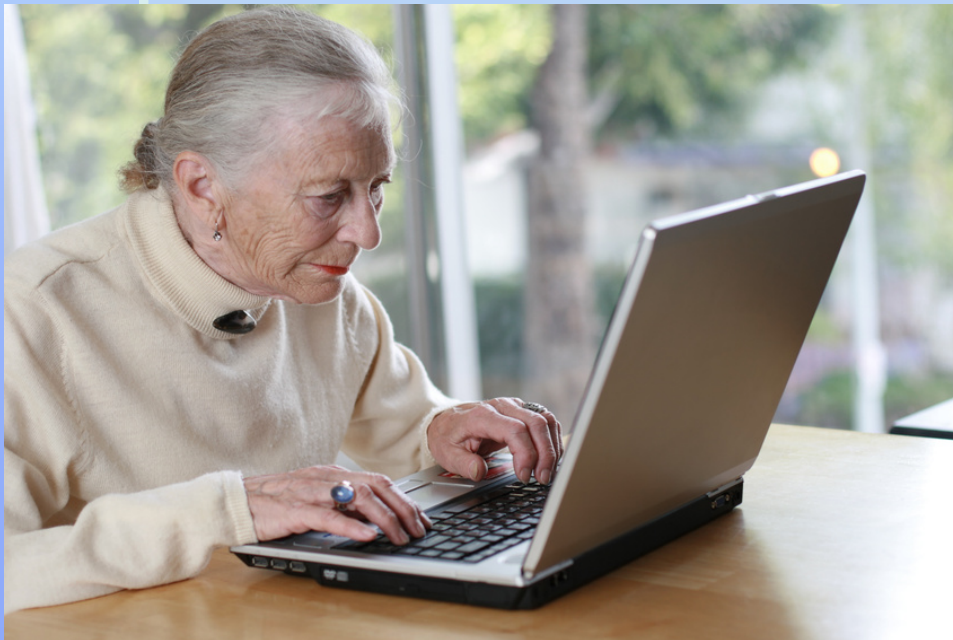




# The Association for the Elderly in Bat Yam



**"To care for those who once cared for us is one of the highest honors."**

Tia Walker, "The Inspired Caregiver: Finding Joy While Caring for Those You Love."



# **The Association for the Elderly in Bat-Yam**

The association is a nonprofit organization founded in 1983. It is one of the oldest such associations in Israel.

## **Our Vision**

Providing honorable care conditions for the elderly thus improving their sense of security and quality of life.



# Main Objectives of the Association

- ❖ Offering unique community and professional services to the elderly senior citizens of Bat Yam, in cooperation with the local municipal authority for senior citizens in Bat Yam.
- ❖ Developing and providing welfare services for the elderly community in Bat Yam.



# Main Objectives of the Association (continued)

- ❖ Integrating the elderly in the community and preserving their participation in community social activities.
- ❖ Functioning as an “umbrella organization” for senior citizens in Bat Yam by organizing activities amongst the aging population in the city.



# Main Objectives of the Association (continued)

- ❖ Being a liaison between organizations both in and outside the city that work with and offer services for the elderly population. (Such as Joint-Eshel, The Ministry of Welfare and Social Services, The National Security Institution (NSI - Bituach Leumi), etc.
- ❖ Protecting the honor, health, welfare and quality of life of the elderly population in Bat Yam.

