



EMPLOYEE NEWSLETTER
SPRING  JUNE 2004

YELED V'YALDA



EARLY HEAD START • HEAD START • HOME BASED EHS • EXPECTANT MOMS PROGRAM • EZRA MEDICAL • WIC • SPECIAL ED • EARLY INTERVENTION
BORO PARK (BP) • CANARSIE (C) • CROWN HEIGHTS (CH) • FLATBUSH (F) • STATEN ISLAND (SI) • WILLIAMSBURG (W)

"By and large, employees are grateful for their jobs and they appreciate the opportunity to support the mission of Yeled V'Yalda... These recommendations are built off what we consider to be a "constructive critique" of the current state of Yeled V'Yalda from the employees' perspective. Primary to the future success of implementing any of the following recommendations is the creation of a Human Resource functional area... Specific recommendations: *Developing an internal newsletter for employees.*"

-Excerpted from Wipfli Young Survey, 11/03

We at Yeled V'Yalda are very excited about the opening of our new **Department of Human Resources**. Many of you are asking what is a Human Resources Department? This new department will have agency-wide responsibility for all YVY personnel. It will include interviewing of new staff, coordination of benefits such as medical insurance, pensions, staff training and staff development.

Our very first endeavor to keep the Yeled V'Yalda family connected is a new internal Human Resources Employee Newsletter. With your input, we hope to share both personal happenings and professional updates.

We are looking forward to a positive working relationship with all YVY staff and hope this new Human Resources Department will be beneficial to all.

Gitty Lichtenstein
Director of Human Resources
Ezvie Marder
Asst. to Director of HR

IN THE SPOTLIGHT

Our **In The Spotlight** feature sheds light on different departments or events at YVY. In this issue, we take a look at YVY's brand new WIC Program.

WELCOME WIC!

WIC, the Women, Infants, and Children program, is a nutrition program that helps pregnant women, new mothers and young children eat well and stay healthy. Nutritious foods to supplement diets, information on healthy eating, support and information about nursing, and help finding health care and other community services are provided to low-income women, infants and children under WIC. Yeled V'Yalda is very excited to offer these services as it provides a continuation of services to the families and children whom we serve in the community. Nechama Stolzenberg, formerly of Ezra Medical Center, heads up a dynamic team comprised of Patient Representatives, Nutritionists, and a Lactation Consultant. The Yeled V'Yalda WIC staff are committed to providing all participants with understanding, dignity and respect. Please feel free to visit our spacious and sunny WIC office at 571 McDonald Ave. 3rd

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Entrance to YVY's new WIC office at 571 McDonald

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WIC

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Floor, and see for yourself what we're all about. Any questions regarding the WIC Program or any of the services that it provides can be forwarded to phone #: (718) 686-3799, fax #: (718) 871-7736, and in-house extension: #340. Our WIC program offers extended morning and evening hours.

ARE YOU ELIGIBLE?

In order to qualify for the program an applicant must meet four eligibility criteria.

- 1. Residential:** The applicant must be a resident of New York State.
- 2. Categorical:** The applicant must be a pregnant, nursing, or postpartum woman, an infant or a child under the age of 5.
- 3. Income:** The applicant must have a household income that is at or below 185% of the federal poverty level. (Refer to chart in shaded box below.)
- 4. Nutritional Risk:** The applicant must have at least one nutritional risk condition. Risk conditions include anemia, poor diet, history of low birth weight, etc.

For more info on WIC, or to apply, please feel free to contact the Yeled V'Yalda WIC Program at (718) 686-3799.



WIC ELIGIBILITY INCOME LEVELS

FAMILY SIZE	ANNUAL	MONTHLY	WEEKLY
1	\$17,224	\$1,436	\$332
2	23,107	1,926	445
3	28,990	2,416	558
4	34,873	2,907	671
5	40,756	3,397	784
6	46,639	3,887	897
7	52,522	4,377	1,011
8	58,405	4,868	1,124
FOR EACH ADDITIONAL FAMILY MEMBER ADD:			
	+ 5,883	+491	+114



View of the WIC Office Reception Area

WELLNESS SCENE

by Janie Friedman, RN

Recognizing Stress

Which of these can cause stress?

- Ⓒ You receive a promotion at work.
- Ⓒ Your car has a flat tire.
- Ⓒ You're at a fun party till 2 a.m.
- Ⓒ Your wig is rendered unkosher!
- Ⓒ There are bugs in your water.
- Ⓒ 5 Weddings to go to in 2 nights.
- Ⓒ You get a bad case of hay fever.
- Ⓒ All of the above.

