

## FEATURES

MONTREAL

## A guide for working with Holocaust survivors

Mike Cohen

QUEBEC BUREAU CHIEF

As the daughter of Auschwitz and Lodz Ghetto survivors, Myra Giberovitch has devoted much of her life to the Holocaust. She has done so as a community activist, professional social worker, researcher, educator and community layperson. With the release of her new book, *Recovering from Genocidal Trauma*, a comprehensive guide for understanding Holocaust survivors, she has been able to provide a unique approach towards those individuals who lived through this dark period in human history.

*Recovering from Genocidal Trauma* is already being touted by Jewish community leadership here as an essential tool for anyone who studies, interacts, lives or works with survivors of mass atrocity.

"It is a comprehensive guide to understanding Holocaust survivors and responding to their needs," Giberovitch said. "In the late 1980s I started

the first community-based social service for Holocaust survivors in Canada," Giberovitch wrote. "Over the course of the next 25 years, as I endeavoured to address the needs of hundreds of Holocaust survivors and their families in the Montreal Jewish community, this book took shape. It is the culmination of my life's work."

Much of the book revolves around the limitations of viewing survivors from solely a pathological perspective, providing a balanced perception by discussing adaptation and strengths, vulnerabilities related to war experiences and challenges of aging.

"This book is a valuable resource for anyone who studies, interacts, lives or works with survivors of mass atrocity," she said.

At last week's book launch there were members from the Rwandan community in the audience who are struggling to recover from their genocide.

Sandra Gasana, one of the panelists from Page Rwanda, spoke about the applicability of this book to their commu-



Myra Giberovitch at her launch with grandson Zackary Donsky

nity.

"This is a very exciting time for me," Giberovitch said. "I am receiving encouraging feedback about the book from the different audiences for which it was intended. Most importantly, I am hearing from

survivors who tell me they feel heard and validated. Some are purchasing copies to give to their children so they can understand them better."

For more information about the book go to [www.myragiberovitch.com](http://www.myragiberovitch.com).

TORONTO

## A revolutionary feeding system for babies to toddlers



Inventor Donna Farber with her Take N' Bake by Bouche Baby, which is available online.

Talia Hart

CORRESPONDENT

When Donna Farber and her husband Mark had their first baby boy Ryan, their lives were immediately consumed with baby bottles and diapers.

Donna, the director of business development at a large Bay Street law firm, and Mark, the vice-president of a major telecommunications company, rapidly transitioned into their next big job: parenthood.

When she began feeding her son formula, Donna recalls the frustration and mess that would come with a simple walk through the neighbourhood.

"We would bring formula in a Ziploc bag and, when our son was hungry, we'd try to pour the formula from the Ziploc bag into the water. It was a mess," she explained. "We thought there's got to be a better way, there's got to be something easier."

Little did Farber know at the time that she and her husband would be responsible for creating just that. Four years and one kid later, they developed a revolutionary feeding system known as Take N' Shake by Bouche Baby.

The ambitious couple launched Bouche Baby with the goal of producing safe, convenient and easy-to-clean products for parents.

"As a mother of two, I wanted to help make parents' lives easier."

They teamed up with Farber's father, a retired dentist who now manufactures private

labelled products for large Canadian retailers, and a world-class engineering team.

The product concept is simple: an easy-to-use feeding system adapts to every stage of a baby's development from infant to toddler. It converts from an integrated bottle to a standard feeding bottle and, eventually, a sippy cup.

Launched several months ago, Take N' Shake by Bouche Baby is available at online retailers across Canada and the US, including Amazon.ca, Walmart.ca and American retailers Walgreens.com and Target.com.

"The next step is getting into stores so moms could actually touch it," said Farber.

Another exciting move for Bouche Baby is partnering with Enfamil, a world leader in pediatric nutrition and baby care.

"It's a perfect partnership," she said. "We're partnering with them in a bunch of ways that I can't yet disclose."

"Our reach is pretty great considering how new we are."

Celebrity moms Gwen Stefani, Olivia Wilde and Kate Winslet are now using the product and the Facebook page has reached more than 16,000 fans.

While being a mother is a full-time job, Farber still manages to do everything else in her life.

"Managing being a mom and having a full-time job, this is what we do when our kids go to bed."

To learn more about Bouche Baby and how it works, visit <http://bouchebaby.com/>.

MONTREAL

## Chiropractor writes about fleeing the hijab

Author Sima Goel's *Fleeing the Hijab: A Jewish Woman's Escape from Iran* is a vivid portrait of a dangerous journey made by two teenaged women through the Iranian desert to Pakistan, where, as homeless refugees, they struggled desperately to find some way to escape to the West. It was launched last week at the Spanish and Portuguese Synagogue in Montreal.

This true story (360 pp., \$24.95), released by General Store Publishing House, brings readers back to a time when the Ayatollah Khomeini decreed that all women in Iran had to wear the hijab, whether they were Muslim, Jewish, Christian or Baha'i. Thirteen-year-old Goel had gone out into the streets of Shiraz to demonstrate for freedom from the Shah's oppressive rule and now that he had fled the country, this was the result: a new regime and much more dangerous oppression.

The changes Khomeini's



Author Sima Goel's book is a vivid portrait of journey from Iran to Pakistan to the West. regime forced on the population were totally incompatible with Goel's ambitions and

sense of personal freedom.

Blacklisted by her school, unable to continue her studies, mourning the loss of innocent family members and friends murdered by the new regime, and forced to wear the hijab, she realized she had to leave her beloved birthplace and find a country where she could be free to follow her dreams.

"This is not a book about religion, but there are precious nuggets of how Judaism was once lived, so beautifully, in Iran," Rabbi Reuven Bulka of Ottawa states in the forward. "And it is a book about faith: faith in G-d, abiding faith in a better tomorrow, and the profound understanding that faith in G-d demands that we do our best to make that tomorrow happen."

Goel arrived in Canada, penniless, unable to speak either English or French, having no family members other than her sisters with whom she had travelled. Despite suffering severe culture shock, she still

found the strength to do what it took to become a Canadian, and worked, scrimped and saved for her education. After many years, she became a successful professional, fulfilling the dream of freedom that had fuelled her youthful political protests, her flight into danger, her years of insecurity and her determination to help others. She has been a practising chiropractor since 1994, having obtained her wellness certification in 2006. She is working towards a degree in functional neurology.

She gives workshops on optimum health and well-being and writes a weekly column on health and wellness for a local newspaper. A resident of the mainly Jewish suburb of Côte Saint-Luc, she and her husband are the parents of two energetic teenage sons.

*Fleeing the Hijab*, by Sima Goel, is published by General Store Publishing House, Renfrew, ON, and retails for \$24.95.