



NewBridge

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Winter 2021

Seniors in Motion Uplifts Participants

Nearly 40 seniors enrolled in the winter session of NewBridge Services' **Seniors in Motion**, a FREE six-week virtual program that teaches older adults the power of body movement in wellness and pain management.

Seniors in Motion "makes exercise fun while moving to music," said instructor Sylvie Minot. "It is not just a great physical activity; it calms the mind, relaxes the body, eases pain, lifts the spirit, and creates connections."

NewBridge teamed up with Syzygy Dance Project, founded by Minot, and Life Center Stage to create a program for seniors to gather virtually during the COVID-19 pandemic. Seniors in Motion is part of Tame the Pain, a NewBridge initiative that helps older adults understand the risks of prescription opioids

continued inside



Dear Friend,

Intense is how I'd describe my time as NewBridge Services' CEO, which began as the coronavirus gripped the northeast last spring. Seemingly overnight, the COVID-19 pandemic drastically changed how individuals and organizations conducted the

everyday. At NewBridge, the staff quickly pivoted to ensure our vulnerable clients were not left in a lurch. My admiration for the staff grew tenfold, as I witnessed their dedication, ingenuity and flexibility as so many unknowns raged around us all.

NewBridge Services continues to use its expertise in crisis management to navigate the monumental hurdles posed by the pandemic:

- We quickly transitioned to telehealth counseling, which remains a valuable alternative to homebound clients.
- Staff continues to ensure vulnerable clients have food and medicine, and a friendly ear to listen to their concerns.
- Our group homes have remained staffed throughout the pandemic.
- For clients with severe and chronic mental illness, our adult day treatment program is holding daily group sessions via conference calls, and none has been missed.
- We launched a virtual program, Seniors in Motion, to keep older adults physically and socially active.

- Learning never stopped for young adults in NewBridge Jobs Plus. Our alternative education and career program went virtual during the shutdown, and we then brought students back with extensive health precautions in place.
- We continue to build a [repository](#) of information and advice for maintaining well-being during the pandemic, and share the emotional support through social media and webinars.

I receive lots of messages from grateful NewBridge clients. The gist of them all is: 'I don't know what I'd do without you.' I, in turn, am grateful to all our donors and volunteers who've partnered with NewBridge so we can be that safety net for our communities. The goal in these uncertain times is for each of us to find balance in the midst of the imbalance.

I hope you enjoy the winter 2021 newsletter with its focus on the strength and flexibility of staff and volunteers in service to the NewBridge mission of helping people find balance. As always, thank you for your support; if you can afford to make a [donation](#), please know any amount is appreciated (newbridge.org/donate). Stay well.

Sincerely,

Michelle Borden

NewBridge CEO





mborden@newbridge.org



Maintaining Mental Wellness During the Pandemic Winter

The winter months can take a toll on people's emotions, even without a worldwide pandemic casting a frightening shadow. For some, winter blues or the more serious seasonal affective disorder will only compound feelings of anxiety and stress brought on by the COVID-19 pandemic. Now, a seemingly scattershot rollout of too few vaccinations is adding frustration to the mix.

Techniques that have kept people grounded through all sorts of traumas can be used to cope with the pandemic winter. The Serenity Prayer reminds us that we cannot control everything. Take action when you can, and be patient when you cannot. The key is taking life a day, an hour, a minute at a time. NewBridge Services recommends adopting daily practices that can have a cumulative positive effect on our well-being:

-  **Get proper sleep.** Go to bed and rise at the same time each day to help get your circadian rhythm on track.
-  **Go outside during daylight hours.** Getting outside can help replenish serotonin levels.
-  **Move your body.** Walk, dance, ride a stationary bike, do an exercise video, or sign up for a fitness challenge. Mix it up.
-  **Eat balanced meals.** Go for lean proteins, vegetables, unprocessed foods and complex carbohydrates.

Seniors in Motion Uplifts Participants

and learn alternative pain management options. It's funded by a state Department of Human Services grant.

