

MDA OnLine

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Wishing You
& Your Family
A Happy & Festive
Passover
Full of Freedom,
Renewal, and
Growth



Terror Attack on Buses in Jerusalem



Before The Holiday:
MDA Sells its Hametz



The President of the American Heart Association:
"The whole world is trying to improve response times- you're already there!"



Training Together to Save Lives
in the Philippines



The influential evangelical organization
donated two lifesaving ambulances
to Magen David Adom



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Addressing New Audiences

**פסח
שמח**



The European Union of Emergency
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Terror Attack on Buses in Jerusalem

On Monday, April 18th, at 17:49, MDA Jerusalem region dispatch center was informed of an explosion on a bus and that the bus is on fire at the Pat junction in Jerusalem. MDA first responders, medics and paramedics reached the scene on medicycles, ambulances and Mobile Intensive Care Units, provided medical treatment and evacuated 16 injured to the city hospitals suffering from burns, smoke inhalation, cuts and minor lacerations, including two in critical condition, six in moderate condition and 8 in mild condition.

MDA Senior medic Elad Pas who was amongst the first to arrive on the scene said: "When we arrived we saw a bus in flames and smoke throughout the area. On the road lay several injured,

all of them conscious, most suffering burns and bleeding bruises. We provided medical treatment at the scene and evacuated them by the ambulances and Intensive Care Units to hospitals."

MDA paramedic Refael Herbst who also arrived to the scene: "I was next to the MDA station in Jerusalem when I was reported about the incident, I rushed to the station, joined the intensive care unit straight to the scene. I joined the team that provided lifesaving treatment to a moderately injured male in his 30's; he suffered serious injuries to the lower limbs and burns all over his body. I gave him medical care and evacuated him in a few moments to the trauma room of Shaare Zedek Hospital as his condition was defined serious and stable."





Befor The Holiday: MDA Sells its Hametz

Same as every year, before Passover is upon us, MDA made sure to sell the organization's Hametz as Jewish Law commands. MDA management authorized the Chief Rabbi of Jerusalem, Harishon Lezion Shlomo Moshe Amar, to sell the Hametz to a non-Jew before Passover.

On April 13th 2016, MDA officials headed by MDA Director General Eli Bin, met with the Chief Rabbi at his office in Jerusalem and authorized the honorable Rabbi to sell to a non-Jew the organization's Hametz in light of the upcoming holiday, together with the Hametz of other citizens and organizations.

After the sale of Hametz the Rabbi said to the MDA DG: *"You really are like a brother and friend. I have been in a lot of places, but I have not seen anyone who has such a desire so to provide the religious and traditional needs in the organization as you have."*

The Rabbi blessed the employees and volunteers, *"May G-d will lay his blessing upon you and bless you with health and longevity and much joy from your families so that you will be free to provide care. May he guide you to do the right things at the right time, and will save you from doubts and persecution and all kinds of failures. May your deeds be directed and guided by Heaven. Thanks to the kindness you do, Hashem will grace his kindness onto you and deliver us salvation. Amen."*

MDA Director General also submitted to the Chief Rabbi the issue with medicine that are the subject of Hametz concern and received the Rabbi's permission to use it.

MDA teams ensure full preservation of Kashrut for Passover in all stations in order to enable work in full cooperation within the organization with all sectors of Israeli society- religious and secular, side by side, even during the holiday.



MDA Director General Eli Bin grants the Chief Rabbi the authority to sell the leavened food of MDA to a gentile Photos: Mda Spokesman



The President of the American Heart Association: "The whole world is trying to improve response times- you're already there!"

The President of the American Heart Association, Dr. Mark Creager, visited Magen David Adom and saw how advanced operating methods help shorten the response times to identify emergency situations and dealing with them. The MDA training department is a recognized training center by the American Heart Association for many years. In the past year the training department, in collaboration with the American heart Association, published a CPR training guide translated into Hebrew that was distributed in thousands of copies at the courses carried out by MDA throughout the country.

