

“New” Home Will Reinforce Sense of Community

“Please help my family member stay connected with normal, everyday life.”

This is a request and a concern of everyone who has ever looked for or lived in a nursing home, according to Joanie Bernstein, President of Jewish Senior Services, underscoring the reason for the current capital campaign to rebuild a “new” Home.



best-known “secrets.”

It is already evident, as residents reminisce with the occasional Central High classmate visiting from out of town, go to the weekly sing-along and anticipate regular visits with children and toddlers from the JCC’s Pennie Z. Davis Child Development Center. With the ‘J’ nearby,



These two examples show how store fronts, skylights, greenery and streetscapes have been incorporated into senior living facilities across the country. This “Main Street” would replace the existing Rose Blumkin Jewish Home front entrance, while serving as an asset to the entire community. Separate care units, one for residents experiencing memory loss, another focusing on rehabilitation during short-term stays, and a third for extended periods of skilled nursing care, would be accessible from “Main Street.”

And this is what the new facility will do—open the world, inside and out, to everyone who resides or visits there.

“The new design with shorter hallways and non-hospital atmosphere will entice residents to go ‘out’ for lunch or dinner at the new cafe or enjoy a cup of coffee or cold drink at a table on Main Street. They can step into the beauty parlor for a new hairdo, drop by the big windows and watch children playing outside or join grandchildren having fun in the indoor play area,” Bernstein continued.

This sense of community has always been one of the Omaha Jewish community’s

residents also continue to be involved in the cultural activities that are important to them.

According to Mike Silverman, Executive Director of the Rose Blumkin Jewish Home and Jewish Senior Services, the importance of designing a facility that fosters connections between generations wasn’t as well documented when the current Home was built.

“These are basic quality-of-life issues,” Silverman said. “Today we know that meeting social needs isn’t just a ‘frill.’ The opportunity to continue living in a setting where life is meaningful is something we want for our seniors.”