"When we join together in movement and dance, it lifts our spirits, relieves stress, and leads to a deep sense of joy while also improving circulation and strengthening muscle function," Life Center Stage owner Vicky Mulligan said.

"I think it's great! It gives me something to look forward to on Thursdays," said 89-year-old Margaret McHugh of Sparta. *"I never was a dancer, but it's very satisfying to move to music I like,"* McHugh said. Due to poor balance, McHugh keeps her walker within reach and modifies some of the movements. *"It's a pleasant hour, and I can't say enough about the women*

Junk food may lure you, but it won't give you sustainable energy.



Avoid alcohol. It can contribute to anxiety and depressive symptoms.



Stay connected. Grab your mask and walk with a friend. Join an online book club. Organize a movie watch party. Take advantage of user-friendly video conference apps.



Volunteer. It's good for your well-being as well as the people you help. Look for opportunities through houses of worship and nonprofits.



Practice gratitude. Acknowledge at least three good things each day, either aloud or in a journal. It can shift your perspective and make you feel lighter.



Laugh. Watch or listen to something that tickles your insides.



Meditate. It can be as simple as sitting quietly and breathing deeply a few minutes at a time, or doing guided meditations. [Try this one.](#)



Take a mental health screening. [Screening](#) is an anonymous, free, and private way to learn about your mental health.

If frustration is overwhelming you, take a break to calm your mind so you can think through the best way to move forward. Go ahead and vent for a few minutes, but don't get stuck in negativity. You may need to change your expectations. With regard to COVID-19 vaccines, patience may be the best course of action, but keep an eye out for opportunities to be inoculated. Until vaccinations are widespread and public health safety measures are changed, continue to wear a mask, keep a distance from others, avoid indoor gatherings and wash your hands frequently.

If you have SAD, a seasonal form of depression, you may need to seek treatment including light therapy, cognitive behavioral therapy and/or antidepressants. If you feel you need professional help, contact NewBridge Services at 973-316-9333, services@newbridge.org or visit newbridge.org.

continued from front

who run it: they are so friendly and welcoming."

NewBridge Services Director of Community Response and Education Beth Jacobson said the program is suitable for all seniors, including those with chronic pain and disabilities, because the movements can be adapted. *"I have received nothing but positive feedback from participants,"* said Jacobson, adding that seniors are requesting class play lists so they can do the movements between sessions.

NewBridge's Tame the Pain will be offering additional upcoming programs. Seniors can contact Jacobson at ejacobson@newbridge.org or (973) 686-2242 for more information.

NewBridge Services' Viki Ferlauto Named Behavioral Healthcare Hero



Victoria Ferlauto, director of NewBridge Services adult day treatment program, has been named a Behavioral Healthcare Hero by the Mental Health Association in New Jersey for innovative leadership throughout the COVID-19 pandemic.

When Gov. Murphy ordered a statewide shutdown in March, Ferlauto worked feverishly over a weekend on a plan to keep essential treatment going for clients with severe and chronic mental illness. Video conferencing wasn't an option, so Ferlauto went old-school: on Monday morning, staff phoned clients and used conference calling to connect them with group sessions.

"The clients were so happy we were calling them for group," said supervising clinician Cheryl Schmidt. Schmidt and NewBridge Director of Addiction Services Derk Replogle nominated Ferlauto for the award.

Ferlauto then made plans for clients' safe return to NewBridge for in-person individual counseling sessions

as soon as restrictions were lifted. As a volunteer on NewBridge's COVID-19 safety committee, Ferlauto ensures that employees receive and use personal protective equipment, and that strict cleaning protocols are adhered to.

"We are tremendously proud of Viki, whose efforts exemplify the entire staff's commitment to our clients," NewBridge CEO Michelle Borden said. Borden noted that Ferlauto *"demonstrated deep care and concern for her staff as well as clients."*

MHANJ honored Ferlauto in December, featuring her in the organization's **20th Annual Evening of Excellence**, a 30-minute televised program that is still accessible on YouTube. (Ferlauto's short segment begins at 25:35.)

