

## Torch Award Cover Page – 2003-2005

Category: **Best Mitzvah / Social Action Program**

Title: **Beth Shalom Men's Club Health Fair**

Club Name, Number, Location: **Beth Shalom Men's Club, Club #: 1208, Beth Shalom Synagogue,  
5915 Beacon Street, Pittsburgh, PA 15217**

Applicant with phone and email address: **Mark Frisch      Phone: 412-421-4430      Address: 6314  
Darlington Road, Pittsburgh, PA 15217  
e-mail: frisch@duq.edu**

Club President name with phone and email address: **Harold Blumenfeld, (412) 421-3147, e-mail,  
[cheryl.blumenfeld@verizon.net](mailto:cheryl.blumenfeld@verizon.net)**

Summary (60 words maximum) **Four coordinators for the yearly Health Fair contact and bring together hospitals, physicians, insurance companies, medical organizations, pharmaceutical representatives, and other health care providers in the ballroom of the synagogue. Flu shots, cholesterol and blood pressure tests, body fat analysis, other medical services, and wide-ranging health and wellness information are made available to the general public.**

List of items included in application – Fyer 2004.doc; health fair info.doc; letter - template.doc; mishpachtenu health fair.doc; digital photos

---

Signatures: Applicant: \_\_\_\_\_ Date: Wednesday, April 27, 2005

Club President: \_\_\_\_\_ Date: Wednesday, April 27, 2005

**2003-2005 TORCH AWARD APPLICATION**  
**CATEGORY #5: BEST MITZVAH/SOCIAL ACTION PROGRAM**  
**BETH SHALOM MEN'S CLUB OF PITTSBURGH PA**  
**A HEALTH FAIR FOR THE WHOLE FAMILY**

**OBJECTIVE: Tikun Olam:**

- To provide a comprehensive health fair which serves as a forum for presenting health issues to our congregants and the community at large.
  - Provide Health and Safety Information
  - Health Tests
  - Free samples for participants
- To create good will for our Men's Club.
- To create pride in our Men's Club.
- To provide positive publicity for our Men's Club in our synagogue, region, and community

For five years the Beth Shalom Men's Club of Pittsburgh PA has sponsored a Health Fair. Four coordinators, Aaron Bernhardt, Dr. Larry Dobkin, Mark Frisch, and Dr. Joseph Trompeter, contact and bring together hospitals, physicians, insurance companies, non-profit, social service and medical service organizations, pharmaceutical representatives, and other health care providers in the ballroom of the synagogue in late October or early November. Flu shots, cholesterol and blood pressure tests, body fat analysis, other medical services, and wide-ranging health and wellness information are made available to our congregation, community and the general public. Most of it is provided free of charge. There is a nominal charge for flu shots. Efforts are made to advertise throughout the greater Pittsburgh area.

The event is open to the community at large. Several hundred people pass through the synagogue to take advantage of the services. It caters to all ages as well. The neighborhood fire department sends over a fire truck and several fire fighters to explain to the preschool and Sunday school students details of their work and their equipment and the importance of fire safety. Their presence is often very moving, as these firefighters risked their lives a few years before we started the Health Fair to fight an electrical fire and save our torahs and other items. That fire and resulting smoke consumed or damaged a large portion of the synagogue. The Health

Fair also provides a forum for our pre-school parents to sell goods as a fundraiser, for the local blood bank to collect blood donations, and for the research hospitals to gather information and volunteers for their projects.

**METHOD & RESOURCES:** Our coordinating committee has several major responsibilities. The first is to pick a time and day that will not conflict with our synagogue school schedule and when we feel we could attract the maximum number of participants and attendees both from within and outside of the synagogue. We usually choose a date after the High Holidays in late October or early November. We begin meeting at the end of the summer and divide up the lists of groups and individuals to contact. At the same time, we start to plan the promotion or advertisement, as well. We work with a very limited budget, as, at present, we charge no fees to any of the health care providers or organizations, and charge no admission. Consequently, we distribute flyers, place ads in the Jewish Chronicle (our local Jewish newspaper) and take advantage of public service announcements wherever possible to inform people of our program. We rent a sign to advertise our event and place it in front of our synagogue (we are on a prominent street corner) for a month prior to the Health Fair. Flyers are placed throughout stores and bulletin boards in the community. Flyers are distributed to senior housing, nursing homes, and assisted living facilities. We mail our flyers to our entire congregation, and hand them out to our pre school and religious school. Advertisements are placed in our bi-monthly synagogue publication: Mishpachtenu. Ads are placed in synagogue Shabbat bulletins, and flyers are distributed to the other clubs in our region. Pictures are taken and a collage of pictures are published in the next Mishpachtenu.

We have also been able to get donations from some larger drug companies to sponsor refreshments. This can be important when blood tests and/or donations are conducted.

The success of previous years has led to great word of mouth publicity as past participants now look forward to our Health Fair. The results have been heartening. Each year the attendance has increased. Each year the number of people from outside the synagogue attending has increased. A representative from the University of Pittsburgh Medical Center Cancer Institute said that she attends a lot of Health Fairs, but she looks forward to this one every year. She said this is best run one that she has been to. In the three and a half hours that the Fair is usually open, four to five hundred people pass through it. People look forward to the

event, mark their calendars, and thank us for providing those services. We are making efforts to expand it further, reaching groups who have not yet come, making it a family event, and bringing in a larger portion of the greater Pittsburgh population.

**EVALUATION:** Few programs have been so overwhelmingly successful or satisfying. We far exceeded our own expectations. We are helping people to better understand their personal medical situation, and in some instances, providing tests that may save lives. The large number of health care provider participants, the large crowds, and the enthusiasm and positive responses have made this one of our most successful yearly events. It is worth the time and effort we devote to it.