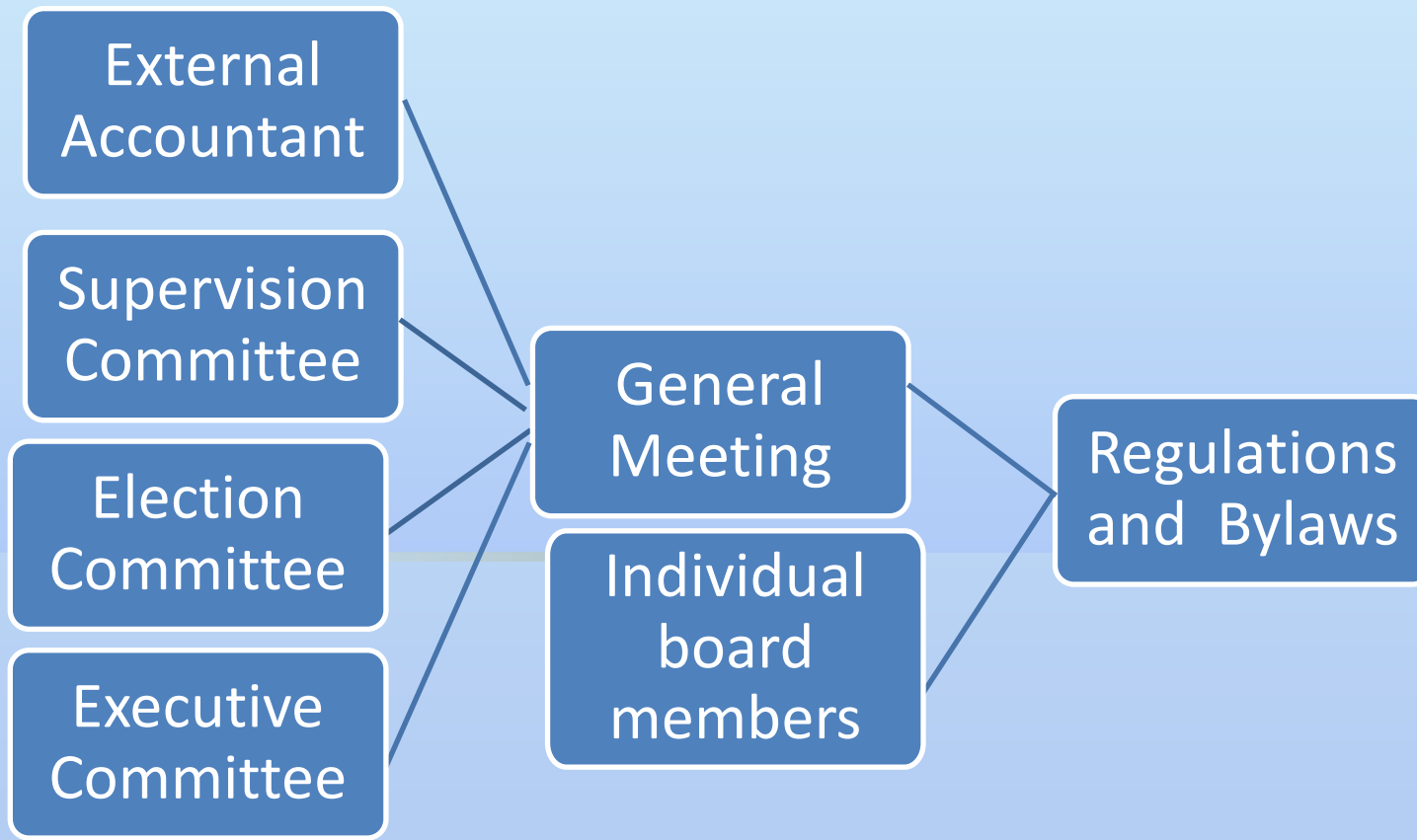


# Main Objectives of the Association (continued)

- ❖ Representing the needs of the elderly community to policy makers.
- ❖ Enlarging financial bases for development of services for the elderly.
- ❖ Connecting the elderly to younger population groups via inter-generational activities.



