

the

Newsletter of
Australian Friends
of Magen David Adom

AUSTRALIAN
FRIENDS OF
MAGEN
DAVID
ADOM



ISRAEL'S
MEDICAL
EMERGENCY
SERVICE

Chanukah
December 2021

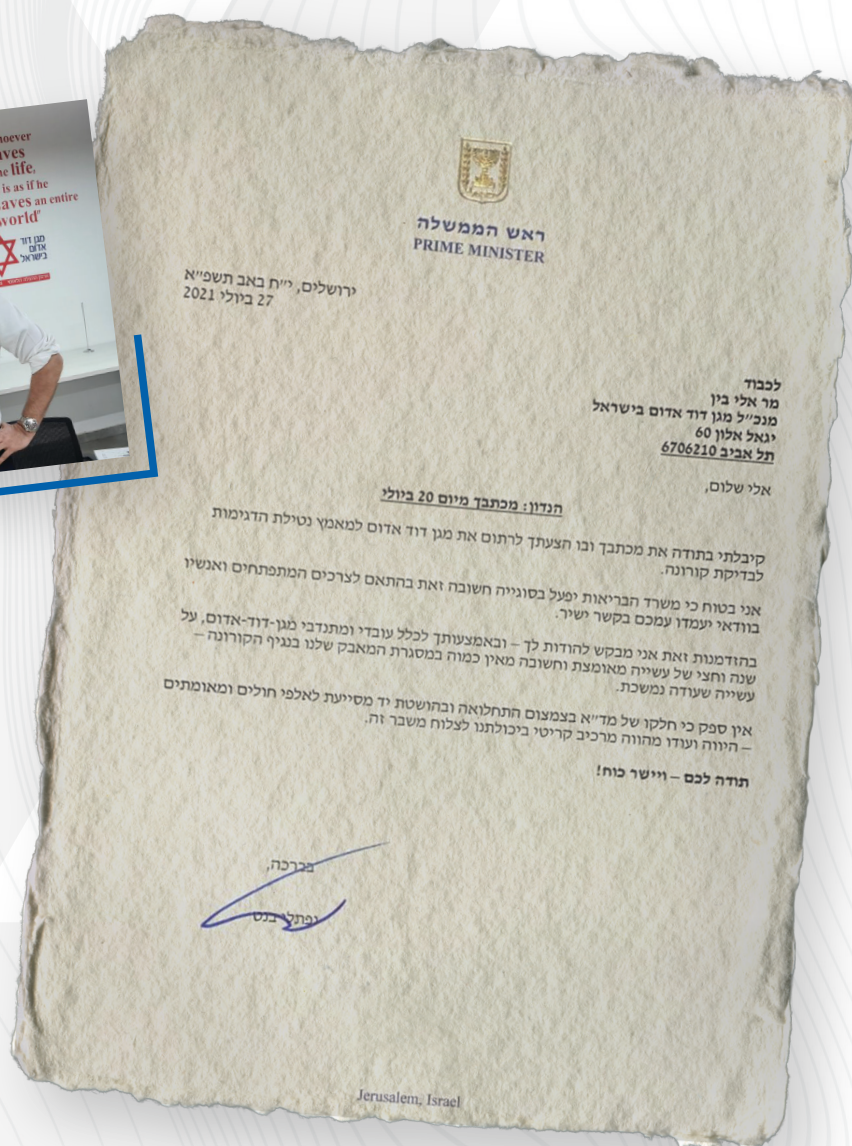
LIFESAVER



...I would like to take this opportunity to thank you and all of MDA's employees and volunteers for a year and a half of unprecedented and important work in the fight against the coronavirus which is still continuing...

Sincerely,

Naftali Bennett
Prime Minister of the State of Israel



MDA NEWS LOCAL



From the desk of the President, Tony Ziegler

Hopefully we are getting to the final stages of the Covid-19 pandemic where life will soon return to a “new” normal, including the ability to travel overseas once again and visit our friends and family in Israel and elsewhere.