ALL OF THESE ARE CAUSES OF STRESS

If you are used to thinking that stress is something that makes you worry, you have the wrong idea of stress. Stress is many different kinds of things: happy things, sad things, allergic things, physical things. Many people carry enormous stress loads and they do not even realize it!

WHAT IS STRESS?

In the next issue we will explore what stress is and how we can cope with it. Stay tuned...

From the Desk of

We are delighted to report that our Federal review, which took place during the week of May 3-7, was a positive experience for all involved. The reviewers were professional in their specific areas and they enjoyed visiting all of our federal Head Start sites. At the exit conference on Friday morning May 7th, they conveyed to us their absolute admiration for the quality Head Start program we are providing to the children and families of our community. Thank you for all your efforts during the week of the review and of course, for the

wonderful job that you do at Yeled V'Yalda all through the year.

We hope that you will enjoy this newest endeavor of ours, a newsletter

for staff members, which will keep you apprised of the personal happenings affecting all of us, at home or in the workplace.

With best wishes for a safe, healthy and happy summer.



Partial view of participants at the PRISM Exit Conference 5/7/04

Naomi Auerbach
Head Start Director

How to Compliment and Critique Constructively

Feedback we give one another can enhance performance and improve self esteem. The following are some helpful feedback ideas...

Think about the person receiving the feedback.

- ◆ Always keep his or her self esteem and dignity in mind.
- ◆ Reaffirm receiver's abilities before launching into a litany of changes.



Can it be changed?

- ◆ It's demeaning and of poor use of everyone's time to give feedback for something a person can't change.
- ◆ Try and divert feedback only towards something that can be changed thereby helping them grow in their abilities.



Do not judge!

- ◆ Judgmental verbiage should be kept out of your feedback.
- ◆ Be sure to offer suggestions, but not ultimatums or personal criticisms.



Let them decide.

- ◆ When people think you're *demanding* change, instead of offering them options, they get defensive.
- ◆ Make yourself clear that the actions you propose are theirs for the choosing.

Gitty Berger, WIC Nutritionist, wishes to thank YVY co-workers and administration for the moral support and food package extended to her recently.

Mazel Tov!



- ◆ **Esti Susholz** (BP) upon her engagement to Chaim Leib Hamer
- ◆ **Chaya Blimie Oshry** (BP) upon her engagement to Aron Ostreicher
- ◆ **Yospy's** (BP) son upon his engagement to Malky Weber
- ◆ **Mr. Leibel Weinstock** (BP) upon his engagement to Yachet Kornwasser
- ◆ **Faigy Wertzberger** EHS (W) upon her engagement to Yoel Teitelbaum
- ◆ **Ella Weiser** EHS (W) upon the engagement of her daughter
- ◆ **Leah Korman** EHS (BP) upon her engagement to Yechiel Lichtman



Sender and **Leanne Schwartz** upon the marriage of their daughter **Aliza** to Aaron Singer. Leanne has been working in Yeled V'Yalda since its inception. Aliza is an occupational therapist in EI for Yeled V'Yalda and Sender has worked for Yeled V'Yalda in various consultant positions. Mazel Tov to the entire family.

Bassie Morris on the marriages of her son Yosef Yitzchak 1/04 and daughter Sara 3/04



- ◆ **Bassie Morris** upon the birth of a granddaughter
- ◆ **Henny Kohn** (BP) upon the birth of a girl
- ◆ **Faige Zegelbaum** EHS (W) upon the birth of a boy
- ◆ **Toby Kohn** EHS (W) upon the birth of a boy
- ◆ **Shainy Szanzer** HS (F) upon the birth of a boy
- ◆ **Jennifer Lopez** HS (SI) gave birth to a healthy baby girl on 5/1/04. Ariyanna was born 7 lbs 8 oz and 20" long
- ◆ **Devorah Barnett** EHS (BP) upon the birth of a granddaughter



Nechama Fried (EHS) upon the Bar Mitzvah of her son Arye Nissim



Hilda Valentin (SI) Teacher, and her husband are proud new homeowners! They closed on their house on 4/27/04!



Congratulations To:
Doctor Rona Miles on receiving her PhD

STAFF DEVELOPMENT

The staff of **We Care** EHS (W) participated in the "Birth to Three" training that took place in Baltimore, Maryland in February. One direct result of the Birth to Three Training, is the interest that was generated through a workshop about Infant Massage. Several **We Care** staff members attended the workshop

and were intrigued by the possibility of incorporating this skill into their program. Subsequent inquiries and a request from Yeled V'Yalda management have resulted in the exciting news that there will be training for Home Visitors to become Certified Infant Massage Instructors. This training will be taking place in June 2004.

