

# MDA OnLine



**Gold, Sweat & Tears**  
with Noam Gershony



**"Open Heavens"**  
Conference Jerusalem



**MDA MICU Dedication – Yarden 200**  
at the Safed station with the Talo Family  
and The Christian Finnish Friends of  
MDA-Patmos Foundation



MDA is participating in a number of  
research projects funded by the European  
Commission in the framework of the seventh  
research program \_FP7



**For the first time**  
female MDA youth volunteers  
in Kseifa



**300th BIRTHDAY**  
Moshe Gelernter Donated His 300<sup>th</sup>  
Unit of Blood on His 70<sup>th</sup> Birthday



**MDA First Responder Farid Abu  
Zakika Saved the Life of Natan Giat**  
and Received a Heart Warming Surprise



**The Story of Aaron Percman**  
an overseas volunteer



**Letter of thank you to MDA**



MDA Director General Eli Bin and CFO Alon Fridman with the MDA UK Board and James Cleverly MP at the event

## Gold, Sweat & Tears with Noam Gershony

On Monday 22nd June, Magen David Adom UK together with London Assembly Member, James Cleverly MP hosted 100 patrons and supporters at London's Living Room, on the 9th floor of City Hall whilst enjoying the breathtaking view from the balcony, overlooking the River Thames.

David Curtis, Chairman of MDA UK welcomed guests to the event before Daniel Burger, Chief Executive of MDA UK took to the stage to introduce Guest Speaker, Noam Gershony.

Noam Gershony served in the Israeli Defense Force as a pilot. During the 2006 Lebanon War, his Apache helicopter collided with another helicopter, an event which killed his co-pilot and left Gershony severely injured after hurtling 6000 feet to the ground. No-one thought that the then 23-year-old would survive. Incredibly, Noam rehabilitated and went on to win Israel's first gold medal in the men's singles quad tennis tournament at the 2012 London Paralympics.

Noam described how "lucky" he was that the local civilians, who arrived on the scene first, knew to call MDA. He explained how, "MDA's first treatments saved my life. I owe my life to MDA."

Also present at the event were Eli Bin, Director General and Alon Fridman, Chief Financial Officer from MDA in Israel.

Speaking after the event, Daniel Burger said: "Noam Gershony is one of the greatest living endorsements of Magen David Adom's work. We are so thankful to Noam coming over to London and sharing his powerful story with us, which will ultimately allow us to save more lives in Israel."



MDA Director General Eli Bin and CFO Alon Fridman with the MDA UK Board and Noam Gershony



Noam Gershony speaking to the crowd in attendance

# “Open Heavens” Conference – Jerusalem

560 Christians from 22 nations celebrated the inauguration of the ambulance donated by Jesus Ministries via Angel TV along with an unbelievable response to our blood donation drive.

On Thursday, 11<sup>th</sup> June, 2015, the dedication of a CFMDA (Christian Friends of Magen David Adom) ambulance took place at the Ramada Hotel in Jerusalem. There was also an amazing response to the MDA blood donation drive, 92 members donated blood.

Thanks to the support of our new friend, Brother Sadhu Sundar Selvajar and the amazing people from Jesus Ministries & Angel TV, who came from 22 countries including Indonesia, China, India, the Philippines, Taiwan, Singapore, the USA and many more attending a 5 day conference and tour of Israel, organized by Sar-El Tours, we were able to dedicate a new ambulance for MDA Safed Station and the neighboring region to serve the people of northern Israel.

The group celebrated with a dynamic evening which CFMDA took part in, comprising of joyful Israeli songs and dancing. Brother Sadhu expressed warm welcoming words, explaining that “The participants wanted to give back to Israel for all the blessings that they have received in their lives.” His greetings were followed by MDA official gratitude by Yoni Yagodovsky, head of the MDA international relations department, and Norman Feingold, founder of CFMDA. Norman received a standing ovation for his visionary remarks and inspiring speech. Special guests were then invited to step outside to the unveiling of the ambulance inscription, praying for the safety and wellbeing of the MDA crew and all people who will use the vehicle and receive lifesaving treatment.



