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Celebrating 91 Years since the Establishment of Magen David Adom, Israel's National Rescue Organization



International Blood Donor Day at MDA



MDA's New Wish Ambulance Launched on a Special Voyage



The Taha Family Miracle



Picture of the week

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International Blood Donor Day:

In the presence of the GM of Facebook Israel, a new feature was launched on Monday that will make MDA's blood donation locations accessible to donors via Facebook.

Facebook Israel GM Adi Soffer Teeni visited Magen David Adom National Center in Kiryat Ono on Monday and launched a new technological feature with MDA DG Eli Bin, which will be integrated into Facebook, to help raise awareness of the importance of blood donations in Israel and will make available to users of the social network the locations of blood donations of MDA's blood services throughout the country.

With the new feature, Facebook social network users will be able to sign up for real-time alerts about blood donation centers in their area, set up routine reminders to donate blood and invite family and friends to donate blood themselves.

More than 100 million people worldwide have signed up to receive blood donation alerts in their area and use the feature to donate blood on a regular basis. Magen David Adom points out that in order to meet the needs of the health system in order to treat those who need a blood transfusion to save their lives, MDA's blood services are required to donate 1,000 units of blood every day.

During the visit, MDA Director General Eli Bin reviewed to Soffer Teeni the variety of technological means integrated into MDA's advanced systems and introduced her to Facebook technologies integrated into MDA's control systems - such as a direct chat to WhatsApp with a medic or paramedic in call center, direct sending of location, photos and more.

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Adi Soffer Teeni, GM of Facebook Israel: “The recent events in Israel have once again shown Israeli solidarity at its best. When MDA called on the public to come and donate blood after the disaster in Meron, we witnessed a rapid and exciting devotion that proved the power of a community. However, the need for blood donations continues all the time and the blood bank needs a daily supply of blood units to save lives. We strive to make blood donation a simple and accessible task, thus raising awareness of the importance of these donations. Together we will save the lives of other Israelis.”

Eli Bin, MDA Director General: “We are excited about Facebook’s blessed initiative to launch at the International Blood Donor Day a feature developed specifically to encourage blood donations and thanks to which we will be able to reach a wider audience and significantly increase the number of volunteer blood donors in Israel. This is an important national mission that will raise awareness of blood donations and make the location of MDA’s blood donation centers accessible throughout the country. This is an algorithm that can, literally, save lives. We thank and welcome the initiative, investment and exceptional result”.





In a Special Ceremony in the Presence of the Prime Minister and the Minister of Health

A Medal of Honor was Awarded to Magen David Adom for its Contribution to the Fight Against the Corona Virus

Last week, May 6th, a special ceremony was held to honor the stars of the Israeli health system. In attendance were Prime Minister Benjamin Netanyahu and the Minister of Health, MK Yuli (Yoel) Edelstein. Among the honorees was Magen David Adom.

Eli Bin, MDA's Director General, accepted the award from the Prime Minister and Minister of Health on behalf of the National Emergency Medical and Blood Services Organization, which has been at the forefront of the fight against the corona virus since the beginning of the epidemic.

During the Corona pandemic, Magen David Adom operated an extensive national sampling system, set up hundreds of "Drive and Test" complexes throughout the country, operated a call center for the citizens, carried out Operation Magen Avot V'Imaot, operated the home testing system and was at the forefront of the national vaccination campaign. About 700,000 civilians were vaccinated by MDA, also through the organization's vaccine trailer and hundreds of thousands more in cooperation with the HMOs.

The Certificate of Appreciation was awarded to the MDA organization as a token of gratitude for their great contribution to eradicating the outbreak of the pandemic in Israel in recent months. In addition, MDA paramedics performed about 3,000 serology tests during the Corona days and during the entire crisis, 23,589 plasma units were donated to MDA blood services from COVID recovered donors, of which 6,890 doses were given to 3,445 Corona patients in moderate and severe condition (2 doses per patient).

