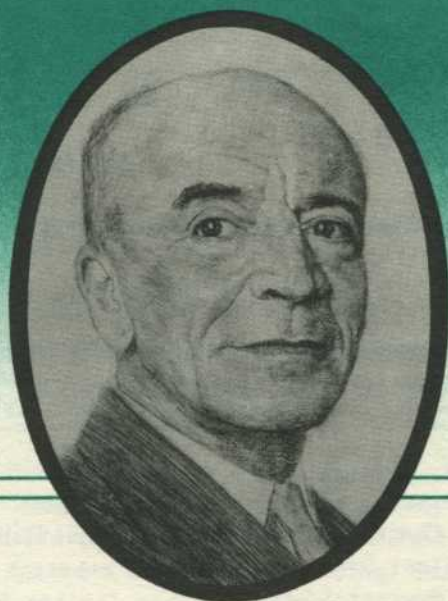


AGED -- REHABILITATION

1959 William J. Schroder
MEMORIAL AWARDS



*For Superior Initiative and Achievement
in the Advancement of Social Welfare*

Federation Employment and Guidance Service, New York, N.Y.

Indianapolis Jewish Welfare Federation
Joseph and Annie Borinstein Home for the Jewish Aged

PRESENTED AT THE 28th GENERAL ASSEMBLY • SAN FRANCISCO, CALIF. • NOVEMBER 14, 1959

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FEDERATION EMPLOYMENT AND GUIDANCE SERVICE
OF NEW YORK

for its

**"VOCATIONAL REHABILITATION PROGRAM
FOR PEOPLE 60 YEARS OF AGE AND OVER"**

For more than a decade the Federation Employment and Guidance Service has made intensive efforts to stimulate employment of older persons. One of the most outstanding achievements nationally in this area of service has been its pioneering project to prove the value of rehabilitation services for vocationally handicapped persons 60 years of age and older and to help them return to private industry.

For this it has been named winner of the 1959 William J. Shroder Memorial Award for large cities. The increasing concern of the community for the aged in recent years resulted in expanded services in housing, recreational activities and medical care but very little had been done to keep the older people gainfully employed. The FECS, an agency of the Federation of Jewish Philanthropies of New York, was one of the first to respond to the growing problem of unemployment among older people and has been conducting since 1948 a variety of programs in job placements, research and education to correct this situation.

Campaign Boosts Placement Of Aged

The FECS conducted a campaign in 1948 under the slogan, "Experience, Loyalty, Skill Come With Age." The campaign was widely publicized and was very favorably received, increasing placement of older workers at FECS by 60 per cent. Even so, for every elderly applicant placed on a job, there were ten who remained on the rolls. Subsequent efforts reduced this problem to a point where it is currently estimated that for every placement there are still four on the rolls.

FEGS developed a group technique, the "Job Finding Club," which was a new idea at the time it was tried. This was a mutual, self-help program in which the older job-hunter kept a sharp eye out for job possibilities for others in his group if he himself couldn't take it for any reason. This not only helped boost placements of the group members, it also kept many with flagging spirits on their feet and looking for work who would otherwise yield to despair and quit.

Testing Speeds Return To Industry

Older women who were away from private industry for a long time, were helped by a special testing program. This reassured them that they were capable of working in private industry, or if not, they were given direction for brushup training. It also undertook a special program to find part-time jobs for pensioners whose incomes had been outstripped by the rise in the cost of living.

The special FEGS vocational rehabilitation project was yet another "first." It was planned together with the United States Department of Health, Education and Welfare in 1957 and was launched by FEGS shortly afterward. On the basis of discussions with government officials and plans presented by the FEGS, the agency received a Federal grant to launch its project whose major purpose was to demonstrate the value of vocational rehabilitation programs for persons sixty years of age and over.

The core of the program is to help the vocationally handicapped overcome their difficulties and return to competitive industry. It is a program to counsel, evaluate, train and help them find jobs.

Applicants Given True Work Experience

All applicants must be approved for work by a doctor; the physical condition of each is closely considered in the rehabilitation program which is developed for each individual.

Applicants receive counseling to help prepare them for return to private industry. Many are given psychological tests to clarify interests and abilities. Where necessary, applicants are referred to the rehabilitation workshop for a three-week evaluation period to determine if they are ready for placement. An additional period of 13 weeks might be spent in the workshop for adjustment training.

In the workshop the individual is assigned to various tasks for which he is paid in accordance with Federal regulations governing sheltered workshops. They are supervised by professionally trained workers. In all, the FEGS program has six full-time professionals, four part-time professionals, three clericals and a volunteer.