Dr. Krieger, accompanied by the European representative of the AHA, Mr. Glen Vander Houten, was especially impressed by how MDA activate the public, from studying first aid and CPR at the training department and the primary care provided at an emergency event. Dr. Krieger was presented with an incident scenario to which location identification methods in a visual conversation which were used and allow the dispatchers to see the victim on a computer monitor in real time. The unique method allows the medic at the dispatch center to guide the passersby on how to provide medical care while seeing how they perform the guidelines and thus improve the quality of CPR until the arrival of MDA's first responders. In addition, the "MDA Life Guardians" project allows MDA to locate people with medical training through specialized applications connected to the command and control software. The Life Guardians can then perform life-saving treatments in one to two minutes after receiving a call from the MDA dispatch center.

Dr. Krieger concluded the visit by saying that Magen David Adom performs what the whole world is dreaming about. Shortening response times by identifying the state of emergency using trainees of the training department, and then effectively deploying and launching all those who know how to save lives for primary care until the patient is evacuated to the catheterization room.



Dr. Creager and Mr. Vander Houten with MDA senior representatives



Training Together to Save Lives in the Philippines

The date 28/02/2016, the time 10:00 am, the place Subic Bay logistics center of the Philippine Red Cross. Approximately 30 students and 5 staff stand, singing the Philippine National anthem and also, to our surprise, the Hatikva Israeli anthem, immediately followed by a short prayer for the success of the training instructors. Thus began the first Advanced EMT course in the Philippines, full of hope and motivation to make a difference in the EMS of the Philippine Red Cross and the will to be defined as a premium EMS System.

With Appreciation for the professionalism of MDA and with a strategic thinking to continue the training of instructors and then prepare each district, approximately 35 members, 30 medics will undergo training.

For two weeks from early morning to late in the evening, the students studied in a medic course focused primarily on the practical implementations, ensuring the proper execution of all procedures, access to the patient / wounded, practicing of a variety of scenarios to make them think and not just work automatically. In addition, students were taught to also work with respirators because of the many transfers carried out between hospitals.

The seriousness and self-discipline were reflected in the results of the practical exercises and practical tests. At the end of the course the students performed drills in approximately 4 stations in front of the Philippine Red Cross Vice President and the Director General of MDA in various scenarios (Trauma accident, stroke, and shortness of breath, as well as providing electric shock resuscitation with a semi-automatic defibrillator - AED). The results showed incredible seriousness, students began to work as a team, committing the highest level of professional care, ensuring the proper management of the scene and of course ensuring safety to all present. Written by Refael Herbst



MDA DG at the summarizing drill



MDA DG receives a medal of appreciation from Red Cross Philippines representatives



Paramedic Refael Herbst at the training



Paramedic Asaf Chen at the training



The influential evangelic US based organization Billy Graham Ministries and the Samaritans Purse organization have donated two lifesaving ambulances to Magen David Adom

It is the first time that these two important organizations are donating ambulances to MDA. The donation was provided following a successful visit to Israel of the organization's leaders a year and a half ago. During that visit they have learned about the scope of MDA's activities and the central role of MDA. Billy Graham Ministries was formed by Billy Graham in the 1940s, and is known as the most influential evangelic organization in the US with millions of members in the US and across the globe.

The organization keeps a close relationship with the American Friends of Magen David Adom. A year and a half ago Mr. Franklin Graham (Billy Graham's son) with leaders of the organization visited Israel, Mr. Avi Zohar MDA's President guided them throughout the country. During the visit they got acquainted with MDA and decided to donate an all-terrain (4x4) ambulance that will provide medical assistance to the residents and tourists of the Golan Heights, and a lifesaving ambulance that will be providing lifesaving medical treatment to the resident of Nazareth. The Samaritans Purse organization is conducting global medical humanitarian missions; its president is Mr. Franklin Graham. Over the years they have acted in disaster stricken areas including countries that MDA have also assisted, like Haiti and recently Nepal.