In Israel, Covid-19 has been widespread, far more than in Australia. There have been about 1.4m cases, and tragically more than 8100 deaths, including many Shoah survivors.

Since vaccines became available, Israel was the first to vaccinate a significant part of the population, with Magen David Adom delivering more than 2 million doses, including residents and employees at nursing homes and aged care facilities.

This year Magen David Adom dealt with the Mt Meron disaster and Operation Guardians of the Walls where ambulances and other equipment were damaged or written off. Through your support we provided funds for several replacement ambulances, including donations of ambulances from the Magid, Goodridge and Abrahams families.

Magen David Adom's largest capital project – the Marcus National Blood Centre – is Israel's new Blood Bank. The project is costing about \$200 million and the official opening is 2 May 2022. Urgent funding is required to ensure its timely completion. You have an opportunity to invest in this major national infrastructure project. Your support will be recognised by plaques in the main lobby, naming rights of individual rooms and large areas of the building. Contact our office to make a donation.

We have been very fortunate to secure the services of David Freed as our new CEO. David commenced in October, and David and his team will be in touch with you very soon. David comes from a private enterprise background, owning his own business and working for several large international IT companies. See David's vision for the future in this newsletter. Please join me in extending a warm welcome to David into the Magen David Adom family.

Please acknowledge and thank our Corporate Sponsors for supporting Magen David Adom. They are listed in this newsletter and on our website.

We have a new membership program, based on feedback from a recent survey, that we would encourage you to join to assist Magen David Adom to continue our lifesaving work in Israel. One of the benefits is free ambulance service in Israel in case of a medical emergency, which we hope you never have need to use.

Thank you to all our Board Members who have given tirelessly throughout the year and given me great support: Hon. Treasurer Peter Sheldon; Vice-Presidents Melissa McCurdie and Nick Aronson; Hon Secretary Cara-lee Shapiro; Michelle Filler; Denise Meyerson; Allyson Small, Jonathon Green and Daniel Gara. Dr Billie Glass has recently stepped down and I thank her for her service and many contributions.

Our office team includes our new CEO David Freed, Rivkah Lazarus, Tzippy Jacobs, Jodi Isaacs and Tamara Lowbeer, together with our volunteers with special thanks to Danny Studencki for his countless hours assisting our staff. All have worked very hard in this Covid-19 challenged year to deliver outstanding results to keep Magen David Adom and help save lives in Israel.

Chag Urim Sameach. May Chanukah also bring us hope, happiness, health and peace for us and all Israel and let us continue to shine a light for all other nations to follow.



CELEBRATING A SIMCHA?

Order a gift certificate in lieu of a gift and support MDA's lifesaving work.





A warm welcome from David Freed, newly appointed CEO

Welcome to our last newsletter for 2021 where we look back and reflect on the past year.

As the newest member to our Sydney team, it is my pleasure to introduce myself to you, our loyal members and donors. Without your support, we would not collectively have been able to support Magen David Adom in Israel with a state-of-the-art blood services centre, milk bank, ambulances, medicycles, first aid and medical equipment.

In the short time I have been CEO, I am overwhelmed at how, as a small Australian organisation supporting Israel, our community unconditionally supports us in our mission of delivering financial support and facilitating the growth of Magen David Adom Israel.

What I find remarkable are the many medics, paramedics and volunteers of Magen David Adom in Israel who provide front line support for all Israelis, regardless of who they are. This ideal of saving lives, no matter what the situation, or how life threatening the task may be, makes me very proud to be part of an organisation with such deep and profound values.

We can look back at our 2021 roller coaster year locally, and yes, it has been difficult for most. But, if we look beyond our own situation and open our hearts and minds to others in our community, we touch on the essence of what makes a MDA volunteer, medic or paramedic.

So, what is our plan for 2022? Deliver relevant news on what Magen David Adom is doing in Israel and locally. Energise our vibrant youth through our exciting Young (YMDA) program. Deliver first aid services and education to our community. Work collaboratively with our charity cousins. Drive wider community engagement; and, significantly engage with you to enable us to provide the ambulances, equipment and infrastructure for Magen David Adom in Israel to assist them in saving lives.

