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Israel's National EMS



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21.11.19



Thank you!



Israel Lottery (Mifal HaPais)
Jointly with MDA will Activate the
AEDs National Project, Placing
Defibrillators in the Public Area



9 Doctors from Canada
Join MDA's International
Emergency Unit



Major Gen. (ret.) and past

MDA Vice President **Yochanan Gur**

מגן דוד אדום נשיא לשעבר

יוחנן גור

1925-2018

Yochanan Gur Z"l - A Year
Since his Passing



Learn from the Best



Dvir Shenrav Returns to
MDA's Ambulance as an EMT

Picture of the week



Photo: MDA Spokesmen



Do you have an interesting story?
An exciting news?

Send us to:

info@mda.org.il

During the escalation, November 12-14 2019,
MDA teams have treated 84 people all
of whom were mildly injured.

צבע אדום

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Thank you, MDA volunteers, employees, friend societies and our partners in Israel and all around the world who enabled Magen David Adom to be prepared and ready, and to be the “Iron Dome” of Israel's citizens during the most recent escalation in the south.

The Islamic Jihad fired over 450 rockets into Israel. During the escalation MDA EMTs and paramedics treated 84 people,

While sirens were blaring, a call was received at the MDA 101 Emergency MDA Emergency Dispatch Center in the Ayalon Region, about an 8-year-old girl who collapsed and lost consciousness, MDA EMTs and Paramedics performed CPR and evacuated her to Wolfson Medical Center. **Over the weekend there was a major improvement in her condition and she regained consciousness, this is partly thanks to the response of the MDA crew who brought her immediately to the hospital while providing life-saving treatment.**



MDA Director General Eli Bin: “MDA teams around Israel, especially in the southern and central regions were on high alert, reinforced by additional teams working around the clock during the escalation. The exceptional cooperation between MDA, the IDF Homefront Command, Israel Police, and all other security forces and local council’s proved itself as important and vital once again. I want to thank each and every employee and volunteer, First Responder, Paramedic, EMT, 101 Dispatcher, Ambulance Driver and the MDA Blood Services team members, for their professionalism and commitment to saving lives. Thank you to MDA’s donors around the world who thanks to their generous support MDA is equipped and prepared better for any and all scenarios”.

Due to the escalation, Israel’s National Emergency Medical and Blood Services Organization, Magen David Adom (MDA) increased its level of alert in the southern and central regions of the country. 508 ambulances and MICUs were in service in the south and central regions, as opposed to the usual 291 ambulances and MICUs which operate daily, all possible thanks to MDA volunteers who left their families and day-to-day life and came to assist the citizens in the south. MDA was on alert in the rest of the country as well.

During the first 24 hours of the escalation, MDA’s Blood Services supplied over 2500 unit of blood and blood components to hospitals.

Thousands of first responders were on call on Medi-Cycles, MERVs and electric bicycles and were ready to respond to any scenario. In addition, MDA called up dozens of reservists from the MDA Reserve Unit. In addition, 30 ambulances were released from emergency



storage and placed in service. Additional teams were called into the MDA 101 Emergency Dispatch Centers across the country and to the National Operations Center in Kiryat Ono. MDA's 101 Emergency Dispatch Centers are staffed with EMTs and Paramedics to answer all emergency calls.

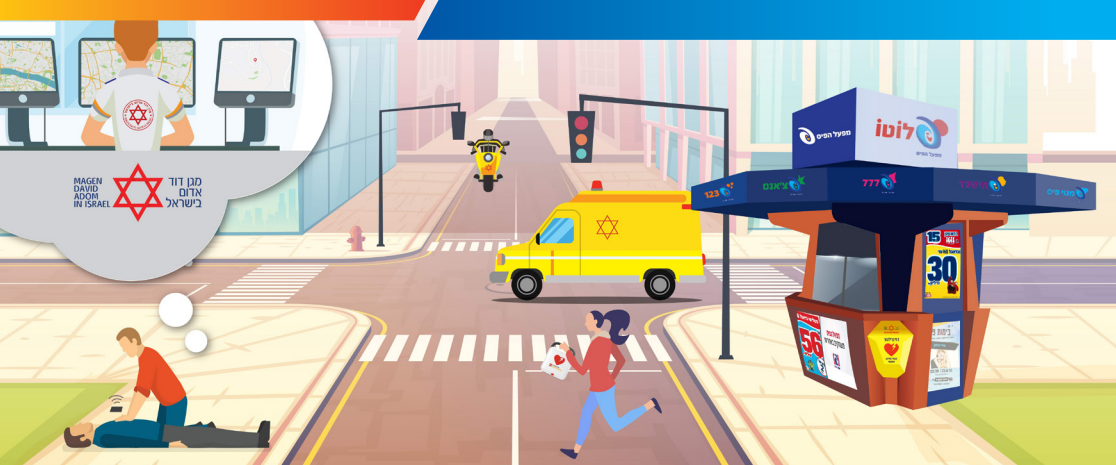
Thanks to the National Operations Center new building in Kiryat Ono, which is built in was modified as a bomb shelter, allowing full function in case of missiles fired towards civilian areas, the dispatchers are able to continue their lifesaving work. Likewise, the future Marcus Blood Services Center will provide a safe place for MDA Blood Services teams to provide even better assistance to Israel's hospitals.