In addition, 32,912 Corona patients were transferred to medical centers. 2,254 homebound people were taken in MDA ambulances for vaccinations and 1,718 civilians were vaccinated in their homes by MDA staff, in collaboration with nurses from HMOs.

At the end of the ceremony, **MDA Director General Eli Bin said:** "I would like to thank the Prime Minister and the Minister of Health. I am proud of the organization's volunteers and employees from Metula to Eilat. The MDA family has been involved in the crisis since day one and we fought it successfully and with increased and steadfast forces"



Celebrating 91 Years since the Establishment of Magen David Adom, Israel's National Rescue Organization:

For the first time: a life-saving heritage quiz was held on MDA's 91st birthday.

In honor of MDA's 91st anniversary June 7, a special competition was held for the first time in Modi'in. The competition was to honor MDA's rich history of saving lives and was attended by youth volunteers from around Israel. The competition was won by Nehorai Amar of Ma'alot.

In the last two weeks, the preliminary rounds took place at MDA stations throughout the country, with nine youth volunteers being selected to the final stage in which they represented the MDA regions.

The competition consisted of three stages, with nine personal questions initially submitted to each contestant. In the second stage, the representatives of the regions faced 32 quick questions, with only the contestant who pressed the button answering first. The final and decisive stage consisted of four final questions - which were personally asked by the organization's retirees, Yoram Hemi, Chairman of the Workers' Committee, Ozer Laifer, MDA President Avi Zohar and MDA Director General Eli Bin.

After the three stages, the contestants were awarded shoulder ranks, the first for MDA youth volunteers and the judges of the competition announced Nehorai Amar, a 17-year-old resident of Ma'alot who, as the winner of the competition, after receiving the highest number of points and won a paramedics course.

After the quiz stage, a special performance was given by the IDF Chief Cantor, Lt. Col. Shai Abramson - a MDA volunteer himself, who dedicated the song "Ballad to the Medic" to the contestants.

The chairman of the judges, MDA Deputy Director General- Community, **Dr. Eli Yaffe, who initiated the quiz:** "The values of saving lives in MDA and passing them on to the youth and future generation of the State of Israel are milestones and values that are important to us. MDA invests a lot of resources and extra attention in this, in order to strengthen and educate the future generation of the State of Israel."

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The 11th President elect, Yitzhak (Buzi) Herzog, conveyed a special message to the participants of the quiz: “Graduates who have qualified for the finals, Magen David Adom for me is a symbol of a great idea and also an act of saving lives. To the volunteers, to the paramedics, to the drivers, to the call centers, to the people in the field, to the management for their work and to wish the contestants success in the continuation of their path in the organization.”

MDA Director General Eli Bin: “The

National Rescue Organization marks 91 years and in honor of the occasion we decided to hold a special quiz, in order to nurture the youth volunteers who are the future generation of the organization. MDA was established many years before the state and since then operates around the clock. In routine and emergency values of saving lives and assistance. “The same values that stood in front of the founding generation in 1930 - are now also facing the youth in the organization, who know our history, it is intertwined with the history of the State of Israel.”





International Blood Donor Day at MDA:

June 14 marks the International Blood Donor Day in Israel and around the world.

According to MDA blood services data 271,305 blood units were donated since the last blood donor day, of which 48,447 new donors donated their first blood donation this year.

International Blood Donor Day is celebrated every year on June 14 in order to raise awareness of blood donations and marks the birthday of Dr. Karl Landsteiner, an Austrian physician and biologist who discovered the existence of various blood types in 1900. This fact now allows blood transfusions to be given to patients who need this treatment to save their lives.

According to MDA blood services data, during the past year (to date), 271,305 blood units were donated in Israel that helped save the lives of about 800,000 sick,

injured and mothers in the country. 68.5% of blood donations were donated by men (185,739) and 31.5% by women (85,566). The data published by MDA also shows that IDF soldiers donated 68,875 blood units, which is a quarter of all blood units donated in Israel in the past year. 17% of all blood donors (48,447) donated blood this year for the first time in their lives.