# Classical Structure of Nonprofit Organizations

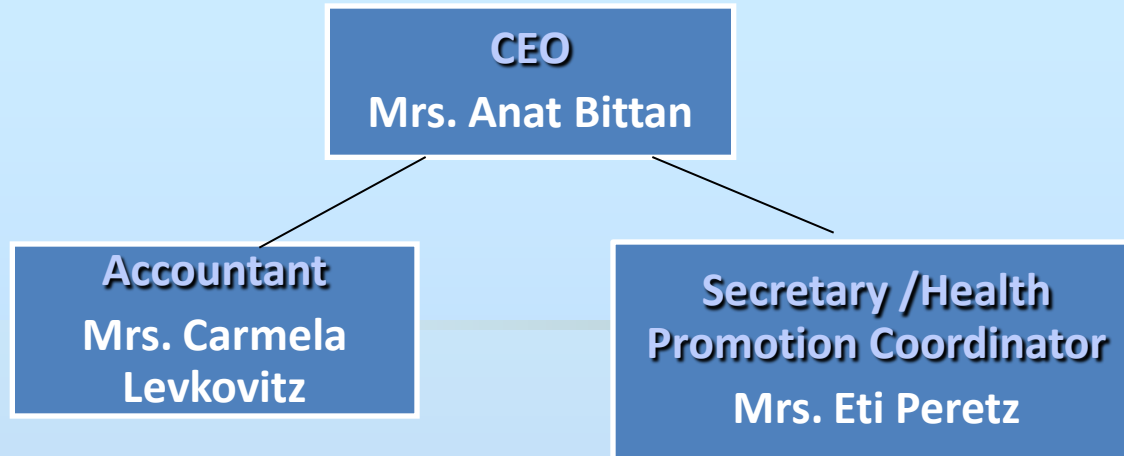


**Board of Directors  
Chairman of the Board**

**CEO**

**Department  
Directors and  
Employees**





### Special Projects

#### Health

#### Advancement

Issues (such as hearing and balance)

- "An Attentive Ear"
- "Good Mood"
- Warm homes
- Volunteering in the community
- Afternoon program for memory enhancement.

### Supportive Community

Director : Mrs. Ana Osma  
603 senior members  
Staff includes 3 "Community Fathers" & Social activities coordinator.

### Caregivers Department

Director : Mr. Yaron Cohen  
250 senior clients  
Other staff include  
Social worker  
2 trained assistants  
Secretary  
110 Israeli caregivers  
40 foreign caregivers

### "Keren Hayesod" Day Center

Director : Mr. Amnon Ashkar  
68 registered seniors  
35 seniors visit the center daily  
Other staff members include: Social worker & Nurse

### "Hashlosha" Day Center

Director : Ms. Ayelet Saar  
179 seniors registered  
100 seniors visit the center daily  
Includes a special unit for the mentally frail  
Other staff members include: Social Worker & Nurse



## **The Association for the elderly in Bat Yam: Specialists in care for the elderly.**

The Association was founded in 1983 and is one of the oldest in Israel. It has been working for the improvement of the quality of the life of the elderly in Bat Yam for over 30 years.



# The Management of the Association:

## Board of Directors:

Mr. David Trichter, Chairman of the board

Mr. Rami Aharon, Treasurer

Mrs. Mira Sofer

Mr. Eli Shein

Mr. Ya'kov Cohen

## Supervision Committee:

Mr. Yossef Aglamaz

Mr. Yossef Solomon

## CEO – Mrs. Anat Bittan

M.A. from Bar Ilan University, in Local Governing and Public administration.

B.A. from Bar Ilan University in Industrial Engineering, Behavioral Science and Human Resources.



The Association for the elderly in Bat Yam provides a variety of services that include:

- ❖ Two Day Centers for the elderly (one of them with a special care unit for the mentally frail – the only such department in Bat Yam).
- ❖ Department of Home Care under the NSI
- ❖ 3 Supportive Communities



- ❖ A variety of volunteering projects in the community
  - Two “warm homes”
  - “An Attentive Ear” and “Good Mood” projects
  - Health care management issues such as checkups for hearing and balance issues
  - Volunteer work in the Supportive Community
  - Afternoon club – “Thought with motivation and enjoyment” (for those in the first stages of cognitive decline).
  - “Yad Ruth” a nonprofit organization – offering help to Holocaust Survivors.