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1. High responsiveness for blood donations
2. Dancing to the sounds of Israeli songs
3. Unveiling by Norman Feingold and Brother Sadhu Sundar Selvajar
4. Brother Sadhu Sundar Selvajar hands the keys to the MDA ambulance crew in Safed
5. An historic moment: the founder of the MDA Christians friends, Brother Sadhu, Director of the Society Nathalie Blackham, Yonathan Yagodovsky and Safed MDA team
6. Participants pray for the safety and welfare of MDA teams and all the people who treated in the ambulance

# MDA MICU Dedication – Yarden 200 at the Safed station with the Talo Family and The Christian Finnish Friends of MDA-Patmos Foundation

On Wednesday, 13.5.15, during the late morning hours the dedication ceremony of the new MICU, Yarden 200, was celebrated with the generous donors, the Talo family and the Christian Friends of Magen David Adom in Finland – The Patmos Foundation. The Talo family believes in the saving of lives and helping those in need. The family has raised 52 foster children in addition to its own and are committed supporters of Israel who pray strongly for its safety, peace and prosperity. The Talo family donated the Mobile Intensive Care Unit (MICU) through the Patmos Foundation.

The Patmos Foundation functions as the Christian Friends of Magen David Adom in Finland and was established in 1971. The foundation is philanthropically involved with many countries which it assists via a multitude of projects for the benefit of the population. Over the years the Patmos Foundation has assisted MDA with meaningful contributions towards the building and refurbishment of MDA stations, the purchase of medical equipment and many lifesaving ambulances.

At the intimate and special ceremony held at the Safed station the Talo family representatives Mr. and Mrs. Talo along with the Patmos Foundation representatives Mrs. Pirkko Saila and her husband were present. Along with the Director of the International Relations Department Yoni Yagodovsky and the Director of the Yarden Region Eli Peretz, the volunteers and workers of the station dedicated the new MICU into its active service at the Safed station.

The Safed MDA Station is under the MDA Yarden Region supervision and serves the population of the city and the surroundings during routine and emergency times since 1982. The station is one of MDA's largest stations in the north of Israel and is responsible for a large area stretching from the Lebanon border to the north of the Sea of Galilee.

Magen David Adom cherishes and appreciates this meaningful donation by the Talo family and the continued and unwavering support of the Patmos Foundation throughout the years.



1. Mr. & Mrs. Talo unveiling
2. Mr. & Mrs. Talo giving a small token (The Finnish Flag) to the driver of the MICU and to the Director of the Yarden Region Eli Peretz
3. Ceremonial handing over of the keys
4. Group photo of Mr. & Mrs Talo and Pirkko Saila and her husband (Patmos Foundation representatives) with the workers and volunteers of the Yarden Region-Safed MDA Station
- 5,6. Appreciation shield given to the Talo family by Yoni Yagodovsky and Eli Peretz
7. Mr & Mrs Talo with the Director of the MDA Yarden Region Eli Peretz
8. Patmos Foundation representatives and Mr & Mrs Talo with the workers and volunteers of the MDA Yarden Region-Safed Station

Photo Credit: Magen David Adom

# MDA is participating in a number of research projects funded by the European Commission in the framework of the seventh research program

FP 7

## CRISMA project

[www.crismaproject.eu](http://www.crismaproject.eu)

Dealt with building simulation materials whose task was to help prepare for disaster events. MDA dealt (in cooperation with the German NICE AIT Company and University of Tallin, Estonia) in developing simulation materials which will help train the managers to make decisions in a disaster event, such that the material will calculate changes in the situation of the wounded and the capabilities of the resources as a result of decisions made by the managers at various stages. The implementation enables them to go back in time and to make various decisions in order to examine the various action moulds. After two pilot sessions which took place in MDA, the implement was presented at the final meeting of the project which took place in Brussels on 4th June.