The director of the MDA's national blood donation department, Lior Altman:

“Thanks to the generosity of the residents of the State of Israel, the citizens and the soldiers, we are able to reach the required target during the year to provide the blood units to the sick and injured. We thank the many donors who took their time and came to donate. “Every three months, blood can be donated and we invite the public to continue this important life-saving mission.”

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MDA's Deputy Director General- Blood Services, Prof. Eilat Shinar:

“Today we mark International Blood Donor Day following the important discovery of blood types by Dr. Karl Landsteiner more than 120 years ago, which is still in use today and thanks to Provide blood transfusions safely to the sick and injured. It is important to remember that in order to meet the needs of the health system in order to treat those who need a blood transfusion to save their lives MDA blood services are required to donate 1,000 blood units each day. To improve the specificity of the test, a new, modern and more accurate system was added this year that allows the identification of diseases that may be transmitted by blood transfusions, such as viral hepatitis and AIDS, and a more specific detection of virus carriers. MDA's blood services will move during the year to their new home in Ramla, to the world's first blood bank building built underground and protected against conventional and

unconventional threats. The new blood bank will contain state-of-the-art equipment from the world's leading technologies “MDA's blood services thank all the blood donors and those who recovered from corona and came to donate plasma that made it possible to treat patients with coronary heart disease.”

MDA Director General Eli Bin: “In many cases, a life-saving operation involves blood transfusions that come from the donor's arm through Magen David Adom's blood services to the patient and thus assist in critical medical care. With the help of hundreds of thousands of donors each year, “This important life-saving mission is possible and helps the sick, injured and mothers throughout the country. We thank the citizens of Israel who donate, time and time again, for the highest value of giving and donate a bloody volunteer for the benefit of all residents of the State of Israel.”





MDA's New Wish Ambulance Launched on a Special Voyage: 7-year-old Rafael Yotam fulfilled his dream of becoming a captain on a navy ship

About four years ago, Rafael Yotam Cohen, who has cancer, fulfilled a dream using an MDA Wish Ambulance - and flew in an MDA-Lahak emergency helicopter in the southern skies of the country. Recently, Rafael Yotam's rare illness returned for the third time and to put a smile on his face - MDA enlisted and fulfilled another dream of sailing a Navy ship on a day full of experiences and dreams come true.

The Magen David Adom Wish Ambulance project began volunteering in 2009 and to this day has managed to fulfill the wishes of thousands of critically ill patients. A new and special ambulance has been launched these days, donated through the MDA Friends Society in Melbourne, Australia, headed by Ms. Glynis Lipson. Rafael Yotam's wish was the first to be fulfilled through the new vehicle.

The fulfillment of Rafael Yotam's first wish about 4 years ago had a positive effect on his medical condition, which improved

immediately afterwards. Rafael Yotam's mother, Ravit Cohen, decided to take an active part in the fundraising campaign for a new ambulance and even participated in a campaign in Australia.

The Cohen family contacted MDA and told about the dream - and the organization immediately joined the mission and worked to make it come true.. About a week ago, Rafael Yotam (7.5), a resident of Neta in the Lachish region, the youngest of seven brothers and sisters in his family, fulfilled his dream. He arrived by MDA's new Wish Ambulance at the naval base in Ashdod, where officers and fighters of the Navy's Shaldag ship were waiting for him with excitement and special refreshments and surprises. As part of the special day, Rafael Yotam met the soldiers and officers of the navy, received an explanation about the ship and the weapons placed in it and even set sail while sitting in the captain's chair and holding the rudder.

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The ambulance includes full intensive care mobile equipment, the first and only electric bed of its kind in Israel adapted for critically ill patients, a special place for attendants and even a special medicine refrigerator. The compartments in the ambulance are hidden, in order to reduce the level of stress among the passengers and simulate normal driving conditions. The ambulance includes a place for the driver, two staff members, a patient and three accompanying family members.