"She runs a tight ship, and is very supportive of her staff and compassionate about her clients," Replogle said. Ferlauto joined NewBridge in 1998 and was promoted a year later to oversee both the adult day treatment programs in both Morris and Passaic counties.

Ferlauto shared credit for the award with her NewBridge colleagues, saying: *"It must be said that the staff are all heroes as well, reminding society that mental health matters, now more than ever!"*

NewBridge Services Welcomed Two New Trustees



Joan Auerbach

Friendship brought Joan Auerbach to NewBridge Services. Auerbach met NewBridge Board of Trustees President Debbie King professionally decades ago, when they often were on opposite sides of the table over high-end footwear negotiations. The two became dear friends.

When King asked her to join the board of trustees in November, Auerbach readily accepted. *"I'm so impressed with what NewBridge does, and I'm honored to be part of the board,"* she said.

Auerbach retired in 2018 as senior vice president for Coach footwear at Global Brands Group. (King spent 23 years in charge of women's shoes merchandising for Bloomingdales.)

Auerbach said she is eager to help NewBridge's fundraising efforts and attract new supporters, especially younger generations. *"I love being part of initiatives, and mentoring young people,"* Auerbach said. She serves on the committee for the Legacy of Hope Gala — NewBridge's major annual fundraiser.

She toured NewBridge Jobs Plus, the nonprofit's alternative education and career program. *"It's amazing what it does to help young people,"* Auerbach said. Having lost two relatives to addiction, she said she also feels strongly about NewBridge's prevention and treatment programs.

Auerbach lives in Wyckoff with her husband, Eric, and adult son, Ian.



Barbara Penhale

After her mother died, Barbara Penhale turned to NewBridge Services counseling to help her cope with the loss. Decades later, she joined NewBridge's housing committee, and began volunteering at NewBridge's Thanksgiving dinner for people with serious mental illness.

"The clients were so appreciative, and I got to learn more about NewBridge," said Penhale, who became a trustee in June. Penhale serves on the housing committee and the Legacy of Hope Gala committee.

Penhale knows much about housing, one of NewBridge's three pillars. Penhale bought a condominium in one of Pequannock Township's affordable housing complexes in 2000 and served nine years on the township's fair housing committee. She also is on the board of her condo association.

Penhale works as an associate at Walmart and part-time companion to seniors. She said she is impressed with NewBridge's group homes, and the services provided residents to help them thrive. *"NewBridge is there to help people in every situation,"* Penhale said.

Moving Up at NewBridge

NewBridge Services CEO Michelle Borden recently promoted three senior staff members:

Nicole Bolognini, who joined NewBridge in 2015 to run Child and Family Services, became executive director of Counseling Services. In addition to CFS, Bolognini oversees Adult and Family Services at NewBridge's Sparta, Parsippany and Haskell locations.

Carolyn Dean was promoted to executive director of Community Outreach and Support. Dean, who joined NewBridge in 1999, oversees community services and supports and NewBridge's group homes for adults with mental illness. She also is in charge of NewBridge Seniors Assistance for Independent Living, which serves adults age 60 and up.

Denise Geffke was named director of Child and Family Services, managing services provided under the state Department of Children and Families grant. Geffke joined NewBridge in 2011 as a clinician and most recently served as assistant director of the CFS program for 2 ½ years.

Congratulations!

NewBridge 2021 Board of Trustees

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Parker House

NewBridge Services Board of Trustees last fall honored retired CEO Robert L. Parker for his 42 years with the nonprofit by naming its original group home after him. Parker prioritized housing for people with mental illness and special needs during his 28 years at the helm of NewBridge. *"Under Parker's leadership, we developed so many residential opportunities for people with disabilities, affording everyone the chance to participate in our society,"* said Carolyn Dean, executive director of Community Outreach and Support. *"That's a wonderful legacy to leave."*



WHEN:
Thursday,
SEPTEMBER 9
6:00-10:00 p.m.

WHERE:
The Legacy Castle
Pompton Plains, NJ

NewBridge Gala features a cocktail reception, silent auction, open bar, dinner, dancing and much more!

2021 Gala

Legacy of Hope

CHANGE
of DATE



Register Here!