Chag semeach and I look forward to meeting you and discussing how we both can assist in saving lives.

David Freed, Chief Executive Officer

Young Blood, Big Plans!

**YMDA Committee launch
to connect with the youth**

We are thrilled to announce a new Young MDA (YMDA) committee for 2022. The YMDA's vision is to empower, connect and engage the Jewish youth in NSW and the ACT through Magen David Adom and the lifesaving work our volunteers do every single day. A committee of dedicated young Jewish adults was recently established to run YMDA's new initiatives. The committee is passionate about connecting and empowering the young Jewish community, from school aged youth to young Jewish professionals and hope to provide them with opportunities only MDA can give.

A warm welcome to the new committee members Paris Freed, Jade Laishevsky, Aaron Lubrainschik, Michelle Shmailov and Joel Baruch. *"We have big plans in the works for 2022 including but not limited to programs within schools, our YMDA launch party and first aid training for the youth and young adults. We're excited to be a part of this opportunity and for you all to reach out to us with any questions you may have".*



FIRST AID COURSES ARE BACK!

Magen David Adom is all about first aid and quick response. We now offer certified and uncertified first aid courses for all ages. To book a first aid course contact the MDA office.

Chanukah / December 2021

MDA NEWS ISRAEL

A year in review



488 babies joined MDA's Stork Club after being delivered with the help of MDA teams at home or in ambulances on the way to hospital.

MDA's National Human Milk Bank provided **1,600** litres of lifesaving milk to premature babies for healthy development.



259,604 blood units were collected by MDA at its various stations and through blood drives using MDA Blood Mobiles.

16,158 plasma-rich antibody units were collected from **5,386** recovered COVID-19 patients. These units were provided to all hospitals for the treatment of **2,606** moderate to severe coronavirus patients.



Drones in Israel to supply blood in record speed!



Drones in Israel will soon be delivering donated blood, platelets and plasma from the MDA Blood Bank to Sheba Medical Centre in Tel Hashomer as part of a pilot program launched by Israel's National Drone initiative. If the project proves successful, blood products could be delivered by drones to hospitals across the country when needed.

The pilot program will first test the method of packaging, flying and procedures so that they meet Health Ministry regulations. The project was established with the goal of advancing the deployment of drones for the benefit of the public to assist in reducing congestion on the roads and to establish a national aerial network, managed for the benefit of transporting blood, medicines, vaccines, tests and other medical supplies, as well as retail shipments and more. We are proud to participate in the initiative, the first of its kind in Israel.

MDA continues to operate 170 rapid and serological test sites and vaccination pop-up clinics throughout the country

At the request of the Ministry of Health, Magen David Adom is increasing the number of rapid testing stations and continuing to conduct COVID tests throughout the country. MDA is currently operating more than 170 rapid testing sites throughout Israel including 3 Drive through complexes.

The rapid tests, provide a result in 15 minutes and are intended to issue a 24 hour "green pass" from the Ministry of Health to those who are not vaccinated or have recovered from COVID.

Last week, MDA operated a vaccination complex in Dizengoff Square in Tel Aviv, which was open throughout the night, where thousands of people came to receive the vaccine.

In addition, MDA is conducting serological testing sites which will allow the public, including children who are too young to get vaccinated to continue their routine alongside COVID and enjoy events and activities which require the "green pass".





MDA participates in IDF national exercise to test Israel's response to massive missile attack

Magen David Adom teams recently participated in a week-long national exercise launched by the IDF and Defence Ministry's National Emergency Management Authority. Magen David Adom takes part in a national exercise every year as part of maintaining the organisation's competence in operational readiness and routine transition to emergency.

The drill was a first of its kind, aiming to see how well Israeli emergency response organisations - namely the military, police, fire department, and Magen David Adom respond to emergencies using lessons learned from last May's 11-day conflict with Palestinian terror groups in the Gaza Strip. The exercise also tested Israel's response to massive barrages of rockets, precision missiles, and multiple chemical attacks.

