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# MDA

# OnLine

85 **It's a matter of Life**  
Years of saving lives



## 10·05·16

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From the Director General's Bureau to the Employees, Volunteers, National Service volunteers, and Veterans



A New Permanent Structure of a MDA Outpost in Beitar Ilit



Beilinson Hospital Joined the MDA "Life Guardians" Project

**68**   
Happy Independence Day

Eli Bin Director General     Dr. Noam Yifrach Executive Chairman  
Avi Zohar President



Approximately 60 Teenagers from Tel Aviv Completed the EMT Course and Joined MDA



Working to Save Lives during the Chol Hamoed Days



MDA Youth Preparing for an Earthquake



Is Twitter an Effective Tool for MDA Activities Overseas?

**Dear Employees, Volunteers, National Service volunteers, and Veterans,**

Facing Israel's National Memorial Day for our fallen soldiers in Israel's wars and for our fallen due to acts of terror, a cloud of sadness will cover our mourning nation remembering with grief the best of our sons and daughters. Soon the memorial siren will be heard across the country, the flags will be lowered and the memorial torches will be lit in the memory of the 23,447 fallen in combat and 2,527 fallen due to acts of terror.

Hand in hand with the mourning families, the Magen David Adom family remembers the 71 employees and volunteers that dedicated their lives to volunteering, giving and lifesaving, and sacrificed their lives for the state of Israel. Such rich lives, filled with fruitful activities and meaningful contributions that came to a sudden and abrupt stop. A promising future that was cut short all at once and which left the families in grief and with a large never-ending void.

This past year we lost Netanel Chai Litman, an MDA Jerusalem volunteer and a member of the medical team of the Hebron Jewish Quarter. On Friday November 13th 2015, the first day of the month of Kislev, Netanel concluded his ambulance shift in Hebron earlier than planned, and drove with his family to celebrate a "Shabbat Chatan", a few days prior to his sister's wedding. Netanel and his Father Rabbi Ya'akov Litman were murdered by gun shots fired at them from an ambush, a murder that broke Netanel's dream to become a doctor. The unbearable loss of the Litman family is also a loss to Magen David Adom, the State of Israel, and to the people of Israel.

During the National Memorial Day we will embrace the grieving families close to our hearts. Together with them we will remember the memory of the fallen and we will highlight the legacy of MDA's employees and volunteers that acted for the sake of others guided by love, who were first to reach out with a helping hand as a personal example, presenting the values of humanity, equality and impartiality. We are sad that we haven't seen them growing up, develop; have their families bequeathing their heritage to the following generations.

Israel's National Memorial Day and Independence Day, have an unbreakable connection. From the deep sorrow and grief for our fallen who gave their lives protecting the State of Israel we will all celebrate our independence, freedom and our lives in this country. The State of Israel, which was built and flourished despite the disputes and wars filled with bloodshed, is representing the hope to a better future for our children, with prosperity and growth. Our ability to live together in Israel is based on the values of tolerance, mutual trust, self-sacrifice and alliance – we do not have any other country.

These values are the very beating heart of Magen David Adom, Israel's National Rescue Organization. The spirit of voluntarism is pounding in each and every one of us, the will to do good for any person who ever she or he may be, the dedication and high moral values of MDA teams are a central pillar in the special human and cultural mixture of Israeli society. The blessed work conducted in Israel and abroad – emergency medicine, blood services and humanitarian assistance, all these are the exposed layers of MDA. The concealed layers are the human ethics that you present and cherish daily facing the entire spectrum of the Israeli society, assisting in building and strengthening the structure of Israeli society, a contribution immeasurable by any standard.

The strength of MDA is first and foremost thanks to its high quality of human resource. I'm thrilled each time to see you – employees, volunteers and national service team members, acting without hesitation, with full dedication to assist in any need, fully determined to save lives. Because of you, your responding immediately to terror incidents, the bloodshed of road accidents and to the various medical emergencies, thanks to you working at the blood services, collecting blood donations all over the county, acting day and night for the welfare of your fellow man. Because of each and every one of you, every Israeli knows that in time of distress, he / she can rely on MDA to do its utmost to save their life.