The first wish in the new ambulance was accompanied by paramedics Tomer Bar-Levi and Shachar Hezkelevich and the paramedic Yonat Daskal-Dagan who accompanied Rafael Yotam also on his first wish: "I am doubly excited - both from the fulfillment of Rafael Yotam's wish and the launch of the new ambulance. " When we set out on a journey in Australia, Yotam recovered after the first wish, we were very saddened to hear that he was ill again. We created a special day in order to put a smile on his face, at least for a few moments. I thank the Navy for enlisting in the special mission and we wish him complete recovery and full health."

The captain of the ship, Captain Peleg, who hosted with his soldiers, **wished Rafael Yotam health and said:** "We are very, very

excited and happy that you came to sail with us. Thanks to children like you and your family we do what we do, you give us the strength to keep going, thank you very much."

Ravit Cohen, Rafael Yotam's mother, said: "Already at the fulfillment of the first wish, we became very connected to the MDA family and the staff of the Wishes ambulance - and we remained in close contact. After Rafael Yotam recovered, I flew to Australia to promote donations to MDA's new ambulance and to my delight the donations were successfully raised. We asked him what he would like to do and he answered - to sail a ship. "MDA immediately organized the special day with the Navy, which was charming and extraordinary. The experience was amazing - the soldiers hugged us and were cordial and prepared special gifts for Rafael Yotam. He was happy and excited, and told everyone who met about the past experience."

On the fulfillment of the special dream, Rafael Yotam concluded: "I had a lot of fun and I want to be a captain now. I wander around the house all day with the flag I received from the soldiers, like Superman. Thank you all."



The Taha Family Miracle:

The father of the family suffered a heart attack at home - his children, MDA volunteers saved his life

That morning about two weeks ago, members of the Taha family from Kabul will never forget. The day started with the shouts of the mother of the family, who woke up her children in a panic because the father, Adel (51), lost consciousness and did not respond to her cries. Basel and Manar, his children immediately jumped out of bed and went into the bedroom to save his life.

Basel, a volunteer EMT at the MDA station in Kiryat Ata and his sister Manar, also a volunteer EMT at the MDA station in Tamra, immediately realized that their father's heart stopped beating, and took control of the situation. Alongside the concerns for their father's condition they provided compressions and intensive resuscitation operations, and were joined by MDA teams that arrived at the scene in an ambulance and an intensive care unit. In the end, after nerve-racking 40 minutes and seven electric shocks, his pulse returned and Adel was evacuated to the hospital, in stable condition. A few days after the severe incident, Adel returned home.

Basel Taha, an MDA EMT and Adel's son, said: "That morning we started to hear loud shouts from the bedroom, where we found our father unconscious and blue. My sister called an ambulance, my brother ran to a nearby mosque where a defibrillator was placed for the general public and we immediately started treatment. After seven electric shocks and 40-minute resuscitation, the pulse returned and we breathed a sigh of relief. A great miracle happened to us, a feeling that could not be



described in words. We knew we were not going to give up and that there was no way anything bad could happen to Dad. At first we were confused but we took control of the situation very quickly and I am glad we were able to save it. Dad came home, smiling and unharmed. "I call on every person to enroll

in an MDA first aid course to acquire the basic and important tools that can save another person's life. That is the difference between life and death."

Manar Taha, an MDA EMT and Adel's daughter, added: "It was not easy to function in such a case, but my brother and I and the MDA team who quickly arrived at the scene managed to save Dad and that is the most important thing. I had a hard time disconnecting my emotions and working, but there was no choice. Dad was a healthy person and this caught us by surprise and worried us greatly. Even though we managed to get the pulse back I was worried, because I did not know what the symptoms and consequences would be the day after - but thankfully Dad returned to routine and smiled at home. And we really feel relief and also pride - that thanks to our professional knowledge we saved Dad's life. "

About the moments between life and death, the father of the family - Adel said: "I do not remember anything from that day, only when I woke up in the hospital I was told what happened and I did not believe it, a great miracle happened here. Thanks to my children I am alive".