The Association for the elderly in Bat Yam continues to locate new projects in conjunction with a variety of partners: The municipality of Bat Yam, Eshel, Bitu'ach Le'umi (NSI), The Ministry of Welfare and Social Services and the Conference Claims Organization.



## “Hashlosha” Day Center for the Elderly

**Director : Ms. Ayelet Saar**

Ms. Saar has been working with the elderly for more than 25 years. She has a B.A. in Occupational Therapy (BaOT) from Tel Aviv University and an M.A. in Psychotherapy from Leslie College in Boston. She is a specialist in working with the elderly suffering from Dementia. She has been the director of “Hashlosha” Day Center for the elderly for more than 16 years.



## **“Hashlosha” Day Center for the Elderly** **(cont’d)**

General: the center was opened in September 1998 and serves the elderly population of Bat Yam.

More than 170 elderly people are registered at the center. All the visitors to the center are picked up by arranged transportation and daily receive two full meals, coffee and cookies (under supervision of a dietician from the Ministry of Health).

The day center has an ISO certification.



# “Hashlosha” Day Center for the Elderly (cont’d)

Purpose of the center: both social and occupational goals. The center serves as a place for the elderly population that suffers from various disabilities such as physical, emotional, social or cognitive disabilities, to come and enjoy services that improve their quality of life.

The center has two units: one for the frail and the other for the mentally frail (people suffering from various stages of Dementia). The unit for the frail has 65 daily visitors and the unit for the mentally frail – 35 daily visitors.

The special care unit for the mentally frail was opened in 1999 and is the only such unit in Bat Yam.





## “Hashlosha” Day Center for the Elderly (cont’d)

The center offers a variety of professional services in both its units, given by a multi professional staff:

- Social workers
- Nurses who provide nursing care as needed
- Manicurist/pedicurist
- Hairdresser
- Caregivers who offer assistance with bathing as needed
- Dietician services are also offered as needed
- Arts and crafts staff



## **“Hashlosha” Day Center for the Elderly** **(cont’d)**

### Daily activities at the center:

- Physical exercise groups
- Arts and crafts room. In the unit for the frail – open all day for people to come and go as they choose. In the unit for the mentally frail - suited activities and crafts are also offered.
- Computer activities room – “Grandpa's Computer”. (Only available to those in the unit for the frail).



## “Hashlosha” Day Center for the Elderly (cont’d)

### Special activities offered at the center:

- Holiday parties and special events
- Organized day trips
- Birthday celebrations with a professional singer, family members, including dancing and lots of fun!
- Inter-generational activities with nearby school children
- Various lectures given by professionals (such as doctors, lawyers, nurses etc.)
- On site is a bazaar with crafts created by the elderly which are offered for sale to anyone who is interested.



## “Hashlosha” Day Center for the Elderly (cont’d)

### Other group activities offered at the center:

- Gardening Therapy (Horticultural Therapy).
- “Bringing up memories” (with the social worker).
- Activities involving music and dance - for the elderly.
- “Jewish Thought” (led by a volunteer).
- “Kabalat Shabbat” with songs and dance.
- “Bingo”.
- “Current Affairs”.
- Drawing and plastic art.
- Cooking and baking.
- “Tai Chi”.
- Hebrew language improvement (led by a volunteer).



## “Hashlosha” Day Center for the Elderly (cont’d)

### Activities offered in the unit for the mentally frail

- Cognitive enrichment via special cognitive games
- Animal Therapy
- Group games to help maintain vocabulary, language and orientation.
- Aromatherapy
- Arts and crafts suited for the mentally frail
- Cognitive activities according to the Feuerstein Methods.



## **Keren Hayesod Day Center for the Elderly**

**Director: Mr. Amnon Ashkar**

Mr. Ashkar holds an MA in Public Policy and a BA in Social Work.