MDA's capabilities are spread beyond Israel's borders. In the past year, we were called to assist in bringing back home from Nepal newborn babies after the massive earthquake and to bring back from Turkey to Israel, the terror attack injured Israelis for further medical treatment. Your devotion and professional conduct laid the basis for the successful fulfillment of these missions, in bringing all the Israelis safely home.

The right to live in dignity is a central value that in its light MDA teams conduct their work as a humanitarian organization and spearhead of the state of Israel. Many Israelis can testify, among them thousands that were able to fulfill their last wish and tens of thousands of families who were able to properly celebrate the holidays thanks to the food donated to them, and the sick that MDA volunteers visit and bring them joy during holidays and many more occasions.

This long list of impressive achievements is all due to your abilities – MDA employees, volunteers and national service volunteers. Each and every one of you is contributing your utmost abilities for the sake of the other, and all together you form the image of MDA as an outstanding, professional and humane organization whose reputation is well known in Israel and abroad.

Celebrating Israel's 68th Independence Day, I extend to you my gratitude and blessings for many years of blessed and joint activity, technological improvements and the continuation of the remarkable lifesaving work in Israel.

**Happy Independence Day**

**Yours  
Eli Bin**



Deputy Education Minister Meir Porush, of Health Minister Yaakov Litzman, , Beitar Illit Mayor Meir Rubinstein and MDA DG Eli Bin at the inauguration ceremony

Photos: MDA Spokesmen

## MDA Service for Beitar Illit Residents A New Permanent Structure of a MDA Outpost in Beitar Illit

On Tuesday, May 3, 2016, a new building of a MDA outpost in the city of Beitar Illit was inaugurated in the presence of Health Minister Rabbi Yaakov Litzman, Deputy Education Minister Rabbi Meir Porush, Beitar Illit Rabbi and Mayor Meir Rubinstein, MDA DG Eli Bin, MDA officials, and employees and volunteers.

About 47 thousand people live in Beitar Illit receive emergency medical services from the MDA outpost in the city, manned by 20 workers (paramedics and medics) and about 80 volunteers. An ambulance and a Mobile Intensive Care Unit are stationed in the city, 24 hours a day 7 days a week in addition to dozen volunteer drivers on motorcycles and in their cars.

During 2015, Beitar Illit station crews were dispatched to 3,378 emergency calls, including 948 pregnant women with labor contractions and 298 car accidents.

**Mayor Rubinstein thanked MDA DG for bringing a Mobile Intensive Care to the city which has already saved lives,** "Beitar city is in the midst of a boom in activity and unprecedented development, and we are growing in all dimensions, including population and construction of urban infrastructure and services to residents. A fire station was inaugurated, we are inaugurating the MDA station, a police station will be inaugurated soon, and shortly an emergency room. "

**Health Minister Rabbi Yaakov Litzman said at the ceremony:** "I welcome the accessibility of medical services to residents of Beitar Illit with the inauguration of a permanent structure, the MDA ambulance and the Mobile Intensive Care Unit in the city to save lives. I was pleased to participate in a tour together with my friend, Director General Eli Bin, Mayor Rubinstein and Deputy Minister Rabbi Porush, who are working together jointly to address the health needs of the residents. I am impressed every time with the efficiency and speed with which MDA continues to provide support for sake saving lives"



Beitar Illit Mayor Meir Rubinstein is putting up the Mezuzah



# Hundreds of Physicians and Nurses from Beilinson Hospital Joined the MDA "Life Guardians" Project

On the formal signing event held on Tuesday, May 3rd, all the hospital teams were invited to join the life-saving database at the registration standpoints established by MDA representatives. The professional knowledge and experience of the hospital teams will be of great help in real time events anywhere and especially outside the hospital.

Among the additions to the MDA "Life Guardians" were also Beilinson Hospital Director Dr. Eran Halperin together with his two deputies, Dr. Eran Rothman and Dr. Gadi Neuman. "The first few minutes of a cardiac event or a traffic accident are critical to saving lives, this is why MDA's project is of tremendous importance. I am proud to join hands with the MDA "Life Guardians" framework and together with about 250 medical personnel, including doctors and nurses from our hospital." Concluded Dr. Eran Halperin, Director of Beilinson hospital.

