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Picture of the week

A Miracle in the City of Eilat

Suffered from cardiac arrest in the first meeting with his granddaughter - and his life was saved thanks to MDA paramedic Gabi Brinu who lives in the building



Do you have an interesting story?
An exciting news?
Send us to:
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“MDA is a Very Big Asset to the Citizens of the Country”

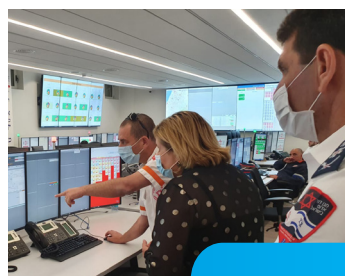


Knesset members and ministers visited the MDA National Operations Center in Kiryat Ono earlier this week, and were accompanied by MDA Director General, Eli Bin and senior members of the organization. Minister at the Defense Ministry Michael Biton, MK Haim Katz (Likud) and members of the Health Committee, Deputy Speaker of the Knesset, MK Orna Barbivai (Yesh Atid-Telem) and Knesset Member Nir Barkat (Likud) toured the facility to learn about MDA’s activities as a national rescue organization and is at the forefront of the fight against the spread of the Corona virus in Israel.

During the tour, the Knesset members received an overview of how the organization was dealing with the Corona crisis, heard about the set of tests and samples, the serological tests, buses for emergency evacuation of corona patients, plasma donation from recoveries and MDA 2020 project (MDA at the Community). In addition, the Knesset members expressed a special interest in blood services, in the many women who operate in the organization and constitute about one-third of the manpower and hundreds of EMTs and paramedics who ride on Magen David Adom’s emergency motorcycles.

At the end of the tour the Knesset members thanked MDA and MK Barbivai and said: “MDA is a very great asset to the citizens of the state. The fact that you are always relevant and evolving in response to the changing reality of routine and emergency is greatly appreciated. The Corona has revealed your professional and human capabilities Thank you for your blessing”

MDA Director General Eli Bin: “I thank the Knesset members for the visit and the great interest in MDA, which has been at the forefront of the fight against the Corona virus in recent months.”



Mifal HaPayis and Magen David Adom Initiative to Place AEDs (Defibrillators) in Public Areas

Mifal HaPayis is currently launching a joint project with MDA. Joint teams have already begun this week to place the devices in the Lottery booths across the country. The project aims to provide an electric shock to the heart in cases of out of hospital cardiac arrest as quickly as possible and increase the number of lives saved in such instances.

How will the process work?

- A citizen identifies a case of cardiac arrest in a public setting
- The person calls the 101 Emergency Call Center and receives instructions: both to identify the defibrillator closest to their location, which is located outside the Mifal HaPayis booth, to assess the patient and to provide life saving treatment until the arrival of emergency teams.
- Continue with integrated training – verbal instructions from the defibrillator itself and ongoing support from MDA's trained 101 Emergency Call Center dispatchers, providing an electric shock for the patient and waiting on site, until medical teams arrive.

The chairperson of Mifal HaPayis, CPA Avigdor Yitzhaki: "The purpose of the venture is to save human lives. Deploying the AED devices in the Mifal HaPayis sales booths will enable, in some cases, immediate primary care in the urban area and, in some cases, even save the lives of The most common cause of death in Israel and around the world - cardiac arrest. Mifal HaPayis understands the importance of the project, and invests many resources

for the community and Israeli society and there is no greater social purpose than saving human lives. I congratulate the Mifal HaPayis Board who understood the importance of the project, approved it and immediately joined the mission.

MDA Director General Eli Bin: "Collaboration with the Mifal HaPayis through the placement of CPR devices in public places is an example of creative collaboration for the sake of saving lives. This is certainly an important and clear step that will save lives and increase the chances of survival of those suffering from cardiac arrest near, and perhaps even without irreversible brain damage. I thank the chairman of Mifal HaPayis, CPA Avigdor Yitzhaki, for his first-line stance, alongside MDA, with concern for public health.



Honorary Citizenship of Nof Hagalil was Awarded to MDA Director General Eli Bin

Last week honorary citizen was awarded to MDA Director General Eli bin by the Nof Hagalil Municipality for MDA's contribution to the health of the residents of the city during the corona crisis.