Tomer Kaplan explains the MDA model at CRISMA project

## EDEN project

[www.eden-security-fp7.eu](http://www.eden-security-fp7.eu)

This is the flag project of the European research, it combines the results of many research projects which were carried out to prepare for management of chemical radiological and biological events (CBRN incidents). On 3-4th June a course was held in the Norwegian Research Institute about FFI safety which was meant to test the methods of response to chemical incidents in various countries in Europe and to test the different materials suggested and to estimate how much they improve the efficiency of a response to an incident. MDA, which was a full partner in the planning of the course and the possible situations, was represented by Chaim Karadi, Paramedic and supervisor in the Medical Division and Dedi Ofek who is constantly involved in the project.



OPSIC simulation in action

On 25th May a course for the project **OPSIC** <http://opsic.eu>

was held in the Centre for training Paramedics. The OPSIC project deals with the development of implements to plan mental support in disaster events and a computerized system to plan the response and interaction with the different people involved. The Israeli group included experts in the field of mental support under the leadership of Professor Chaim Knobler, MDA workers and volunteers, and was asked to give a response to the mental needs of people following a simulated disaster event using the implements supplied by the system. The response of the group was positive and recommended continuing the successful development of the system. The preparation of the simulation and its successful carrying out was led by Raz Diamand, who is working on the project. For the purpose of the simulation a representative of the Centre for Mental Health support from the International Red Cross came to attend as did a representative of the TNO Company who develops the programme.



A briefing ahead of OPSIC simulation

# For the first time female MDA youth volunteers in Kseifa

Last week, the MDA station in Kseifa had a considerable increase in its workforce when the 1st First Aid provider's course concluded and 16 new youth volunteers joined the ranks of the thousands of volunteers in the organization, all of them living in the area of Kseifa. All of the 16 students, youngsters aged from 15-18 who completed the course, will become volunteers in the ongoing activities of the Kseifa station which serves the whole area around the settlement and will become a considerable workforce which will enable the station to increase the amount of activities it carries out in the area. At the closing ceremony of the course, which took place on Tuesday (16.6) in the Kseifa community centre, the families of the new volunteers, and representatives from the Local Authority, the school, MDA and the Red Cross, all participated. For the first time 8 girls joined the MDA youth volunteers at the station in Kseifa. The new female volunteer Lina Zabarga who participated in the course in the footsteps of her father who works in MDA as an emergency medicine medic and an ambulance driver (EMT), and her brother Firas who has been an MDA volunteer for the past half year: "I saw my father and Firas in MDA, and that pushed me to do the utmost possible to be part of the life saving team. I am happy that I was on the course and am sure that I shall be able to become integrated and to help our community" said Lina. The happy father, Hussein, said he is very proud of Lina who completed the course and has started to volunteer in MDA: "there is no better or more wonderful feeling than this and I hope that in the future we shall see more youngsters from Kseifa joining the ranks of the organization". As part of the humanitarian activities of MDA, and even during the course, the students came together with the Manager of the MDA Negev Region, Izik Alfassi, and the instructor of the course, Said Alafinch, to Soroka Hospital and entertained the children in the various departments and distributed toys and sweets which they had managed to collect from donors to about 260 children being treated in the various departments. The course instructor, MDA senior medic, Said Alafinch: "This is the first time we have trained youth volunteers in the Kseifa station. Our purpose is to ensure helping our high quality youths join the ambulance activities in order to give a swift and efficient response to as many inhabitants of the region as possible. I hope that this is only the beginning and we intend in the coming



Distribution of uniform to the graduates of the MDA First Aid Providers course in Kseifa –photographs Salam Alseror, Local Authority Kseifa

Distribution of certificates and uniforms to the new youth volunteers in Kseifa

Closing ceremony of the MDA First Aid Providers course in Kseifa – photographs Salam Alseror, Local Authority Kseifa

Instructor of the course, Senior medic Said Alafinch congratulating the graduates of the course at the closing ceremony

From the right, Said Alafinch, Firas Zabarga, the Manager of the MDA Negev Region Izik Alfassi, Hussein Zabarga, Lina Zabarga and Uri Shacham, Manager of the Red Cross Division in MDA – photographs Salam Alseror, Local Authority Kseifa 6.6.15

Headmaster Abu Rabia Noaf at the closing ceremony of the First Aid Providers course in Kseifa