Thank you on behalf of the Israeli citizens and on behalf of the MDA employees and volunteers

WE could not have achieved this without your assistance!





Israel Lottery (Mifal HaPais) Jointly with MDA will Activate the AEDs National Project, Placing Defibrillators in the Public Area

In these days, the Israeli Lottery (Mifal HaPais), in coordination with MDA, is leading a national initiative within its framework. AEDs (Automatic External Defibrillators) will be placed outside the Israeli Lottery stands through the country. The goal: allowing the public to activate them and provide quick medical care that could shorten the amount of time until one receives an electric shock in the event of sudden heart failure in public areas, and therefore save the lives of many.

The Israeli Lottery, **investing approximately 5 million NIS**, will purchase approximately 600 AEDs, which will be wirelessly connected to MDA's 101 Emergency Dispatch Center, as part of the project. The defibrillators will be placed outside their stands throughout the country. MDA is funding the technical, logistic and operational support of the overall project.

How will the process work?

- ▶ A citizen witnessing a heart failure event of in a public area will call MDA's 101 Emergency Dispatch Center and will receive immediate instruction:
- ▶ MDA dispatcher will direct the citizen to the AED closest to their location, stationed outside Israeli Lottery stand, and operate the device.
- ▶ They continue with combined guidance-audial instruction from the defibrillator itself combined with additional instruction from professionals at MDA's Emergency Dispatch Center, until the arrival of the medical teams to the scene.

Chairman of Israeli Lottery, accountant Avigdor Itzhaky: "The goal of this initiative is to save lives. The deployment of defibrillators in the stands of Israeli Lottery throughout the country could allow, in certain situations, immediate medical treatment in a public space and possibly, in certain situations, even save the lives of people suffering from the most common cause of death in the country and around the world- heart attacks. The Israeli Lottery understood the importance of this project, joined it and invested their resources. There is no bigger goal for the sake of a society than saving lives. I bless the directorate of the Israeli Lottery that understood the importance of the project, gave us the permission, and donated immediately to the mission."

MDA Director General, Eli Bin: "The collaboration with the Israeli Lottery by means of deployment of AEDs in its stands is an example of a creative cooperation for the sake of saving lives. It undoubtedly an important step that will clearly save lives and will increase the chance of survival for those who are stricken with a sudden heart attack, in the vicinity of these devices, and may even allow them to recover without brain damage. I thank the Chairman of the Israeli Lottery, Accountant Avigdor Itzhaky, for positioning himself on the front line, alongside MDA, in concern for the well-being of the public."

The initiative will be accompanied by a collaborative public campaign with the Israeli Lottery and MDA. The goal is to raise public awareness on the subject. The campaign is expected to be launched with the deployment of the AEDs within a few months.



Doctors from Canada Join MDA's International Emergency Unit

Nine doctors from Canada are completed a five-day course last week at Magen David Adom in Israel. The doctors, including specialists in Emergency Medicine, Internal Medicine, General Practitioners, Neurology and Orthopedic surgery, arrived in Israel from Canada last Sunday to undergo training in MDA, so that they can fly to Israel and assist MDA paramedics and EMTs in treating and evacuating patients and injured. All in full volunteerism. MDA's International Emergency Unit is growing, with doctors coming from Canada and many other countries around the world each year to have the ability to come and help MDA and the State of Israel during an emergency, such as a mass casualty's. The intensive 50-hour physician course included shifts on MDA ambulances and MICUs, a tour of the organization's National Operations Center, and a visit to MDA's blood services laboratories. In addition, they took part in a treating patients at a destruction site's drill

Dr. Jason Berman, one of the course participants, said: "It has been a privilege for us to learn from Magen David Adom's instructors and teams and work alongside them so that we can treat Israeli citizens when needed. I am glad that I can see myself as part of this family, looking forward to sharing in Canada the experience I gained here, and hope to return to Israel soon."