Our club takes great pride in being able to provide this type of programming. When asked the inevitable question: “Why should I join Men’s Club? What does your club do?” We are able to use this example of one good reason to belong to our club with pride and good results. This program has helped promote a positive image of our club within our congregation’s leadership, clergy, and general membership.

**RECOMMENDATIONS:** For the clubs that do yet have one, we strongly recommend it. To get it started takes a lot of personal contacts and preparation, but it is definitely worthwhile. It is advisable to ask men’s club members from the medical community to be chairs and committee members. The hospitals and drug companies are more likely to respond with greater enthusiasm for doctors and health providers who are their customers.

Despite its great popularity, this year we had to cancel the flu shots because our provider did not have them available due to the shortage. Blood drives, children’s id’s, and similar programs can greatly enhance your program. We would always like to charge our health providers for booths, but our belief is that we might lose a significant number of participants. For the few hundred dollars we spend, we think the benefits and our success are more important than any fundraising considerations.

**ATTACHED:** Flyer; Sample letter to exhibitor; Memo from one of our chairmen to our committee; Photos. (black & white collage was made for a page in synagogue bi-monthly publication (Mishpachtenu).

# *A HEALTH FAIR*

SPONSORED BY:

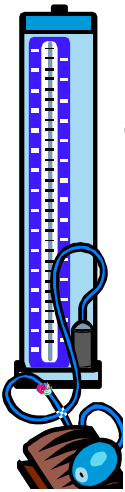
**THE BETH SHALOM MEN'S CLUB**

**Sunday October 31, 2004**

**9:00 A.M. until 12:30 P.M.**

**CONGREGATION BETH SHALOM SYNAGOGUE**

5915 BEACON STREET, PITTSBURGH, PA 15217 - 412-421-2288  
AT THE CORNER OF BEACON STREET AND SHADY AVENUE  
IN THE SAMUEL & MINNIE HYMAN BALL ROOM



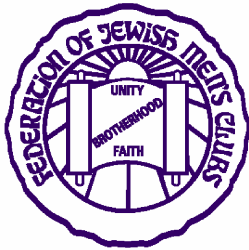
**EXHIBITORS WILL OFFER A WIDE VARIETY  
OF HEALTH INFORMATION INCLUDING:  
CANCER, DIABETES, EYE, GENETICS, CHOLESTEROL,  
HEART, BONES, JOINTS, AND MUCH MORE !**

**FREE  
HEALTH  
TESTING**



**BLOOD DRIVE (8:30 a.m. TO 1:30 p.m.)  
FLU SHOTS (\$21.00)**

Co-Chairmen: Mark Frisch, Dr. Larry Dobkin, and Dr. Saul Silver



# BETH SHALOM MEN'S CLUB

5915 Beacon Street  
Pittsburgh, Pennsylvania 15217

---

Dr. Shalom Kalnicki and Dr. Stanley Marks  
University of Pittsburgh Cancer Institute  
c/o Dr. Shalom Kalnicki  
5520 Northumberland Street  
Pittsburgh, PA 15217

Re: Beth Shalom Men's Club Health Fair

Dear Dr. Shalom Kalnicki and Dr. Stanley Marks:

Thank you for your interest in participating in our Health Fair. It will be held at Congregation Beth Shalom Synagogue, 5915 Beacon Street, Pittsburgh, Pennsylvania 15217, at the corner of Beacon Street and Shady Avenue, in the Samuel & Minnie Hymen Ball Room on September 17, 2000 from 9:30 AM until 1 PM. Your participation and assistance is greatly appreciated.

Please contact Dr. Larry Dobkin or me at:

Dr. Larry Dobkin  
148 Thornberry Drive  
Pittsburgh, PA 15235  
243-2501 (home)  
563-5560 (work)  
E-MAIL: [menchen@usaor.net](mailto:menchen@usaor.net)

STEPHEN A. NEUSTEIN, Esq.  
2782 Beechwood Boulevard  
Pittsburgh, PA 15217  
(412) 422-2782  
FAX: (412) 422-2783  
E-MAIL: [sanlaw@juno.com](mailto:sanlaw@juno.com)

Sincerely,

Stephen Neustein

Memo:

Between Larry's contacts and mine, I think that we had an excellent showing of varied service organizations, health care organizations, and pharmaceutical companies in attendance.

From our memory, as we cannot locate the file we put together for the project, here goes:

Alzheimers Assoc.

American Diabetes Foundatiion

National Kidney Foundation

CORE - Center for Organ Recovery and Education

Juvenile Diabetes Fopundation

The Pittsburgh Pirate

Novartis

Lilly

Bristol Myes Squibb

Intestinal Disease Foundation

Elder Link/JAA- Jewish Assoc. on Aging

Blood Bank

Poison Control Center- sent stickers

Respironics

Highmark BlueCross/Blue Shield

Testing:

Highmark Bc/BSCholesterol Screening

Dr. Stuart Neft- Glaucona Screening

HADASSAH - BLOOD PRESSURES

Larry says that if you get the date for him, and consult with him, he can get a lot more corporations and more associations to participate. However, the sooner we know about this, the better our chances are to get thses people in the fold.

Janssen Pharmaceuticals are interested, as are The American Heart Assoc. to do testing; Aastra Zeneca Pharmaceuticals: Gemetics Testing, and other organizations who participated last year are willing to come again this year, providing that we have an audience.

Larry says that he needs latitude, and we need to invite a larger and more diverse crowd, and not just Jewish people. This promotes goodwill within the community. Last year, there was no advertisements at all. The news people, the Chronicle, and the PG should be contacted This should be open to the public. I have contact names for the media people.

If you need information, do not hesitate to call upon us.

Take care,

Larry and Sharon Dobkin