Head of the Local Authority Abu Rabia Salem giving congratulations at the closing ceremony of the First Aid Providers course in Kseifa –

Abu Ajaj Yunes, in charge of the social activities in Kseifa at the closing ceremony in Kseifa

Uri Shacham, Manager of the MDA Red Cross Division at the closing ceremony of the First Aid Providers course in Kseifa

Izik Alfassi, Manager of the MDA Negev Region congratulating the students at the closing ceremony of the First Aid Providers course in Kseifa

Photos, MDA Spokesman's Office





## 300<sup>th</sup> BIRTHDAY

### Moshe Gelernter Donated His 300<sup>th</sup> Unit of Blood on His 70th Birthday



The MDA Blood Services are used to donations of many units of blood from various people during the day, but Moshe Gelernter is already well known in the MDA Blood Services for being one of the record holders in the number of blood donations he has made.

Gelernter, who lives in Ramat Gan and is an economist by profession, is a regular blood donor and member of the organization of Blood Donors. He arrived on June 23rd at the MDA Blood Services building in Tel Hashomer with the purpose of donating his 300th unit of blood in honor of his 70th birthday. About 10 years ago Gelernter celebrated his 200th donation of blood in the organization, but as is evidenced by his new total of blood donations, he refuses to stop donating.



Over the years Gelernter has also enlisted the rest of his family for the important purpose of donating blood and all together, Moshe and his family have donated about 481 units of blood and blood components.

During the special event, the Director of the MDA Blood Services, Professor Eilat Shinar, and the head of the organization of Blood Donors, Yona Kirshenbaum, presented a special shield of recognition to Moshe for his tremendous contribution to the organization.

Moshe, who was very much overcome, thanked his wife who is behind the family spirit of volunteering, and told that since 1988 and for the past 27 years he has been coming regularly to donate blood at the MDA Blood Services, and in addition, for many years has been busy collecting blood donations and blood components.



The Director of the MDA Blood Services, Professor Eilat Shenar: "Moshe is an example of pure giving for the purpose of saving the lives of many who are in need of treatment using units of blood, without which they would not be alive. The most special thing is that on the day of his birthday he does not want to receive any gifts but has come to give a gift – he has donated now for the 300th time. All this in addition to his volunteer work in the Organization of Blood Donors and in explaining and educating the youth in the schools about the importance of giving blood. For me this is amazing and touches my heart".

Moshe Gelernter Donated His 300th Unit of Blood on His 70th Birthday  
Photos: MDA Spokesman

# MDA First Responder Farid Abu Zakika Saved the Life of Natan Giat and Received a Heart Warming Surprise

About five months ago, close to 9:00 AM, MDA First Responder and emergency medicine medic Farid Abu Zakika, who lives in Baka Al Gabira, was driving in his private car in the area of Pardes Chana. Whilst driving, he received a call on the MIRS communicator of the First Responder's Unit of MDA reporting about a man of about 65 years of age who had fainted in the local Post Office branch. Farid, who was nearby, informed the Dispatch Centre that who would deal with the incident, and quickly entered the Post Office with an additional First Responder who was in the area.

Inside the postal workers' room in the branch, Farid found Natan Giat lying on the floor, unconscious, pulseless and not breathing, and he immediately began life saving CPR activities including attaching a defibrillator in his possession as part of his MDA First Responder's equipment. During the CPR activities Farid gave an electric shock to Giat and thereby saved his life, and when his pulse was restored he was transported in an MDA Mobile Intensive Care Unit to Hillel Yaffe Hospital in a serious condition.

Some months after the incident, Farid's cell phone rang and an unknown number appeared on the screen. When Farid answered the telephone he was happy to hear on the other end of the line, Giat who thanked him wholeheartedly for saving his life and invited him to his daughter's wedding which took place in Or Akiva.

On the day of the wedding, Farid arrived at the hall together with MDA emergency medicine medic Yafim Nisanov, who had helped him with the CPR activities. In the hall tens of members of Giat's family were waiting for them and thanked them for saving Natan's life.