On Tuesday April 5th 2016 an inauguration ceremony for two new ambulances was conducted at Davids' Tower in Jerusalem, in the presence of Ken & Sethea Barun - Chief of Staff, Billy Graham Evangelic Association and Samaritan's Purse, Kenney & Carolyn Isaacs – Vice President of programs and Government Relations, William & Claudia Koenig - White House correspondent, David Frankel – CEO AFMDA, Avi Zohar MDA President, members of MDA headquarters and Jerusalem region.

The ceremony opened with Mr. David Frankel who spoke of the warmth he feels as this new partnership between the organizations came into fruition: *"The new partnership between AFMDA, Billy Graham Ministries, and Samaritan's Purse is an additional layer in the lifesaving actions taken between Christian organizations and the State of Israel. It is especially exciting for me to know that this contribution will help the saving of lives in Israel, assist women in labor to bring new life and to provide medical treatment to the sick and injured. From the bottom of my heart, I thank these two organizations on behalf of AFMDA and MDA in Israel".*



Mr. Ken Barun stated: *"I'm delighted to see how our organization finds the way to assist the lifesaving work of MDA. My relationship with MDA is special and I'm happy that I could assist in prompting this important donation and for being able to be present in this ceremony".*

Mr. Kenney Isaacs, representing the Samaritan's Purse organization, that donated the all-terrain (4x4) ambulance, elaborated: *"Our organization assists people across the globe, in times of natural and man-made disasters and crisis, next to us, we always see MDA team members. I'm happy to continue the tradition of global assistance and to inaugurate an additional lifesaving vehicle".*



Mr. Avi Zohar - MDA President concluded the ceremony: *"Seeing such important Christian organizations assisting Israel is phenomenal and meaningful for me personally and for Magen David Adom. It is very symbolic that the place this ceremony takes place is the ancient - historical entrance to the city of Jerusalem and it is very exciting. On behalf of Magen David Adom in Israel I thank the two organizations and I'm certain that we will preserve this special relationship".*

Inauguration ceremony for two new ambulances donated by Billy Graham Ministries and the Samaritans Purse organization. Photos: MDA Spokesmen

The MDA Friends Society in Hong Kong Addressing New Audiences

At the beginning of April 2016 the MDA Friends Society in Hong Kong launched its new campaign to deepen the ties with the Chinese population in Hong Kong. As part of the program, it was decided to instill the importance of knowing how to use a defibrillator as well as having the knowledge to perform life-saving CPR within the local population. The program strengthens the relationship between donors and the friend society while exposing MDA activities and daily tasks to them.

Resuscitation and first aid workshops were held during the week for 200 people, including leading bloggers and opinion leaders whose blogs are exposed to tens of thousands of readers, other groups included schools like the Central School of the Lutheran Church, the International School and more. The Friends Society plans to also establish income from the sale of defibrillators that will be accompanied by CPR training sessions that will aid in furthering the connections and step up the activities of the friends society in Hong Kong.





The European Union of Emergency Numbers (112) Conference in Europe

The European Union of Emergency Numbers (112) annually conducts a conference participated by most of the emergency organizations in Europe and representatives from around the world. For the first time, MDA was represented at the conference by its deputy of Operations, Gil Moskowitz and MDA's national dispatch supervisor, Ido Rosenblatt.

The conference dealt with a variety of issues of concern to all emergency dispatches worldwide, including the use of various technologies for caller' location (despite receiving cellular location), the ability to receive video files directly to the dispatch center, examining the integration of receiving calls using alternative technologies and applications (SMS, Twitter, etc.), combining security cameras (e.g. City Without Violence Project) in the control and supervision systems, operating drones to help the first responders and a variety of other topics related to various activities of emergency dispatches centers. Upon completion of the lecture of MDA representatives it was clear that the diversity and uniqueness of MDA was noticed, including the ability of obtaining video from the field to the dispatch system which is a unique capability and breakthrough, combining the Whatsapp application (for Pictures) with the dispatch system as a tool to facilitate decisions and finding a location, creating an auto neutralization of harassment calls etc. All of these generated interest among participants and were much appreciated.

A lecture incorporated a video shot especially for the conference in which various data such as the number of calls, response times were shown. The technology used demonstrated the advanced capabilities that MDA makes use of in order to shorten response times and save more lives.