Magen David Adom teams participated in three different exercises simulating responses to missile attacks. They practiced evacuation of a community under fire; treatment and evacuation of a multi-casualty incident of another community; and transferring wounded people from what may be an over-crowded hospital in the North to a hospital in Jerusalem.

The transfer was carried out with MDA ambulances and the MDA Special Intensive Care Bus, which allows the evacuation of up to 13 wounded at once, including two patients who require advanced medical treatment at the level of intensive care. The MDA bus was used in the past when a large number of COVID patients had to be transferred between nursing homes and during the massive fire in the Galilee last year.

MDA Director-General Eli Bin said, "MDA employees and volunteers work around the clock to save lives in Israel and understand the enormity of the responsibility placed on their shoulders. They worked diligently during this exercise, so the citizens of Israel know that in an emergency they have someone to trust."



Membership

We sent out our recent survey by email to better understand what membership means to you. We thank you for completing the survey and we reviewed the ideas and suggestions provided to us.

We learned that membership benefits are not the main reason you are a member or would consider becoming a new member. Some of you mentioned that you visited MDA centres in Tel Aviv and Jerusalem and were so proud to be part of a great organisation. Others commented on their children participating in MDA courses in Israel. Others just like MDA and want to show support. Significantly, you said Membership comes from a deep connection to MDA's values, to Israel and saving lives. Supporting MDA are 30,000 men and women, volunteers, medics and paramedics who sacrifice their lives to save lives, no matter who it is.

Your membership goes to provide the 30,000 men and women with valuable equipment and infrastructure to enable them to perform their roles. We also learned that you appreciated the opportunity to attend a free introductory first aid course in Sydney and the knowledge that if you are in Israel and are unfortunate enough to be in an accident, MDA is there for you. You just need to show your MDA membership card for your free ambulance service.

To learn more about membership and its benefits, please contact our office.

Alternatively, complete the information on the enclosed membership form to join MDA or renew your membership.

**IT'S A MATTER
OF BEING
CONNECTED**

8 MDA MIRACLES FOR 8 NIGHTS OF CHANUKAH

Each and every day, the 30,000 volunteers, EMTs and paramedics of Magen David Adom perform miracles. Their quick response is the difference between life and death. Here is a snippet of 8 such miracles.



1 Miracle

A mass casualty accident occurred when a fully loaded bus and van collided on road 89 near Hurfeish in northern Israel. 5 people were killed including the bus driver. MDA responded to the incident by sending a helicopter, MICUs and medicycles. An MDA paramedic on the scene recalls: "this was a very serious accident. When we arrived, a bus was turned on its side across the road and a badly damaged van was on the shoulder of the road with 5 unresponsive passengers trapped inside. Australian Friends of Magen David Adom is proud to have played a vital lifesaving role in this disaster thanks to the medicycle generously donated in the name of Eve Casper, that attended the scene. As it says in the Talmud, "He who saves one life, it is as if he has saved an entire world."

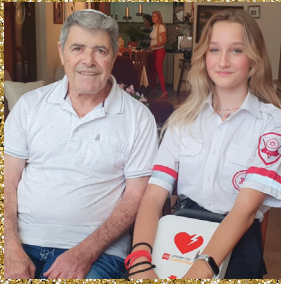
Dovel'a Schachor, an MDA medic, received an urgent phone call from his brother, who had fallen ill with COVID, telling him that his wife, who had also fallen ill, was in labor and was already giving birth. Dovel'a and paramedic Oren Kleiner raced to the house in full PPE and brought her into the ambulance. The baby came too fast, and Dovel'a helped deliver the baby in the ambulance. Within minutes, his nephew, a sweet baby, was born, and he called his brother to tell him the good news. Dovel'a became the hero of the family, and no doubt has a wonderful story for his nephew when he grows up.

