



# For Immediate Release

## **PRESS RELEASE: JEWISH FAMILY SERVICE OF WESTERN MASSACHUSETTS**

Contact: Elaine M. Shepard, Director of Marketing and Development  
Robert D. Marmor, Executive Director  
(413) 737-2601 – [www.jfswm.org](http://www.jfswm.org)

### **CARE Program Enhances Life for People Over 60**

Springfield - Jewish Family Service of Western Massachusetts kicks off its CARE (Community Aging: Resources and Education) Program, a preventive care program to the residents of Park Edge Apartments in Springfield on April 16, 2008. Melissa Grenier, BSW, Program Case Manager, will be onsite at Park Edge two days each week with a variety of programs to help older adults remain at home and in their community. By providing health, exercise, nutrition, social, and emotional supports to the Park Edge residents, the program will reduce isolation, promote health and longevity and strengthen their social network.

Grenier started a similar program CARE at the Forest Park Apartments in September 2007. "The Springfield Housing Authority was delighted to have the CARE program onsite for its residents. At first the residents didn't even know their neighbor's names. Now they are checking on each other and look forward to going to activities in the social hall. They share stories and are much happier," stated Grenier. As a specialist in geriatric care, Grenier provides ongoing case management to all the residents, keeping an eye on frail, isolated adults. For example, Grenier arranges for home health aides and meals on wheels to keep retired adults in their homes. Based on the success at Forest Park Apartments, JFS is strongly optimistic that the Park Edge program will be welcomed and heavily utilized by the residents.

Both apartment complexes are referred to as Naturally Occurring Retirement Communities (NORC). A NORC can be a neighborhood, apartment building, or housing where people naturally age in place and the majority, if not all residents, are retired adults. Programs such as JFS's CARE at a NORC, enable adults to live in their homes with a safety net.

The CARE Program is funded by a grant from the Executive Office of Elder Affairs of the Commonwealth of Massachusetts. According to Kathleen Bowen, Director of the Older Adult Program, and Executive Director Robert D. Marmor, "Jewish Family Service is grateful to Senators Benjamin Swan and Stephen J. Buoniconti, who worked to pass the Commonwealth's budget and

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Robert D. Marmor, Executive Director | [info@jfswm.org](mailto:info@jfswm.org) | <http://www.jfswm.org>

*Hampden County Main Office:* 15 Lenox Street, Springfield, MA 01108, (413) 737-2601, Fax (413) 737-0323

*Berkshire County Satellite:* 196 South Street, Pittsfield, MA 01201, (413) 236-5735, Fax (413) 236-5740

*Hampshire/Franklin County Satellite:* 16 Armory Street, Northampton, MA 01060, (413) 582-6790, Fax (413) 582-6758



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provide funds for the wellness programs at NORCs." The CARE program is replicated after successful national models that have their roots in the Jewish community. Similar NORC programs are in operation at the Boston Jewish Family Service, North Shore Jewish Family Service, and Worcester Jewish Family Service.

These preventative services allow elders to remain in their homes, in safety and with dignity. In addition, the cost savings is huge. A year in a nursing home costs approximately \$50,000-\$75,000 per year. By investing that money in preventative programming, we can age at home, which is where we all want to be.

For more information about the JFS's CARE program or Older Adult Services, please contact Kathleen Bowen at (413) 737-2601 or visit our website, [www.jfswm.org](http://www.jfswm.org).

*Jewish Family Service of Western Massachusetts serves all faiths, providing Licensed Adoption, Family Life Education, Older Adult Services, Refugee Services and Counseling. The JFSWM mission is to "repair the world" through caring, professional "acts of loving-kindness" to assist families and individuals with life's challenges.*

Word Count: 515



Caption: Melissa Grenier, BSW, is the CARE Manager (Community Aging: Resources and Education) at Forest Park Apartments and Park Edge Apartments.

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