

Nicole Barr Writing Samples *November 7, 2020*

Wellness Articles

Sample 1

Did you know vitamin D maintains strong bones? Low levels of vitamin D have been associated with osteoporosis and increased risk of falls. It is a fat-soluble vitamin found in fatty fish, like salmon, sardines, and tuna. Small amounts of vitamin D can additionally be found in beef, liver, cheese, and egg yolks. The body can also make its own vitamin D when skin is exposed to the sun. In fact, 50% to 90% of vitamin D is absorbed through the skin. To prevent vitamin D deficiency, spend 20 minutes outside daily and expose 40% or more of your skin to the sun. To avoid the risk of skin cancer, be sure to apply SPF 8 or higher sunscreen when outdoors for more than a few minutes.

References: <https://ods.od.nih.gov/factsheets/VitaminD-Consumer/>;
<https://www.ncbi.nlm.nih.gov/books/NBK532266>

Sample 2

Today, 5.8 million Americans age 65 and older are living with Alzheimer's disease. Though nothing has been proven to prevent or delay dementia, clinical studies have reported lifestyle factors, like exercise, could have a positive impact. In a recent pilot study, community-dwelling individuals diagnosed with mild to moderate stage Alzheimer's and their caregivers participated in a biweekly exercise program over a 6-month period. The program followed ACSM recommendations for healthy older adults and included muscle strengthening, aerobics, balance, and postural exercises. Workouts were completed twice a week on nonconsecutive days. At the end of the program, participants had increased their cardio fitness, body strength, and ability to perform daily activities, though only some participants saw an increase in cognitive function. Attendance and retention rates were high, which suggests community-based multicomponent training programs for Alzheimer's patients and their caregivers could be an effective strategy to improve their physical fitness.

References: <https://www.alz.org/alzheimers-dementia/facts-figures>;
<https://journals.sagepub.com/doi/full/10.1177/1533317518813555>

Program Guide

The following is the *Message from the Center Director*, taken from the most recent Spring 2020 Program Guide. There are three program guides published annually – Fall, Spring, and Summer.

March 2020

As the days get longer and flowers start to bloom, I'm sure we all look forward to spending more time outdoors in the fresh air. One of my favorite hobbies is camping. My friends and I love to camp at Green Ridge State Forest in Western Maryland. We drive off-road and look for the most remote camp site we can find. We spend the days hiking and gathering wood for a campfire. At night, it takes us a few hours to cook our dinner over the fire, but that's OK. We spend the evening sharing stories and at times,

other than the crackle of the fire, it's completely quiet. Camping reminds me of the basic things in life that truly make me happy. I am reminded that happiness does not come from material things in life, but the moments we share with our friends and family. We can find happiness in the stories we tell and even in moments of silence. Simply enjoying the company of others is what life is about. I am fortunate to be part of a community of friends at the Myerberg. I know no matter what life brings our way, we can always find support, solace and even a good laugh when we need it most. In the words of Andrew Gold, who wrote the famous Golden Girls theme song, "Thank you for being a friend."

I am so excited for the upcoming semester! Many members have requested this class and it's finally here - *Memoir Writing with Barbara Bass*. I hope you'll share your stories with us! As a music lover, I am very excited to announce a new Voice Workshop at the Myerberg. Come 'find your voice' with Peabody Conservatory graduate, Christine Thomas-O'Meally. Ellen Katz returns from her winter break to bring us *The Fabulous Musicals of Richard Rodgers, Larry Hart and Oscar Hammerstein*. If you want to be more active this semester, take advantage of our Fitness Center membership special and register for a one-on-one training session with Ross, David, or Markese. Have you taken an iPhone Essentials or Android Essentials class? Did you know you can learn new tips and tricks by taking the class again? It's true and Melanie is ready to help. If you have not taken our Silk Painting class with Annie Rox, be sure to add it to your registration form this semester. It is currently one of our most popular classes and you'll find out why! Summer 2020 will be an exciting semester, filled with something for everyone. I'll see you at the Myerberg.

Niki Barr
Center Director

Email Announcement

The following is an email announcement about the center's new subscription model. Up until this point, all programs had been provided for free. Our goal was to convert users to paying subscribers, so we had to be especially thoughtful in our messaging.

Dear Valued Myerberg Members,

We hope this letter finds you safe and well during these unprecedented times. The Myerberg Center has devoted years to inspiring, empowering and connecting with all of you – and we really miss seeing you face to face! The coronavirus pandemic has forced us to adapt to a new normal without much lead time or preparation. Although our building remains closed, our amazing team of staff and instructors stay committed to providing wellness, education and connection to our Myerberg Center, albeit virtually.

At a moment's notice, our Center became Maryland's first virtual senior center. Beginning the week of April 13, 2020, we held 11 live virtual programs for 222 participants and released 55 on-demand video classes. Today, we are providing more than 40 weekly virtual programs to over 900 participants that include humanities, art, technology, fitness, support groups and social programs. Our Technology Concierge, Melanie, has led the way in helping our community transition to a digital lifestyle, with complimentary classes on using Zoom, iPhones and other smart devices. In addition, our personal training team has provided complimentary one-on-one virtual training and our members are working out more than ever!