Nof HaGalil Mayor Ronen Flot, the city's rabbi and municipal representatives awarded the honorary citizenship to Mr. Bin in a ceremony held earlier in the week. The Mayor acknowledged the unique status and expressed his gratitude to Mr. Bin and MDA for their work during both routine and the corona crisis.

Mayor Flot: "Eli Bin and his teams have operated two rounds of "Drive and Test" complexes in Nof Hagalil for the residents and despite their tremendous workload have responded quickly and efficiently to all nursing homes and long term care facilities." The Mayor went on to praise MDA's dedication to services in the periphery and for the cities residents. As part of the project, MDA in conjunction with the municipality, is placing 10 defibrillation devices around the city in public spaces for the use of the public.

MDA Director General joins a distinguished list of

personalities holding the honorary citizenship title of Nof HaGalil, including: Prime Minister Benjamin Netanyahu, Minister of Economy Eli Cohen, former Housing Minister Yoav Galant and KKL-JNF chairman Danny Atar.

MDA Director General Eli Bin: "I have received several awards and honors in my life, and yet I am very excited. This recognition is not just for me - but for the entire organization and all my partners, employees and volunteers from Magen David Adom - about 30,000 people in total. Nof HaGalil is one of the breakthrough cities in conducting initiated tests in nursing homes and sheltered housing."

In a special video screened during the ceremony, **Health Minister Yuli Edelstein** congratulated and said: "MDA under your leadership has become a body that operates throughout the country tirelessly. I wish us continued fruitful cooperation."

International Blood Donation Day: One Family - 600 Units of Blood



Giving is in their blood. In the 1970s, when Moshe (75) was a young student at Bar-Ilan University - he decided to try to donate blood in MDA for the first time in his life. Since then, he became a regular donor and has continued to donate every month, and over the years, he has also passed this on to his children and grandchildren. This week, his granddaughter donated blood for the first time in her life - the family's 600th blood donation.

This morning, Sunday, marks International Blood Donation Day around the world. At the same time, with extraordinary timing, the Gelerenter family celebrates the 600th blood and blood product donation of family members who have donated blood continuously over the past several decades. The special "hobby" began in the early 1970s, when the family's grandfather Moshe Gelerenter was a young student in Bar Ilan. During one of the breaks, he encountered a MDA Blood Mobile and decided to come in and make a donation - for the first time in his life. Since then, after realizing the importance and need of the donation - he has not stopped donating and over the years has added his children and grandchildren to the donor list.

Moshe is a father of four and the grandfather of two grandchildren and one of the longest blood donors in MDA. To date, Moshe has donated 305 blood and plasma units since he began donating regularly in 1988. This week, his young granddaughter (17.5) donated her first blood donation, which marked the 600th donation of family members.

About a year ago, Moshe had a heart attack and had to stop donating. As a result, Moshe decided to continue to help in other ways - and joined the MDA blood donor organization during which he was a volunteer donor in the pheresis unit.

From 1988 until the last years, Moshe donated regularly and hasn't missed an opportunity to donate. Because of the sense of mission and giving, Moshe recruited his four children, two grandchildren and other relatives to donate - which together

reached a total of 600 family blood donations this week.

Regarding the sense of mission and family effort, Moshe said: "Until the age of 73, I have been donating regularly since the 1980s. Unfortunately, due to a cardiac event and sugar problems, I can no longer donate. Nevertheless, I found another way to help MDA and the Corona crisis I volunteered in the organization and brought more blood donors. I feel I did mine - I was able to educate the next generation and now my grandchildren are donating with their initiative and with great desire. I started donating regularly when I was told about a baby who needed urgent blood donation. The story really excited me and I immediately wanted to donate. This week, my young granddaughter donated her first unit of blood, which marked 600 units of blood from the Gelerenter family. It is an exciting symbol of the continuation of generations and the continuity of giving. To my delight, there is no one in the family who is afraid of needles. I thank G-D for leading me to this endeavor and I am grateful to have been able to help. Most important to me is that my children and the next generation, grandchildren, go my way and donate nonstop. Each has donated dozens of doses of blood and they do not intend to stop. I consider the donation a supreme value and hope my story will serve as an example to others."