Sent an Embarrassing E-mail? Retrieve It!

Have you ever accidentally sent an e-mail you wish you could unsend? Well, maybe you can. To recall a message after you've sent it:

1. Open your Sent Items folder.
2. Double-click the message you want recalled.
3. On the Actions menu, click Recall This Message.
4. To recall the message, click Delete unread copies of this message. To replace the message with another one, click Delete unread copies and replace with a new message, click OK, and then type a new message.
5. To be notified about the success of the recall or replacement for each recipient, select the Tell me if recall succeeds or fails for each recipient check box.
6. Click OK.

Crisis averted. :)



SHOP TALK

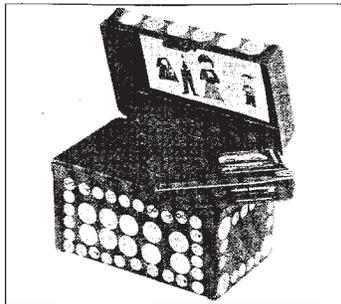
The Applause Box: A Reward That Children Can't Resist

Theory: *Behavior Therapy; Positive Reinforcement*

Most children are interested in tangible tokens which they can win through their improved behavior, like stickers or chips, which can then be used to "purchase" other rewards, like small toys or special privileges. Some children however, are so used to getting things that they are not impressed by a therapist's treasures, and some thought must be given to motivating these children to change.

One trick that almost never fails to get the attention of young children is... applause! An Applause Box can be used as a reward for children who have done something special or achieved a required level of points on their behavioral charts. When the button on the Applause Box is pressed, it gives about 30 seconds of the most enthusiastic applause, to the delight and amazement of the child. It is difficult to explain the thrill in a child's eyes when he or she hears a crowd of people clapping and bellowing: "Bravo! You did it! Congratulations!" It is as if children are transported to some magical stage, where all the people they love most are giving them the attention and adulation they crave.

You can easily create an Applause box of your own with just a few moments of your time.



The Applause Box consists of three to five minutes of tape-recorded applause. Use any tape recorder in a decorated box.

You will need a tape recorder and about five people. The people can be strangers to the child, but it is preferable if you have people who are important in the child's life (Mom, Dad, grandparents, older siblings, teachers, etc.). When the tape recorder is set up, just signal your group to applaud all at once, the louder the better. After about ten seconds of enthusiastic applause, ask three or four people to make specific comments directly into the

NEW FACES - YVY

Shany Bodenstien (BP) Secretary / Bookkeeping

Chaya Ruchie Daskal (BP) Support Staff for Service Coordinators

Vicki Edelstein (BP) Coordinator of Professional Development

Chanie Greenwald (BP) Bookkeeping

Chana King (BP) Director of Development

Sara Riesenberg (BP) CPSE Secretary

Hindy Silberman, CPA (BP) Accounting

Kelly McCully (SI) Asst. Teacher, Kelly is the parent of a former student

Gitty Berger WIC Dietician / Nutritionist

Pessie Felberbaum WIC Patient Rep

Goldi Lamm WIC Patient Rep

Svetlana Tennenbaum WIC Lactation Specialist / Nutritionist

Welcome all New Therapists!

NEW FACES - EZRA MEDICAL

Zoe Friedman EZRA Secretary

Ed Koenig, PA EZRA Physician's Asst.

Rivka Roth EZRA Secretary

microphone with the applause continuing in the background. For example:

Mom: "I'm so proud of you!"

Dad: "Bravo! Bravo! You've done it!"

Grandma: "Wonderful job! We love you!"

The tape recorder with your recorded applause can be presented to the child, in a decorated box with smiling faces, photographs, hands clapping etc. When the child completes a required task or wins a required number of points, just open the box and turn on the recording. Watch what happens!

Warning: In almost every instance, the child will ask to hear the applause again and again, but remember, this is a reward that must be won. If a child won one sticker with his or her behavior, you wouldn't give him or her another one because he or she asked for it. This would go against the proven principles of providing positive reinforcement. The applause, like any other reward, must be withheld to keep its value. The child can only hear the applause as a reward for specific behavioral goals or achievements.

We'd love to hear from you!

We would like to thank everyone for their input, encouragement and suggestions for the newsletter. Please be advised that due to editorial content, time or space constraints it is not always possible to include all submissions. At the same time, however, we would like to encourage you to continue writing us. Look for our next issue in October! Please e-mail your comments, suggestions & news to: rherbst@yeled.org (please put "newsletter" in the subject line) or fax to: (718) 871-2100