We are extremely grateful to the Paycheck Protection Program and generous donors (like you!) whose support funded the launch of our virtual programs and allowed us to offer an extended period of access to online programs at no charge. Though we have reduced many of our costs, for us to retain our staff and maintain our building and infrastructure, we need to return to our longstanding model of charging fees for our programs. We have developed a price structure for our Virtual Center, with careful consideration of the value of virtual programming, our in-person program fees and market comparisons.

Beginning Monday, August 3, rather than paying per class, we will offer Virtual Center subscription plans, providing you UNLIMITED ACCESS to classes and programs, based on the subscription level. Each package provides an outstanding deal, as you will pay the same price as previously paid for just one of our in-person programs but get so much more!

Unlimited access starts at \$36/month for Gold and \$25/month for Silver with a special rate of \$10/month for those only interested in Bagel Boys programming. To learn more about our subscription plans, please click the button below. Subscriptions will be available for purchase, beginning August 3.

If you have a Myerberg credit of \$50 or more on your account, you may apply your credit to a subscription. Those eligible will receive an email notification by July 31.

Beginning Monday, August 17, 2020, a subscription will be required to access our virtual programs. Due to expected high volume, please allow up to two business days for our team to create your new Virtual Center account.

Intro to Virtual Center

We invite you to learn more about our Virtual Center by watching our introductory video. [Click the video](#) image to get started.

Our Technology Concierge, Melanie, will also be providing weekly *Intro to Virtual Center* classes from July 27 through August 13. We recommend this class for all new participants.

It is a policy of the Myerberg Center to encourage participation by all adults 55+, regardless of their ability to pay. Scholarships are available for those with demonstrated need. To discuss financial arrangements, please email Lynn or call 443-963-1448.

Be well, stay safe and see you at Myerberg's Virtual Center!

Niki Barr, Center Director

Grant Applications and Reports

The following samples are from recent grant applications.

Sample 1

The Myerberg Center was ordered to close in March 2020 and at a moment's notice, quickly transitioned to become Maryland's first virtual senior center. Beginning the week of April 13, 2020, the center made over 1,000 wellness check calls and held 11 live virtual programs for 222 participants.

Today, the Myerberg is providing over 250 on-demand videos and more than 50 weekly live virtual programs to over 900 participants, including humanities, art, technology, fitness, support groups and social programs. The center's Technology Concierge led the way in transitioning the community to a digital lifestyle with complimentary classes on Zoom, iPhones and other smart devices. In addition, the center's personal training team provided complimentary one-on-one virtual training and its senior community is exercising more than ever. To date, these virtual programs have been offered at no cost to participants. To help sustain these vital programs, the Myerberg will introduce a virtual subscription model, beginning August 3, and offer three separate subscription packages ranging from \$10 to \$36 per month. Based on feedback received from current participants, the pricing is "very reasonable" and the center is confident many will convert to paying participants.

To sustain operations from March through June 30, 2020, the Myerberg applied for and received \$136,000 under the SBA's Payroll Protection Program. The Myerberg also held a Giving Tuesday Campaign in early May. The funds raised from Giving Tuesday met the center's FY20 annual campaign goal, which ended June 30, 2020. In addition, under the phased re-openings, the Myerberg's tenants were granted access to their leased spaces and have resumed rental payments. The income provides an additional source of revenue that, since mid-March, has primarily come from individual donations and public and private grants.

Sample 2

Due to social distancing, technology has become increasingly necessary for older adults. This year, the Myerberg's Tech-Knowledge Hub expanded its services to community organizations. The center's Technology Concierge provided a workshop to Associated employees, titled *Tools to Live Virtually*. The center's Concierge also provided tech support to Northwest Neighbors Connecting members as they transitioned to virtual programs. To support the JCC's Virtual Film Festival, the Myerberg's Tech-Knowledge Hub provided a live virtual tutorial for attendees. The Hub also provided a program, titled *Life Beyond Zoom*, for Har Sinai-Oheb Shalom congregants. The center explored fee-for-service programs and for the first time, provided on-site technology classes for residents at Springwell and North Oaks senior living communities.

Prior to COVID, students from St. Paul's and 4Front for Teens volunteered their time at the Tech-Knowledge Hub and provided one-on-one tech help for older adults. During the pandemic, students continue to volunteer for the center's tech support hotline.

CHAI's Tech-Knowledge Hub at the Myerberg Center was recently featured in several articles for its innovative virtual programming. It made national news in an article published by the JTA, titled [*These services are helping older Jews master technology and stay connected in isolation*](#). The article brought further attention from organizations around the world hoping to model the center's efforts, like JFS in Raleigh, NC and the [*Texas State Library and Archives Commission*](#). A recent Virtual Center presentation for JHSA led to a meeting with the Claims Conference to discuss ways they could expand existing programs for Holocaust survivors, utilizing the Myerberg's Virtual Center and tech support services.