MDA Deputy Director General-Community Dr. Eli Yaffe: "The importance of training doctors from around the world at Magen David Adom is critical. Facing MDA'S challenges, as Israel's national rescue organization, we are pleased and grateful to have the opportunity to have senior medical professionals with a great willingness to assist."

MDA Director General Eli Bin: "We at MDA are grateful that senior doctors come from Canada to the State of Israel, voluntarily, and only to undergo training with us, and to develop the skills that will enable them to return when needed."





Yochanan Gur Z"L - A Year Since his Passing

A year has passed since the passing of a dear man, a visionary, my father. Throughout his years of work, my father had many roles in giving, heroism and assisting. In his last position as Director General, President and honorary vice president of MDA, he once told me "this is my life's calling." Being the leader of a rescue organization in Israel was his true calling.

As a Holocaust survivor, who had lost his entire family, belonging to a rescue organization was significant for him, a small personal victory.

Not only did he serve MDA for many years loyally and diligently, but he took the organization to new heights and left behind a loyal staff.

He was proud of the organization that continues to grow and grow even after his leaving. His pride in MDA employees was evident in every way.

About three weeks ago, the MDA Friends Societies' Conference was held, a conference that Dad took great pride in. The collaborations in all corners of the world gave him strength, satisfaction and a feeling of unity.

To the whole MDA family I want to say thank you.

With love,

Noya, the daughter of Yochanan Gur





Learn from the Best

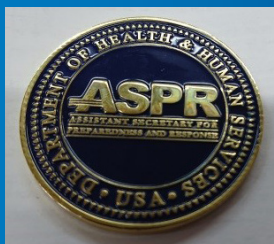
A senior team from the US Department of Health's Assistant Secretary for National Preparedness visited the MDA Blood Services.

During Mr. Jack Herrmann's visit to Israel, the executive director of the committee, the senior officials, accompanied by Israeli Defense Ministry representatives, came to Magen David Adom's Blood Services Center and received an extensive overview of Israel's National Emergency Medical and Blood Services Organization's routine and emergency services and the readiness of the blood services to deal with a variety of emergencies such as scarcity of rare blood types, possible effects of a cyber-attack and response to multi-casualty events. The visit took place during the tense days of Operation "Black Belt" and was not canceled despite

the security situation. The delegation was impressed by Magen David Adom's advanced technologies, the unique communication between the pre-hospital and blood services in MDA, the close collaboration of the blood services with the IDF and community involvement in the National Rescue Organization.

In recent years, there has been a significant increase in visits by senior medical officials in the field of blood services from around the world, who are impressed by the capabilities of MDA's Blood Services. At the same time, MDA officials

participate in professional international conferences and delegations around the world.





Dvir Shenrav Returns to MDA's Ambulance as an EMT

This was not just another shift in Magen David Adom's ambulance. Not for Dvir Shenrav, and not for MDA paramedic Yuval Aran. The last time they were together in an ambulance, was minutes after the horrifying terrorist attack in which Dvir's sister, Rina Shenrav, z'l, was murdered, and in which his father was wounded. Dvir was in critical condition and Yuval was fighting to save his life.

After his hospitalization and continuation of medical treatment, Dvir began to return to himself, did not give up, and successfully completed MDA's EMT course, which he had begun before the attack. Now, two months later, he returned to MDA's ambulance, this time as an EMT, together with the man who saved his life.

Dvir Shenrav said: "The first shift in MDA's ambulance was more than the closing of a circle for me. Hand in hand, with the man who saved

me, we went to save more lives. The feeling of satisfaction was immense, and surpasses explanation through words. Despite this, it also returned me to some extent to the event in Dolev, and I had mixed feelings. The excitement and happiness were mixed with difficult memories, but I feel as if I overcame them, and am already looking forward to my next ambulance shift."

MDA paramedic Yuval Eran said: "Dvir is a real hero. I knew this, but it was confirmed and strengthened in his shift on the ambulance. He has special inner strength and a fierce will to donate from himself for the sake of others. He succeeded to put complications and difficulties aside, and to operate with exceptional professionalism and devotion. Personally, I was very excited to be together on the ambulance, both of us on shift, and I hope to have the opportunity to go out together again to save lives."