



Press Release - FOR IMMEDIATE RELEASE

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**ALPERT JFS CLINICAL DIRECTOR TO SPEAK AT “GET YOUR GREEN ON” KICK-OFF
FOR MAY MENTAL HEALTH AWARENESS AND TRAUMA-INFORMED CARE MONTH**

WEST PALM BEACH, FL – April 15, 2021 – Palm Beach County’s annual “Get Your Green On” Campaign to promote mental health awareness will kick-off virtually on April 30, 2021, from 9-11 a.m., with Ferd & Gladys Alpert Jewish Family Service Clinical Director Dr. Elaine Rotenberg speaking on “Pausing to Look Forward” at close of the two-hour event.

May is Mental Health Awareness and Trauma-informed Care Month, “whereas mental health is essential to everyone’s overall health and well-being, everyone experiences times of stress and struggle in their lives, and promoting mental health and wellness leads to higher overall productivity, better educational outcomes, lower crime rate, stronger economies, lower health care costs, improved family life, improved quality of life, and increased life span,” as proclaimed by the Board of county Commissioners of Palm Beach County.

“Many people with mental illness are reluctant to seek help or don’t know where to turn, while their friends and family members struggle to know when and how to help,” said Dr. Rotenberg. “As the county’s leader in Mental Health First Aid (MHFA) and dedicated coordinator of our multi-agency county coalition, Alpert JFS is committed to raising awareness about mental health issues, promoting good mental health practices, and encouraging people to support others around them. We are proud to be part of the Get Your Green On Kick-off event.”

Get tickets for the kick-off at: www.eventbrite.com/e/get-your-green-on-kickoff-tickets-148770694151

Community members are being encouraged to take a photo of themselves wearing lime green, the national color for mental health awareness, on May 20, 2021, and tag the photo with #GETYOURGREENON and @GYGO2021.

“We are working to destigmatize mental illness and save lives every day,” said Director of Outreach/Mental Health First Aid Cindy Wides. “The Alpert JFS team will be wearing green on May 20, and encouraging others to do the same as a show of support.”

To learn how you can be a lifeline to friends, family members, colleagues, and others in the community, visit <https://www.alpertjfs.org/mhfa/>, or email Cindy.Wides@AlpertJFS.org to find a MHFA course near you.

Ferd & Gladys Alpert Jewish Family Service is a nationally accredited service provider for children, adults, Holocaust survivors and people with disabilities. The non-profit, non-sectarian organization is a trusted leader, with a team of nearly 200 highly skilled professionals. For more information, visit www.AlpertJFS.org or phone 561-684-1991.

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