



Continuing to Improve the Response Times for Patients



MDA Community AED is Installed at the Tiberius Promenade



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Picture of the week



Continuing to Improve the Response Times for Patients

20 new Medi-cycles and ATVs join the 600 MDA existing motorcycles

On Sunday (August 2) a dedication ceremony was held to inaugurate 18 new medi-cycles and 2 ATVs at Magen David Adom. The vehicles assist the organization in providing efficient and rapid emergency services to those in need, shortening response times and providing the best possible care to those in need and are stationed all around Israel. The ATVs will serve the beaches in Herzliya and Ashdod while the medi-cycles will be placed at different locations throughout the country.

The five 650 cc motorcycles will be stationed in Haifa, Alfei Menashe, Tiberius, Kibbutz Evron near Nahariya and Moshav Bnei Ram near Gedera. MP3 motorcycles will be stationed in MDA's Yarkon, Ayalon and Jerusalem regions.

The vehicles join MDA's fleet and will assist in providing efficient and rapid response to the public. During routine times, MDA donors are able to attend such ceremonies, however, now, due to the restrictions in place with the corona virus, representatives of MDA friends from abroad and donors were able to join virtually.

MDA's medi-cycles first responders unit was established in 2002 and currently has a fleet of 650 specially adapted three wheeled and intercity medi-cycles which provide immediate medical assistance in the field. Of the 650 medi-cycles, 24 are 650cc and the ceremony added an additional five.

The pair of ATVs dedicated at the ceremony, are special vehicles which have been adapted to the unique off road conditions. They have had special equipment installed including a stretcher and other emergency equipment to provide rapid treatment at beaches and other off road locations.

MDA Director General, Eli Bin: "Today we are adding an additional 20 vehicles to our fleet which will be operated by the organization's employees and volunteers to provide efficient and rapid care to those in need. Now, with the spread of the corona virus, as the organization leading the national fight against the virus, it is more important than ever that we have these vehicles available to the public. 18 years ago this special unit was established to provide an initial response wherever needed and be able to reach those in need regardless of terrain. We remind you that we continue to be available now more than ever to the public even during the corona virus."



MDA Community AED is Installed at the Tiberius Promenade

MDA's defibrillator project has arrived in Tiberius! The first AED was inaugurated in a ceremony held last week attended by Mr. Ofer Azard, Director General of the Tiberius Municipality, MDA Yarden Regional Manager Oren Avitan and other representatives of the municipality and MDA. It is placed next to the water and is connected to MDA's 101 Emergency Call Center.

By using this "smart" station, any caller who places a call for a cardiac arrest to MDA's 101 Emergency Call Center will be given over the phone guidance while an MDA mobile intensive care unit (MICU) is simultaneously dispatched to the scene along side MDA's Medi-cycle first responders. As part of the guidance by the MDA 101 Emergency Call Center, the caller will be directed to operate the AED which will undoubtedly assist in saving lives in situations requiring CPR. This smart station and AED were donated by Dani and Arnold Mahemoff and family from Victoria, Australia for the benefit of the many tourists and residents of the area.

Each minute that passes from the onset of a cardiac (heart) emergency decrease the victims chances

of a positive outcome by 7%-10% and when the electrical shock is given sooner, the chances of his heart restarting increase. Many lives have already been saved around the country by way of MDA's AEDs which any person can easily use without prior medical knowledge. The machine gives electrical shocks as needed, dictates the pace of compressions and provides clear and descriptive instructions. Simultaneously, the AED, which is connected to MDA's 101 Emergency Call Center provides feedback to the call center operators, allowing them to guide the user until the arrival of MDA teams.

Ofer Azard, Director General, Tiberius Municipality: "I would like to thank MDA and their volunteers in the Yarden Region, especially recently for their commitment, assistance and maintaining the public's health in Tiberius and surrounding areas. I praise any and all activities which benefit the public and give the full support of the Tiberius municipality."

MDA Yarden Regional Manager, Oren Avitan: "in the framework of the project to place defibrillators around the country, we are happy to be inaugurating the first such station in Tiberius for the benefit of the public and this will improve the MDA services in the city both to the residents and the tourists. We thank the Tiberius Municipality for the many years of joint work and for their work for the benefit of the residents of the city."





A new MDA Community Ambulance was Dedicated in Caesarea

A new community ambulance was dedicated this week in a ceremony in Caesarea for the benefit of the residents of the area. The ambulance is part of MDA's project to place ambulances in communities around the country which are further from MDA stations in effort to shorten the arrival time of MDA teams to those in need.

The dedication ceremony was attended by the head of the Hof HaCarmel Regional Council, Asif Isaac, his deputy Rafi Avni and representatives of MDA including MDA Deputy Director General - Community, Dr. Eli Yaffe, MDA Sharon region Deputy Director, Amit Deleon, senior volunteers of the MDA Sharon region and MDA employees and volunteers from Caesarea.

Unlike MDA ambulances, which are placed in stations, the community ambulance is staffed by local residents and stationed at their houses waiting to be dispatched at any time. This reduced the time in which emergency teams reach those in need to provide lifesaving treatment.

During the dedication of the new ambulance, the head of the Hof HaCarmel Regional

Council, Asif Isaac: "I welcome the initiative, which meets the significant needs of the community. I would like to thank all those involved for the initiative and willingness and of course our dear partners in MDA.

Anat Tzipkin, a Senior Medic with MDA and the driver of the community ambulance added: "For the first time, Caesarea is home to a community ambulance which will assist in providing efficient treatment to the community. The main goal as always is to shorten response times to emergency calls while preparing the patient for evacuation as quickly as possible. This is a dream come true and a huge honor. On behalf of the residents of Caesarea, I would like to thank MDA from the bottom of my heart, the management and those involved with this blessed project."

