

# Promising Practices in Providing Person-Centered, Trauma-Informed Services During a Pandemic

# Definition of Person-Centered, Trauma-Informed (PCTI)

A holistic approach to service provision that promotes the dignity, strength, and empowerment of trauma victims by incorporating knowledge about the role of trauma in victims' lives into agency programs, policies, and procedures.



# Presenters

- Carly Bruski, Director of the Holocaust Survivor Services Program, JFCS of Greater Philadelphia
- Leah Buchbinder, Assistant Director of Community Program Development at the Jewish United Fund/Jewish Federation of Metropolitan Chicago
- Milana Hazan, Associate Executive Director, The Blue Card



# PCTI INITIATIVES

JFCS of Greater Philadelphia  
Carly Bruski, Director of the Holocaust Survivor Support Program

# JFCS' Commitment to PCTI

- Each initiative is planned and implemented from a client-centered, trauma-informed perspective using SAMHSA's 6 Key Principles:
  - Safety
  - Trustworthiness and Transparency
  - Peer Support
  - Collaboration and Mutuality
  - Empowerment, Voice, and Choice
  - Cultural, Historical, and Gender Issues

# Agency-Wide

- **Sensitivity in Trauma (SIT) Committee**

- Mission Statement: *The Sensitivity in Trauma (SIT) Committee's vision is to acknowledge the rewarding, yet challenging work we do every day and be the voice of JFCS associates. Our mission is to cultivate and support the evolving process of ensuring a trauma-informed and culturally-sensitive workplace. SIT will work to identify best practices around self-care and trauma sensitivity; find creative and diverse ways to nurture relationships with our clients and each other; and be responsible for upholding effective self-care techniques in relation to our coworkers, our environment, and ourselves.*

- Quarterly newsletter
- Connection Club via Microsoft Teams
- Zoom Lunch

# Agency-Wide

- Expanded Care Navigation staff and hours (8am-8pm)
- Opened JFCS WarmLine (4/20; 9am-5pm)
- Started “Friendly Caller” program comprised of volunteers
- Ongoing training for staff; Benefits Enrollment and Financial Empowerment
- JFCS CEO: new hire call, daily emails/videos

# Holocaust Program Funders- COVID-19 Emergency Assistance

- JFNA
- The Claims Conference
- KAVOD (with Seed the Dream Foundation and Jewish Federation)



# Holocaust Program

- **Food Access**

- Grocery store gift cards
- Mobilized volunteers for grocery delivery to clients across programs
  - Boxes include groceries and supplies as they become available
    - How are we reaching and recruiting volunteers?
- Partnerships with local agencies to serve wider catchment area
- Pets: “Animeals” through ElderNet
- Partnership with local Russian grocery store, NetCost
- Emergency financial assistance; delivery of supplies such as nutritional supplements, vitamins, incontinence products, medical equipment

# Holocaust Program

- **In-Home Care Services**

- Communication with vendors to ensure safety protocol for HHAs
- Working to help supplement PPE and supplies for HHAs
- Checking in regularly about client statuses

# Holocaust Program

- **Social Isolation**
- Extended and more frequent calls from social workers
- Technology survey - - - Virtual programming
- Newsletter (Russian/English)
  - Easily replicable; fun for staff and got a lot of positive client feedback!
    - “An Apple a Day”
    - “Mindfulness with Rabbi Tsurah”
    - “Drew’s Kitchen Corner”
    - “The Geography Lady”
    - “Sunshine on a Cloudy Day”
    - “Coming to America”
    - Virtual Seder resources
    - Victory in Europe/Liberation Day article and photos

# JUF Leadership Council for Holocaust Survivors PCTI Coordination during Coronavirus

April 28, 2020

# Background

- 2010 Metropolitan Chicago Jewish Community Study est. 6,000 Chicago area survivors
- In 1999 the Jewish United Fund of Chicago (JUF) founded Holocaust Community Services, which is administered by CJE SeniorLife.
- In 2019, JFNA's Center for Advancing Holocaust Survivor Care awarded JUF a "Critical Supports" grant to convene leadership councils to develop strategies and services to prevent and resolve crises among Holocaust survivors using a Person-Centered, Trauma-Informed (PCTI) approach.

# JUF Leadership Council: Who



Jewish Social  
Service  
Agencies



Assisted Living  
& Nursing  
Homes



Social Service  
Agencies



Aging Services  
Providers

Medical  
Professionals

Children of  
Survivors



# JUF Leadership Council: Plan, Pivot

## Year 1:

Three meetings, Request for Proposals, Award grants

## Year 2:

One meeting... then pivot

- How are you supporting your clients?
- What services continue? What is shifting?
- What are you looking for?
- How are you supporting staff?
- **How can we help?**

# JUF Leadership Council: Members Respond

**Communication:** *Empower clients with information and choices, ensure clients are safe*

- Sending bilingual materials about the virus and CDC guidelines
- Conducting well-being and telephone reassurance checks
- Proactively asking clients if they need additional services due to closures of programs
- Communicating with families via texts, calls, social media, photos

**Food:** *Clients have choice, transparent understanding of changes, contribute to decisions*

- **From** client-choice food pantry **to** pre-packaged bags and gift cards
- **From** delivery to a common space in housing facilities **to** door-to-door deliveries
- **From** communal seating **to** staggered mealtimes **to** meals to go



# JUF Critical Supports Sub-Grantees

## **Generations Housing Initiatives:**

Caregiver Support Groups

## **The ARK:**

Food, Dental and Transportation

## **Holocaust Community Services:**

Caregiver Supports, Financial Assistance

# Contact Information

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**Aiding Needy  
Holocaust Survivors**

The mission of The Blue Card is to provide direct financial assistance to needy Holocaust survivors.