Prof. Eilat Shinar, MDA Deputy Director General-Blood Services: "Moshe is one of the best and most special people we have met. We, in MDA Blood Services, help 1,800 patients around the country who need blood transfusions to save their lives. At the time of the Corona crisis, the importance of plasma donation became particularly significant, with the aim of helping the severely ill and preparing for the next wave. Dr. Karl Landsteiner, who discovered the types of blood and thus his birthday marks the day of blood donation around the world on, would have been happy to know that there are special people like the Gelerenter family."



MDA Friends in Italy Celebrates MDA 90 Birthday

On the 7th of June Italian Friends of MDA celebrated the 90 years anniversary of MDA in Israel.

An exciting film telling the MDA story along the years was prerecorded and broadcasted through Zoom, Face Book and various other social platforms including all Jewish web sites in Italy.

The attendance was really amazing and many viewers participated at the viral event.



The show started with a heartily salute by the President of the Italian Communities of Italy Doctor Noemi Di Segni followed by both the ambassadors of Israel in Italy Hon. Dror Eydar and the Ambassador of Italy in Israel Hon. Gianluigi Benedetti, they all underlined the importance of MDA in the Israeli society and the importance of the Friend Societies strongly supporting Israel specially in the light of Covid 19 epidemic.

Historical films and pictures of MDA's past 90 years were shown MDA's activities in Israel and abroad briefly explained.



Israeli artist and musician Eyal Lerner has sung some of the Israeli hits that accompanied the 90 long years of MDA's existence.

Last but not least Yonatan Yogodovsky Director of MDA International Department MDA sent his heartily salute to the Italian Friends in this occasion specially thanking President Sisa and Coordinator Silvia Voghera for their indefatigable work in favor of the entire population of Israel.



In the photos: President of the Italian Communities of Italy Doctor Noemi Di Segni, the ambassadors of Israel in Italy Hon. Dror Eydar and the Ambassador of Italy in Israel Hon. Gianluigi Benedetti.

She Raises 6 Children Alone, Works in Two jobs, but Never Gives Up a MDA Shift

Super Woman Asmahan Abu Yeheya from the Bedouin sector tells about 16 years of volunteering at the National Rescue Organization

Asmahan Abu-Salam (42) from Gan Yavne has volunteered at Magen David Adom for 16 years. Over the years, Asmahan had six children of her own, but between one maternity leave and another, she continued to volunteer at MDA as an EMT and ambulance driver. Asmahan is a certified preschool teacher, and at the same time also works as a medical secretary at an orthopedic clinic, and as a volunteer operations officer for the Gan Yavne Rescue Unit. All of this, Asmahan, does as a single mother to her six children, with the youngest being 10 years old.

"I get support from the kids," Asmahan shared, "If I'm in a bad mood, they tell me to go to a MDA shift because they know it will do me good. Doing and giving give me a lot of satisfaction, and I feel at any given moment that I am part of the warm and supportive MDA family."

Asmahan says that she sees each patient as a person, and that she never works on "automatic", "When I treat an older woman, I treat her like she is my grandmother. Every time I think about the person in the ambulance when he is in pain and scared, and sometimes I am the only person they have, my job is first and foremost to give him the best medical care, but I believe it is very important that I be both human and caring."

In recent months, Asmahan has taken an active part

in MDA activity at the forefront of the fight against the Corona virus. She has undergone training to obtain samples from suspected corona patients, and has obtained samples in the homes of patients in the Gan Yavne and Ashdod area, in the "Drive and Test" complex in Ashdod and in nursing homes in the area. "I took a lot of samples, but it was important not to be indifferent to any of the patients," Asmahan said. "I remember going to sample a tourist who was in isolation at a hotel in Ashdod, and I was told he had a birthday. I sang a happy birthday to him and he was very excited. When I arrived dressed in protective suit for homes that had children, I told them that I was not a monster, and tried to do everything I could to calm them. The activity around the Corona crisis was vast and sometimes not easy, but I knew I was part of something big, and volunteer at an organization that you need adapt to the situation in the country, with the help of people like me and other volunteers." "I happened to arrive as a team member for a patient or injured person, and they asked me where the person in charge is," Asmahan said, "but I'm quick to make it clear that I'm in charge. I'm sure of what I'm doing, and as soon as the people around me realize I'm coming to help, the attitude always changes. They thank me and appreciate what I did."

