.jfcsphilly.org/freedomsong or call 267.256.2018 for special accommodations
Please RSVP by Monday, November 2

Free parking available in synagogue parking lot and additional street parking in the area.
Female performers singing is part of the show.
Have You Had the Conversation?
How to Talk to Your Kids about Substances.

Knowing how to talk to young children about substances and substance use can be challenging. Join JFCS, a Certified Family Recovery Specialist from Be A Part of the Conversation, and Max Hirsh, a young man in recovery, to learn more about having these important conversations with special sensitivity towards young children.

Together we will have an empowering conversation about the reality of when and how kids are introduced to substances, how to have a conversation about those who struggle with substance use, and understanding risk factors and protective factors.

For parents of elementary age students (K-5).

When: Thursday, December 12, 7:00 – 9:00pm

Where: The Barbara and Harvey Brodsky Enrichment Center of JFCS
345 Montgomery Avenue, Bala Cynwyd, PA 19004
Free parking in JFCS lot, meter and 2-hour parking on surrounding streets. Please use the Montgomery Ave. entrance.

Cost: $18 minimum donation ($20 at the door)

RSVP: Please register in advance at www.jfcsphilly.org/conversation or call 267.256.2018

Please be aware that due to increased security all attendees will be asked to show ID.

Proceeds from this event benefit JFCS’ community-wide Family Life Education programs.
Hi Megan,
Attached please find our application for the Pillars of Excellence Award for our work with creating partnerships for addiction programming.
I have also attached flyers for some of our programs, a sample survey that we use to measure outcomes, and below are links to two articles which include some of our addiction programming.
Please let me know if you have any questions. Also, can you please confirm that you received this application.
Thanks. Lisa

Article on Freedom Song event

Article on JFCS hosting PA Distric Attorney on Opioid Epidemic

Article includes JFCS' addiction programming
https://www.jewishexponent.com/2019/08/01/safehouse-safe-injection-site-philadelphia/?fbclid=IwAR0-ukE61eVN-Kjj0CWV5_YZsC2msA-x4U60FKnjS1hqSdDqL2aD6zqmkHl