The idea behind this innovation - dubbed "Life Guardians" – is that every citizen who at some point had the basic training of 20 hours in first aid, can perform basic CPR on a patient suffering cardiac arrest - and thus increase the chances to save his life.

However, in order to reduce the arrival time to a patient suffering from cardiac arrest, it was decided to enlist in favor of the project, every citizen who is interested, above the age of 18 and is trained in basic first aid.

A special detection system of MDA operates through an application and locates all life guardians who live or are present just minutes away from scene where it was reported to MDA of a patient in need of resuscitation. The system will launch them in parallel to Magen David Adom crews and telephone guidance given by medics and paramedics at MDA dispatches until the arrival of an MDA staff member to the scene.



Dr. Eran Halperin joined the MDA Life Guardian project  
Photo: Or Meni - MDA Operational Photographers Unit

## Approximately 60 Teenagers from Tel Aviv Completed the EMT Course and Joined MDA:

**"Three years ago I lost my two older brothers in a road accidents, to join MDA as a volunteer who saves lives is great for my personal rehabilitation"**

In a touching ceremony held at the MDA Tel Aviv Station, on Monday, May 2nd, approximately 60 youth volunteers from Tel Aviv joined MDA ranks after successfully completing first aid courses conducted in recent months. At the ceremony the graduates received the MDA uniforms officially began volunteering in the organization. At the ceremony during which the new youth volunteers of MDA presented a showcase of patient care and casualty at the same time with a special display of emergency vehicles and equipment of the organization.

In attendance were the parents of teenagers, MDA vice president, Noam Khaldi, national youth volunteer's director, Yifat Glazman, deputy director of the Dan Region and in charge of volunteers at Tel Aviv, Yaron Hatukah, Chairman of the volunteers in the Dan Region, Shmuel Avitsur, members of the Tel Aviv volunteers committee of MDA, Abigail Sinai. Or Shadmi who is in charge of youth volunteers at the MDA station in Tel Aviv commented: *"I am proud of each and every one of the youth here on completion of the course, and I hope during the journey they will have here at MDA they will always look for the best and never stop to ask why they do what they do and why they are here."*

During the ceremony, MDA vice president Noam Khaldi stressed the importance of investing in school and the importance of volunteering during free time and said that he began to volunteer at the MDA station in Tel Aviv at the age of 16, encouraged by his father who said he would prefer to see him in MDA stations instead of riding a bicycle on the roads.

MDA first-aid provider Nur Hasonah who recently finished the course, said: *"Three years ago, my two older brothers, in their 20s were killed in a car*

*accident. From that moment, I could not hear the sound of the siren of ambulances because it reminded me of the severe trauma, until I realized that I should try to overcome and I decided to come and complete a first aid course in MDA to learn to save lives. I have no doubt saving lives will help me overcome this trauma. The course was an amazing experience for me and also great personal rehabilitation".*

Another youth volunteer who graduated from the course, Na'ama Bisht, 15 years old, has undergone hear surgery about 3 years ago, following the incident she decided she wanted to volunteer in MDA and help save lives: *"I always dreamed to be a cardiologist, the dream only grew stronger following the surgery. Today, I finished the MDA first aid provider's course and I am proud and happy that I could get on an ambulance to provide medical care and help to save lives."*

Guy Elias, 15, continues the MDA family legacy. Moshe, Guy' father, serves as a paramedic at the MDA Tel Aviv station for more than 34 years and his mother, Varda did her national service at MDA. *"It feels fun and amazing, I had an extraordinary experience with excellent guides" Guy said, "I'm looking forward to get into the ambulance and volunteer with my father and the other EMTs."*

Even the proud parents did not stay indifferent to the continuation of the dynasty of the Elias family in MDA: *"I'm excited to stand here and see my son Guy among dozens of high-quality youth who finish their course today and start volunteering for MDA,"* said the happy father.