Dr. Eli Yaffe, MDA Deputy Director General-Community: "Thanks to the community ambulance operated by the volunteers who are residents of the community, we have improved and shortened the medical response time in an event of a medical emergency. Thank you very much for your cooperation to all those involved."

Dual Donation of Plasma by the Chairman of the Regional Council Center

About two months ago, Shay Hajaj, chairman of the Regional Council Center in Israel and head of the Merhavim Regional Council and his deputy, Armstrong Prague, contracted the coronavirus virus. This week, the two arrived for the second time and donated once more.

On the importance of the donation and its significance, Prof. Eilat Shinar, MDA Deputy Director General - Blood Services, said: "Corona has antibodies and the donation is very important. MDA's blood services have so far delivered about 800 plasma units to the hospitals during the corona and we call on all who have recovered to come and donate."

Chairman of the Regional Council Center in Israel and head of the Merhavim Regional Council, Shay Hajaj: "My deputy and I contracted the virus and, to my delight, recovered after about two weeks. Now, it is our turn to reciprocate the favor and help other patients. We came together to the MDA Blood Services Center in Tel Hashomer to donate plasma, which may save patients' lives. We did so in deep gratitude and for the health of other patients. We are grateful and thank the health system, MDA staff and medical staff for their dedication and professional work. Once again, it has been proven that our health care system, with all its challenges, is professional, efficient and blessed with first-rate professionals."



The Worst Case Scenario - 25 Years Since the Event Which Changed Festivals Forever

The Arad Festival began as an Israeli music festival and ended in tears and the funerals of three teens who were trampled to death. The incident became one of the most defining for Israelis and continues to be at the front of the collective memory. This week the 25th anniversary was marked by Dr. Shafir Botner, then a young MDA volunteer. This is his story of the horrors.

The Arad Festival is considered a must for all young Israeli rock and roll fans and for many years, thousands would flock to the southern city to enjoy the bands and culture. On the fateful night of July 18, 1995, tens of thousands of youth flocked the gates to see Mechina, the widely loved Israeli band at their last concert.



The festival location was built to hold 18,000 and according to reports nearly 30,000 tickets were sold. Thousands were pushed inside and stood very cramped for many hours. During the event the gates fell due to the massive weight and crushed Eitan Peled (15), Chen Yitzhak (17) and Naama Elkariv (15) and led to over 100 being injured.

MDA teams who arrived to the scene treated thousands of wounded and provided care at record breaking speeds for many hours. Dr. Shafir Botner, now the Director of the Paramedic Training School was at the time a young volunteer at the Beer Sheva Station. He recalls, “this was prior to the intifada and MDA was introduced to the concept of an MCI (mass casualty incident) which were very rare occurrences. The incidents which turned MDA into one of the most experienced organization’s when handling MCIs were just beginning.

At this time, one of the biggest festivals is being held in Arad, this is the most packed and successful in the country at the time. People were sleeping on the ground in every possible corner of the city just to be able to partake in the event. However, it is still the periphery, far from any major city and the MDA station in Arad is in proportion to that.

Undoubtedly, the festival was the highlight of the year for MDA teams in the city, the south and around Israel. I, at the time was an MDA volunteer who had just finished 12th grade

and was waiting to draft into the IDF. For me, this was the last festival before my army service with the grand event- the Mechina concert. I would not miss it!

Ready and waiting, I got on the ambulance in Beer Sheva with the EMT/driver Yaron Peretz (who today is studying in the Paramedic Training School under my supervision) and we departed to the event in Arad. On the way to the event, we began receiving reports over the radio for “what appears to be multiple victims due to over crowding at the entrance to the concert”. This was not a particularly suspicious report.

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Crowd Funding Project in Memory his Father

Thanks to a fundraising project by an MDA volunteer - the first defibrillator was placed in a Modi'in park

Itzik Sheinfeld, an MDA volunteer and one of the station's founders in the city of Modi'in, died after a battle with cancer in 2002. Ben Peled, Itzik's son, who has also volunteered and worked for the organization for 11 years, sought to commemorate his father and his work for MDA. In cooperation with Israeli Friends of Magen David Adom he has launched a special crowd funding campaign, as part of a national project led by Magen David Adom to place hundreds of defibrillators in public places throughout the country.

Ben and his family sought to commemorate his father by assisting the community and residents - by placing the first public MDA defibrillator in the city of Modi'in. About a week ago, the campaign came to a successful conclusion and the device was placed in an moving ceremony in Anava Park, in the center of the city.

The moving ceremony was attended by Ben and his family, the mayor and the chairman of the Federation of Local Authorities in Israel, Haim Bibas, senior officials of the Modi'in Municipality, representatives of the Israeli Friends of Magen David Adom, the management of the MDA Ayalon region and MDA employees and volunteers.

After the ceremony, Ben said: "I was very emotional during the event, he was so special and it was an amazing moment for me. Dad passed away 18 years ago and we never did anything substantial to commemorate him. During my volunteering in the organization and as part of the National Defibrillators project, I was exposed to defibrillator stands that were donated in someone's memory, I realized that this is the best way to commemorate Dad. For my family and me."

Itzik Sheinfeld volunteered for MDA for over 17 years and began his career in the organization as a teenager, at the Holon station. He died at the age of 33, after a long battle with cancer. His son wanted to continue his path and volunteered in his stead. Now, Ben continues to fulfill his vision and works to place more defibrillators in public places in the city. MDA's smart resuscitation stands are spread throughout the country in public places as part of the organization's national project.

The smart cases are linked to the 101 Emergency Call Center and in an emergency, the defibrillator connects to the MDA emergency hotline. At the same time, MDA teams receive information about the patient while on their way to the scene.