2 Miracle



3 Miracle

MDA paramedic Yair Schussheim was dispatched to the home of a man suffering a heart attack. Despite having no respiration or productive heartbeats, Yair performed CPR on him for 75 minutes before his heart began to beat normally. He survived with no ill effects, not even broken ribs from the ceaseless cardiac compressions. Normally, a paramedic wouldn't perform CPR on a patient this long, but Yair felt his fight to survive. Doctors called it a miracle – Yair called it his job!



4 Miracle

Just two months after Mia Shapiro Starlin completed MDA's first-aid providers course, the 15-year-old has already saved a life.

While shopping recently, Mia heard calls for help and ran out to the street to find a man lying unconscious on the ground. He wasn't breathing and had no pulse. Mia performed CPR and initiated electric shock treatments with a portable defibrillator MDA installed in public spaces. "When his heart started beating, I was really excited," said Mia. "I realised I saved a life."

EMTs Avi Harosh and Baruch Garamay arrived at the scene to discover a car surrounded by an angry mob. The driver was being attacked. The ambulance couldn't get close. With stones being hurled and crowds rushing toward him, Avi jumped out and ran to the vehicle, while Baruch manoeuvred the ambulance to the scene.

Avi and Baruch are heroes. Like all MDA personnel, they regularly put their own lives at risk to save the lives of others.

5 Miracle



6 Miracle

When a man's heart quit, it was Ben Peled who never stopped. Arriving in a few minutes on his Medicycle, Ben initiated CPR and used his defibrillator to administer shocks. As the patient was being loaded onto the Mobile Intensive Care Unit ambulance that arrived a few minutes later, his heart stopped two more times, only to be revived twice more before arriving at the hospital. A pacemaker was installed, and the man made a full recovery.

Inbal Rauchwerger - Dayan has an annual tradition of watching the first sunset of the new year. It was a warm evening, so ignoring the "No Swimming" signs, some people ventured into the sea. As the sun disappeared Inbal suddenly heard shouts for a lifeguard. As an EMT with MDA, Inbal ran to the shore, where she saw hands grasping for the surface and noticed the cries for "help" getting weak. Immediately, she called MDA's emergency dispatch to report the incident, but she knew because of the desolate location with no roads, it would take a while for help to arrive. Taking control, she instructed the civilians to follow her lead as she started CPR on one of the victims. Six people went into the sea that evening. Five of them will get to see another sunset, thanks to Inbal and the caring civilians who helped her save them.

7 Miracle



8 Miracle

Avraham Amsalem, 61, went into cardiac arrest in his home. Paramedics Oren Kainer and Yael Anconina and EMTs Roni Zaltz and Ofri Ido resuscitated him after strenuous CPR and electric shocks. Shortly after Avraham's release from the hospital, he invited them all to his home to thank them.

"Meeting the angels of the MDA in the same place, but this time under happy circumstances would not have been possible if not for their professionalism and intense struggle to save my life."

WITH THANKS TO OUR SPONSORS & SUPPORTERS



COHEN HANDLER

MDA NSW OUR PEOPLE

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SUPPORT MDA & PROTECT YOUR LOVED ONES!



Why not support MDA by protecting your loved ones with one of our First Aid Kits for your home, vehicle and office?

Contact the MDA office for enquiries.

YOUR BEQUEST TO MAGEN DAVID ADOM WILL SAVE LIVES



Plan today to make a gift in your Will to Magen David Adom, to ensure future generations of Israelis and visitors to Israel can continue to receive the lifesaving treatment they need. Your loyalty and commitment to MDA will ensure its continuity for many years to come.

You can make a difference - your Bequest to Magen David Adom WILL save lives and your name remembered.

For a copy of the Wills brochure, LChaim a Will to Life or for confidential enquiries, please phone Tamara Lowbeer on 9358 2521 or 0413 084 994.

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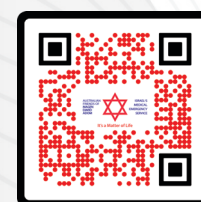
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SCAN ME

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