



**Press Release  
FOR IMMEDIATE RELEASE**

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**FERD & GLADYS ALPERT JEWISH FAMILY SERVICE PROFESSIONALS TO PRESENT AT  
PALM HEALTH FOUNDATION'S VIRTUAL "TRAIN THE BRAIN" COMMUNITY HEALTH CAMPAIGN**

**WEST PALM BEACH, FL – September 29, 2020** – “Resilience & Self-Care in the Face of Adversity” is the theme of the fourth annual *Train the Brain* community health campaign from Palm Health Foundation designed to empower residents to take charge of their brain health, and partner agency Ferd & Gladys Alpert Jewish Family Service (Alpert JFS) will present two programs: “Coping With Our New Reality: Social Distancing Without Social Isolation” and “Who Am I Now? A Look at Job Loss and Identity”.

“Coping With Our New Reality: Social Distancing Without Social Isolation,” an educational opportunity for those struggling with how to manage and cope with the barrage of changes and realities impacting their lives, and the lives of their children, will meet online at 7:00 p.m. October 15 and October 29, 2020.

“This unprecedented pandemic has challenged us to explore new ways to connect with others and avoid isolation,” said Elaine Rotenberg, Ph. D., Alpert JFS Clinical Director, who facilitates the discussion/support group with Licensed Psychologist Iris Kiner, and has a Hubbard radio interview on the topic scheduled for October 8, 2020. “We each have natural abilities to cope and find our own resiliency in the face of challenging times. Often, we just need some tips about how to take those next steps in the healthiest ways possible. Sharing experiences with others can be so helpful in highlighting the importance of coping skills we use every day.”

“Who Am I Now? A Look at Job Loss and Identity,” a workshop from Alpert JFS’ Jewish Community Career Services (JCCS), will teach participants how to separate their identities from their job titles, discover a new sense of self, and rewrite their stories, will be held on October 22, 2020 from 12:30-1:30 p.m.

“Losing a job ranks high on the list of life’s most stressful moments,” said Director of Jewish Community Career Services Whitney Cherner, LCSW, who will facilitate the workshop. “While there is the loss of livelihood and financial impact that job loss can have on individuals and families, there is also an emotional impact, which this workshop will address.”

“2020 has been unlike any other time in recent history, where everyone’s behavioral health is challenged on a daily basis,” said Patrick McNamara, president and CEO of Palm Health Foundation. “Train the Brain has never had a more important role than this year in offering ways for our residents to take care of their brain health, and build resilience with cope with adversity.”

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Please visit [www.TraintheBrainPBC.org](http://www.TraintheBrainPBC.org) for a full event calendar. For questions or more information about *Train the Brain*, please email [info@phfpbc.org](mailto:info@phfpbc.org). You can also watch a recent WPTV interview at <https://www.youtube.com/watch?v=TJnBYbboPEk>.

To schedule your own exclusive “Coping With our New Reality: Social Distancing Without Social Isolation” program, phone Alpert JFS Director of Volunteer Leadership Belinda Lasky at 561-713-1893.

Palm Health Foundation is Palm Beach County’s community foundation for health. With the support of donors and a focus on results, the foundation builds strong community partnerships, respects diverse opinions, advocates for its most vulnerable neighbors and inspires innovative solutions to lead change for better health now and for generations to come. The foundation supports health equity for Palm Beach County residents of all backgrounds, heritage, education, incomes and states of well-being. Palm Health Foundation has invested more than \$83 million in Palm Beach County health since 2001. For more information about Palm Health Foundation, visit [palmhealthfoundation.org](http://palmhealthfoundation.org) or call (561) 833-6333.

Jewish Community Career Services offers free career services to those unemployed and underemployed in the Greater Palm Beaches. Individuals can work with a Career Strategist to develop a career roadmap, and engage in workshops and weekly coffee Talk meetings. JCCS is a program of Ferd & Gladys Alpert Jewish Family Service, made possible through the Jewish Federation of Palm Beach County.

Established in 1974, Ferd & Gladys Alpert Jewish Family Service (Alpert JFS) is a nationally accredited service provider for children, adults, seniors, and Holocaust survivors. The non-profit, non-sectarian organization is a trusted leader, with a team of nearly 200 highly skilled professionals delivering high-quality care to community members. Alpert JFS works to ensure the well-being of children and families, independence of older adults, and quality of life for individuals with disabilities. For more information, visit [www.AlpertJFS.org/](http://www.AlpertJFS.org/) or phone 561-684-1991.

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