**[www.BlueCardFund.org](http://www.BlueCardFund.org)**

**Milana Hazan**

Associate Executive Director

212.239.2251 – ext. 802

[Milana@BlueCardFund.org](mailto:Milana@BlueCardFund.org)



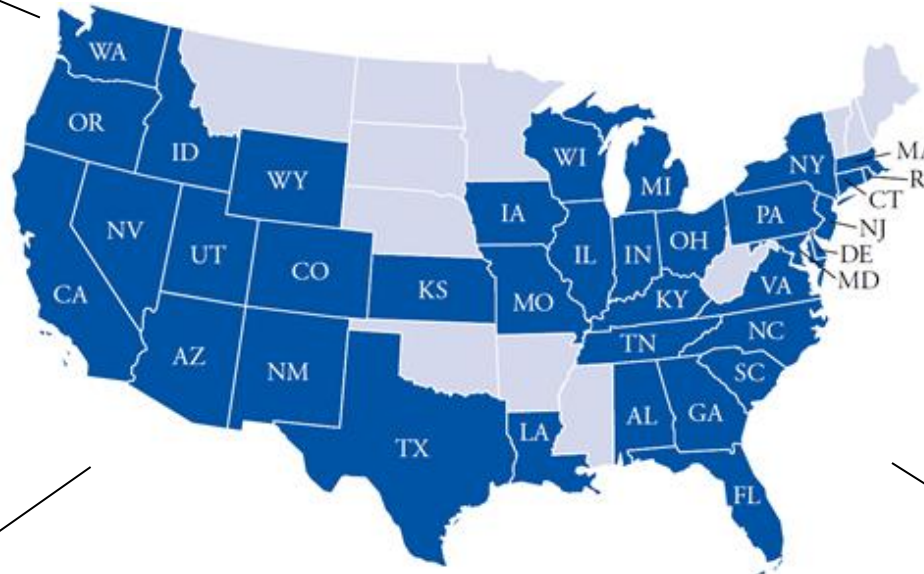
## **The Blue Card offers its invaluable help to nearly 3,000 Holocaust survivor households in 35 states through a variety of vital programs.**

Claims Conference  
Emergency Cash  
Assistance Program  
– One time grant  
assistance for  
emergency needs

Health and  
Wellbeing Programs

Emergency  
Prevention Programs

Educational and  
Outreach Programs



Essential Supplies to nearly 2,500 Holocaust survivors

Telephone Emergency Response System (TERS) Units provided to 1,500 Holocaust survivors nationwide

Providing check in calls

## **THE BLUE CARD'S RESPONSE TO COVID-19**

Additional Grant for Food and Hot Meals, as well as Direct Food Deliveries

Psychotherapy and Emotional Support

Prescription Delivery and Co-Pay Assistance

## **Ensuring Holocaust Survivors Access Nutritious Food in a Person-Centered, Trauma-Informed (PCTI) Manner During the Pandemic**

- Providing referring agencies with additional grants to ensure that survivors in their communities receive hot, fresh meals daily.
- Sending survivors additional funding to purchase food in as many areas as homecare givers continue to work, and in other instances, family members and volunteers run errands for survivors.
- In the remote areas where survivors do not have a social worker, The Blue Card staff communicates with survivors directly to purchase their groceries and meals, which are delivered directly to the survivor's home.

## **Preventing Social Isolation in a PCTI Manner During the Pandemic**

- Providers, who we have enlisted, have spent countless hours calling survivors to ensure they are safe and have all that they need.
  - For those in need of food, supplies and additional financial assistance, The Blue Card staff members reach out to directly to understand what the need is and quickly respond.
- We work with survivors' local pharmacies to arrange timely drop-offs of their medications. We pay for survivors' medication co-pays and deliveries. This also allows survivors to take medication as prescribed and not to skip their dosages.
- The Blue Card is providing culturally sensitive and language-friendly therapy sessions via telephone. We are negotiating a reasonable telephone-therapy session rate.

# Questions?



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THE **POWER** OF COMMUNITY.



# Next Steps

- Stay tuned for more information about the next JFNA webinar, Introduction to PCTI Care, scheduled for Thursday, May 7, 2020
- If you are, or have ever been, a member of our cohort, feel free to share promising practices on Piazza
- If you have any questions for us or any of our speakers, please email [HolocaustCenter@JewishFederations.org](mailto:HolocaustCenter@JewishFederations.org)

# Reminders

- Please complete the brief webinar evaluation survey in our follow-up email
- Current Subgrantees: verify your participation in this webinar with the following secret word:

# Together