

A Little About Norma

Norma was committed to her family and her community, and was involved in many efforts to improve the quality of life for all people. Norma's career had many firsts: her undergraduate degree was in Economics from Brooklyn College, where she graduated Magna cum Laude. She then obtained a Masters in City Planning from MIT. While she and her family lived in Kansas, Norma set up Topeka's first city planning department. She then became the state's first Director of Health Planning.



In 1971, Norma and her husband, Joe, moved to San Francisco where she continued her work in Bay Area health planning. In 1982, at the start of the AIDS epidemic, Norma was the Director of Support Services for San Francisco Home Health and Hospice, and then became the Director of Development for the Visiting Nurses and Hospice of San Francisco. She was most proud of the work she did in establishing Coming Home Hospice, the first residential hospice facility in the nation for people with HIV/AIDS.

Norma's pioneering advocacy efforts in no way diminished after she retired in 1992. She volunteered her time and expertise for a variety of long-term care related organizations serving those in need. Norma was described as the unofficial mother of long-term care services and support in San Francisco. She held leadership roles in many organizations, including: SteppingStone (formerly North & South of Market Adult Day Health); Planning for Elders; the Mayor's Long Term Care Coordinating Council; the Laguna Honda Hospital Community Advisory Group; the In Home Supportive Services (IHSS) Task Force; and the Community Living Campaign.

Norma was active in the San Francisco Jewish community, including the Sisterhood of Temple Emanu-El, Jewish Family and Children's Services, and the San Francisco Council of Jewish Women. In 2009, she co-founded the Jewish Coalition to End Human Trafficking, which became a city-wide effort. Norma was formally recognized for her community work by Planning for Elders, SteppingStone, 30th Street Senior Center, the National Council of Jewish Women, UC Berkeley School of Public Health, and the City and County of San Francisco.

The creation of this Award is a small step in keeping Norma and her vision in our hearts.