Giat went even further and kept a place at the family table for Farid. But this was not the surprise. During the event, Giat went up onto the stage and told all the people in the hall what had happened to him and of the tremendous gift that Farid had given him and the fact that he was still alive.

Farid did not sit idly and also went up onto the stage, congratulated the bride and groom and told about the incident when he saved Giat's life from his point of view.

MDA emergency medical medic and First Responder Farid Abu Zakika: "It is an amazing feeling to know that you have saved a person's life. That is our aim and our main daily task in MDA. There is nothing more fulfilling than standing next to Natan at his daughter's wedding after he has fully recovered, and there is no greater satisfaction than seeing his smile and that of all his family when he is standing today on his feet after only a short while ago he was in critical condition. I am overcome by the honour that Natan has given me at his daughter's wedding and of course we shall keep in good and strong contact".



MDA First Responder Farid Abu Zakika together with MDA emergency medicine medic Yafim Nisanov at the wedding

# The Story of Aaron Perecman an overseas volunteer

I wanted to share a story with you about an experience I had just a few hours ago.

I was on the 172 bus to Holon to meet with my volunteer coordinator when all of a sudden the bus collided with a turning car. I was standing at the time as the bus was packed very tightly, and I, along with many other riders, were thrown forward from the impact. I had completed training merely 24 hours before and I now had the responsibility to be the first and only first responder on the scene. After calling MDA, I talked to and monitored the vital signs of each of the three injured people. Once a MDA personnel arrived on the motor bike vehicle, I asked what I could do to help, and he told me to continue to monitor the lesser of the two injured people on the bus. I spent around 10 minutes talking to a woman and keeping her calm while constantly making sure her vital signs of were stable. Once the ambulance arrived, the MDA personnel thanked me and I left the scene.

Although I had just completed training and although my Hebrew is limited, I tried my best to represent Magen David Adom as well as I possibly could. I was proud to be looked at as a source of help for people in need and I was proud to show off my uniform and badge as a member of MDA.

Thank you and all of the instructors for helping to give me the opportunity to serve as a part of MDA.

Aaron Perecman



**Mr Stuart Roden**

**Magen David Adom**

15 May 2015

**Dear Mr Roden**

I am a fairly fit 81 year old, and I went with Anna and family to Israel for Pesach. Without boring you with details of my health, I caught a cold which in turn became pneumonia, asthma and very high blood pressure, but enough of my ailments.

After the first days of Pesach we went down to the Beresheet Hotel at Mizpeh Ramon. It was there that my symptoms became acute and I clearly needed to see a doctor. Enquiring at the hotel I was told that the nearby town of Mizpeh Ramon had a clinic. Anna and I were driven there.

In the waiting room were a number of patients, mainly young Israeli women and their children which included a young Arab woman in a full burka and several Arab men in traditional costumes.

In due course I was seen, first by the nurse, who told me that she was a Kibbutznik born and bred. She still lived on the Kibbutz and worked in the clinic. Knowledgeable and impressive. Then I was seen by the doctor, a woman (in her sixties), and clearly Russian. Again impressive. Everyone was kind, helpful and considerate. It worked extremely efficiently with the minimum of fuss and the maximum care and concern.

I was asked to come back in the evening to a neighbouring clinic for some further tests. There were a number of patients, again mainly young Israeli women and their children. The doctor was an Israeli-Arab. He took my symptoms very seriously. At one point it was considered that I needed to go Beersheva Hospital, and I was put into a Magen David Adom ambulance. The paramedic was a Christian-Arab (he wore a cross). Again the treatment was excellent. I was fairly ill and all the staff showed nothing but kindness and concern. Everyone was treated with civility and understanding both of the medical condition and of the psychological condition it generated.

We all know Israel has a number of problems which cannot be minimised but this was how it was on the ground, on a random working day. It was not in preparation for television cameras, or for a journalist or for a celebrity. It would be hard to imagine an example which more clearly showed the working of a society which included diversity, plurality, equality, the rule of law and democracy at its finest.

I was of course grateful for the help and kindness shown to me, but more than that I was so impressed by Israel, her medical system, and Magen David Adom.

Yours sincerely

Lea H.