Dan Region deputy Director and in charge of volunteers at MDA Tel Aviv station, Yaron Hatukah said: *"Every year I am thrilled about the dozens of youth graduates who complete the courses at MDA Dan Region and choose to learn and do all they can to help save lives. These amazing teens engage in humanitarian activities in addition to their activity in ambulances."*

MDA Dan region Director, Itzik Ben-Aharon: *"MDA's capabilities are based on the excellent human resource component, so I am proud to congratulate the graduates that they are the best of the youth of Tel Aviv, and whose common denominator is a tremendous desire to help saving lives."*

Photos: MDA Spokesmen

MDA first-aid provider Nur Hasonah at the ceremony



MDA paramedic Moshe Elias with his son Guy at the ceremony

# Working to Save Lives during the Chol Hamoed Days

During Chol Hamoed Pesach several ambulance dedication ceremonies were held in different MDA regions. The ambulances and medicycles were donated by MDA Friends Societies around the world. Some ceremonies honored by the donors. At the ceremonies, 2 4X4 ambulances, mobile intensive care unit and 3 medicycles were inaugurated.

MDA youth volunteers lead CPR workshops for the public, free of charge, throughout the country, like in Rabin Square in Tel Aviv and along hiking trails and walks. In some of the places MDA rescue vehicles were exhibited and showed part of MDA's treatment capabilities.



# MDA Youth Preparing for an Earthquake

In March, MDA Ayalon region's youth volunteers were trained in earthquake preparedness. The training was carried out by the organization's youth volunteers who were trained as earthquake instructors during the summer.

The volunteers undergo the training as part of the basic course before they start volunteering for MDA. Teens learn to handle events typical connected to earthquakes such as building collapses. In these cases it is difficult to reach available medical equipment because the area's borders may vary and access to roads might be blocked.

Therefore, volunteers are trained to use available means around them such as wooden pallets, steel rods and various fabrics for splinting in order to provide first aid to the wounded until the arrival of advanced teams

In addition, youth volunteers learn about emergency preparedness in advance, preparing first aid kits to suit these conditions, how to prepare the house and where it is recommended to be during an earthquake and after in order to increase the chances of survival and to be able to escape unharmed. Apart from the obvious, disaster preparedness is important in the context of emergency teams, because a volunteer who prepares himself and his household, as required, will be able to go out and treat victims immediately after the occurrence of the disaster.

When the trainees pass from the theoretical stage to the practical stage they go through simulations of major events with focus on earthquakes, including measures to improvise using materials as described above.

Earthquake preparedness is part of the mandatory training courses of volunteers throughout the country. Chen Natovitch, national service volunteer of the MDA Red Cross Department, coordinated this training.



# Is Twitter an Effective Tool for MDA Activities Overseas?

Following the terrorist attacks that took place in Istanbul on 19.03.2016, MDA executed an operation of 3 aid missions to Turkey. During the operation, the PR, Training and FR Division of MDA published 20 tweets on the official MDA Twitter account in English with updates related to the aid missions. All tweets included pictures or videos which were posted in real time. MDA's tweets were "re-tweeted" 352 times.

In addition, 5 tweets in French that were published by the French Friend Society were re-tweeted on the MDA's Twitter account - part of a successful collaboration with the French Society for post tweets in both languages: English + French. Approximately 160 new followers joined during activity of the relief operation. The tweets were viewed 103,298 times and 4,734 users interacted with them (opening photos, playing movies, re-tweeting, quoting, etc).

By comparison, during the terrorist attack at Dizengoff 130 on January 1st, 2016, the PR, Training and FR Division of MDA posted 5 tweets with updates on Twitter, which were re-tweeted 177 times by others and viewed 40,256 times. It is clear that increasing the volume of activity on Twitter while including photos and videos in the tweets - led to a significant increase in exposure to the international community and foreign media while exposing the name of the organization in various countries around the world.

## Examples:

**Breakdown:** 30 re-tweets, 12 likes, 7613 impressions, 245 interactions.



**Breakdown:** 65 re-tweets, 37 likes, 14,364 impressions, 1,981 video views, 798 interactions.



**Breakdown:** 21 re-tweets, 12 likes, 11,292 impressions, 557 interactions.