## **Keren Hayesod Day Center for the Elderly** **(continued)**

General: Keren Hayesod Day Center was opened almost 30 years ago. It is one of the first such centers in Israel and was part of a pilot project leading up to the passing of the Nursing Law in 1986.

It is worth mentioning that the center is small in size and not typical of other such centers that have been opened in recent years.

The center serves an average of 35 elderly people daily. 67 elderly people are registered at the center.



## **Keren Hayesod Day Center for the Elderly** **(continued)**

Although the center is small, it is in high demand among the elderly population in the city due to its intimate atmosphere.

The center is located in a building which serves as an assisted living facility for the elderly in the city.

The Association's management has been working vigorously, in conjunction with the Bat Yam municipality and other professional authorities, to relocate the center to a larger facility which will accommodate at least 80 elderly persons per day.





## **Keren Hayesod Day Center for the Elderly** **(continued)**

The objective is to operate a bigger day center and offer a solution for more elderly people in the city to receive services from a day center which is financially balanced and provides a larger scale of social and cultural activities for the elderly.



# Keren Hayesod Day Center for the Elderly (continued)

## **The Staff at the center:**

The center has a multi-professional staff that provides social, cultural and nursing services.

The staff includes : a social worker, a nurse, an arts and crafts worker, caregivers that assist with personal care if needed. Once a week a pedicurist/manicurist (medical) and hairdresser also provide services. A dietician is also available and gives services as needed.

# Keren Hayesod Day Center for the Elderly (continued)



## **Group activities offered at the center:**

Physical exercise, “T’ai Chi”, dancing, “Chair Dancing”, Baking, Computers, Current Affairs, “Seeing the World” (stories and fairy tales).

**Special activities:** Holiday parties and special events, trips, birthday parties with family members along with a singer, inter-generational activities with nearby school children year round and during holidays, various lectures given by experts on diverse subjects.

On site is a bazaar with crafts created by the elderly which are offered for sale to anyone who is interested.



## Home Care Department

**Director** : Mr. Yaron Cohen

**Population** : Elderly people who qualify for care via Bituach Leumi, "Semech" via the Bat Yam municipality (welfare services), The Foundation for Holocaust Survivors in Israel, Health Clinics, The Ministry of Defense, and private clients.



## Home Care Department (continued)

**The essence of the services offered** : assistance via caregivers to elderly persons who have difficulty performing daily tasks, who need personal care, help with domestic tasks, help with various errands, accompaniment, “looking after” (due to cognitive decline) and keeping company.

The department also provides “Trom Siud” (pre-care services which are temporarily given until approval of full service by Bituah Le’umi).



## Home Care Department (continued)

### The uniqueness of the department:

The Home Care Department is run in a similar manner to privately owned companies, and provides high quality service. However, unlike private companies, **all profits are invested in maintaining and developing further services for the elderly.**

The Home Care department is certified by Bituach Le'umi to provide training for caretakers.

The department also has an ISO certification.



## **Home Care Department (continued)**

### **The Office Staff :**

- Two “Bakarits” - trained assistants, one Russian speaking.
- Secretary responsible for the “Telem” computer program (including entering of computer data).

### **Field Staff :**

- Social Worker
- “Bakarit” – trained to conduct house visits
- Nurse
- 150 Caretakers (including foreign workers who live in 24/7)



## **Home Care Department (continued)**

### **Other services offered by the department:**

- Consultation on various issues - given as needed to the elderly and/or family members, referrals to appropriate services such as searching for nursing homes, etc.
- Referral to Foreign Worker agencies and then registering the worker with the Association for payment via Bituach Le'umi.

The Home Care Department is an important link in the spectrum of services offered and provided by the Association “under one roof”.





## “Supportive Community” Department

**Director** : Mrs. Ana Osmo

B.A. in Business Management, specializing in marketing.