Program Serves As Model For Others

Government officials at both state and national levels have been so impressed with the success of the program that they have informed every State Director of public vocational rehabilitation facilities of the results of the project. Several have already taken steps to establish similar programs. In addition, at least four central Jewish community organizations are planning vocational service programs based on the FEGS experience and will probably receive Federal grants to help finance their programs.

Equally important, the project has helped create a more positive attitude at every level in the community toward serving the aged. For the elderly people who are able and who want to work, it represents a new lease on life.

JEWISH WELFARE FEDERATION OF INDIANAPOLIS
AND THE JOSEPH AND ANNIE BORINSTEIN HOME
FOR THE JEWISH AGED
for its
SENIOR CITIZEN'S DAY CENTER

The Jewish Welfare Federation and the Joseph and Annie Borinstein Home for the Jewish Aged provided the impetus which made the Senior Citizen's Day Center a community-wide project. They took the initiative in focusing attention on the needs of the older citizens of Indianapolis and succeeded in involving a constellation of private and public agencies in the development of the Center.

These included the United States Public Health Service, which appropriated funds for the project; the Welfare Club of Indianapolis, and the Indianapolis Section of the National Council of Jewish Women, which provided additional funds for specific staff needs; the Marion County Health and Hospital Corporation and the Indiana State Board of Health, which shared in responsibility for the Day Center; and various community leaders who formed the nucleus of an advisory committee.

The Federation provided office equipment and financial authorization in addition to its leadership, and the Borinstein Home provided space and facilities for the operation of the project.

Designed To Spur Interest In Aged

Although the Day Center is essentially a service facility for the aged in the community, it had another purpose -- to heighten awareness of the need for a broad range of services for the aged in the community.

The project was aimed at demonstrating the value of such a program in the hope that it would develop on a permanent basis under local auspices. It was also designed to obtain fuller information on some of the unmet needs of the aged.

The project got under way in 1957. It provided a five-day a week center for older persons irrespective of sex, creed or color, where they could take part in a variety of recreational and social activities. It has a full-time director, a part-time arts and crafts worker and a part-time caseworker. The National Council of Jewish Women also provided volunteers. Supervision came from the Borinstein Home and the county and state health departments.

Concentrated On Developing Program

No formal membership or club structure was created. Instead the Center concentrated on providing a broad program which included community sings, employment workshop, vocational counseling and employment service. Some of the activities included health discussions, a housing study, arm-chair travelogues, classes in nutrition and cooking, arts and crafts, community service projects, games and movies.

More than 250 persons have taken part in these activities. Half of them came from the neighborhood of the Borinstein Home and the balance from various parts of the city. More than half were non-Jewish.

Residents of the Home enjoyed their new guests and took part in the Center activities. The Day Center participants, on the other hand, got a glimpse of the high standards of service available for the aged and chronically ill in the Home.

Jewish Community Provided Leadership

This was the first instance in a small community where the central Jewish organization took the lead in organizing a community-wide project, involving both public and private, Jewish and non-Jewish agencies and serving the entire community.

Its success has stimulated other agencies to chart expansion of their own programs. The Federation's Planning Committee for the Jewish Aging has begun to think in terms of a broader non-institutional program. The Jewish Community Center is planning to expand its program to include those living in an old South Side neighborhood, from which

it is difficult to arrange transportation to the new Jewish Center building or to the Day Center. The Jewish Social Service is considering a visitation program for the home-bound. The Council of Jewish Women has offered to provide volunteers for other agencies. And finally, the Borinstein Home is conducting a survey of available sleeping quarters in the neighborhood for a possible out-resident program.

The non-Jewish community has also been stimulated. The Health and Welfare Council of Indianapolis and Marion County, encouraged by the success of the project, has appointed a full-time Secretary for the Aging. The "Fifty-Plus" group is planning to open a downtown senior citizen's center. In addition, several churches in the city have stepped up their programs for the aged, in housing, family living and club activities.

In Best Tradition Of Shroder Award

Prior to the Day Center there were only limited services for the aged and these were provided on an individual and unorganized basis. With the example set by the Day Center, the possibility now exists in the community for development of a permanent program of recreation and welfare services for the aged.

Past winners of the Shroder Awards are:

- 1953 - Montefiore Hospital of New York
Jewish Federation of Southern Illinois
- 1954 - United Hias Service
Jewish Community Center of Norristown
- 1955 - Michael Reese Hospital, Chicago
Montgomery, Alabama, Section, National Council
of Jewish Women
- 1956 - Jewish Community Services of Long Island
Jewish Vocational Service of Milwaukee
- 1957 - Jewish Community Federation of Cleveland
Jewish Hospital Association of Cincinnati
- 1958 - Los Angeles Committee for Personal Service
Capitol District and Daughters of Sarah
Jewish Home for the Aged of Troy, N.Y.