**Staff** :

3 “Community Fathers”:

Mr. Moti Amar, Mr. Yossi Chuli, Mr. Dudi Dadka

Social Activities Coordinator:

Ms. Keren Eliya-Amiel



## “Supportive Community” Department (continued)

Number of households: 480 (total- 603 elderly registered)

Subsidies:

365 by the ministry of welfare and social services.

228 by Nursing Law (funded by Bituach Le’umi - NSI)

45 – Holocaust Survivors



## “Supportive Community” Department (continued)

### General :

The Supportive Community project was first initiated by the Association for the Elderly in Bat Yam in 1999 mainly through outside companies. It has been operating as a professional department in the Association since January 2011.

The Department provides services in the homes of senior citizens in Bat Yam – Women from age 62; Men from age 67.



## “Supportive Community” Department (continued)

### Purpose of the Supportive Community:

Keeping its members active at all ages, living in their homes and providing them personal security.

### Policy of the department :

Providing quality and trustworthy service without compromise, in conjunction with all the relevant factors.

# “Supportive Community” Department (continued)



## Services offered by the Supportive Community:

- Installation of a Distress Button – contact with medical services, the police and the fire department.
- Providing a primary contact source for its members.
- Continual contact with members both via phone and home visits.
- Execution of minor repairs in members' homes.
- Accompaniment of professional assistance when more extensive repairs are needed.



# “Supportive Community” Department (continued)

## Services offered by the Supportive Community:

- Referral of members to various services in the city, social workers, non profit organizations that provide food, rehabilitation centers, hospitals, etc.
- Care of various problems of members by “community fathers”.
- Social Activities Club that operates once a week and includes physical exercise group and lectures on various subjects.



## “Supportive Community” Department (continued)

### Services offered by the Supportive Community :

- “Tarbutech” Club – activities every other week at the local Bat Yam Library. It is a unique club in the city meeting the needs of the elderly who enjoy cultural activities. The club provides rich lectures on subjects such as culture, world events and travel, geography, history, arts and music, Judaism, astronomy and more.



## “Supportive Community” Department (continued)

### Services offered by the Supportive Community :

- Holiday parties, birthdays and summer parties, ceremonies, intergenerational activities, trips and vacations.
- “Volunteers in the community”- a project conducting visits to elderly who are home bound, in conjunction with Joint-Eshel, Bituach Le’umi and the Department of Welfare and Social Services.





## Summary

The Association for the elderly in Bat Yam plays an integral role in various community projects around the city.

The Association provides a continuum of services suited and specialized in care for the elderly in the city. These services are given in conjunction and cooperation with other groups and organizations in the field of care for the elderly.

# Summary



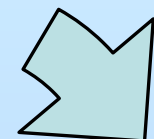
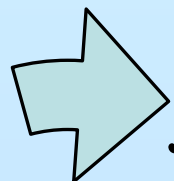
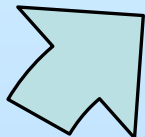
These groups and organizations include:

- ❖ The municipality of Bat Yam
- ❖ The welfare department for seniors in the city
- ❖ Joint-Eshel
- ❖ The National Security Institution (NSI - Bituach Le'umi)
- ❖ Amidar
- ❖ The “Society for culture and leisure”.
- ❖ Other various non-profit and/or private commercial organizations that provide services for the elderly such as rehabilitation facilities and nursing homes.



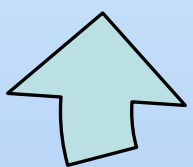
**Amidar**

**Joint-Eshel**

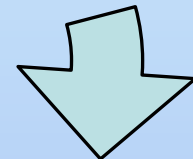


**Conference Claims**

**Department of  
welfare for seniors**



**Continuum of quality care and services  
for the elderly with full corporation.**



**Association for  
the elderly in Bat Yam**

**Municipality  
of Bat Yam**



**National  
Security  
Institution**



**Society for  
culture  
and leisure**

