



INSIDE

Magen David Adom is much more...	2
Turkey boycott Magen David Adom 'Olympics' in Israel	2
Dedications in Israel Summer 2010	3
Be safe in the sun	3
International friends meet in London	3
Catwalk & Cocktails nets £11k	4
Pulse paint the town rouge	4
Marathon effort for Magen David Adom	4
A taste of India and Israel for YMDA	4
Future Events Calendar 2010	4

Magen David Adom UK
2nd Floor
Shield House
Harmony Way off Victoria Road
Hendon
London NW4 2BZ
T 020 8201 5900
F 020 8201 5901
Regional Office
Joseph Mamlock House
142 Bury Old Road
Manchester M8 4HE
T 0161 795 2999
F 0161 929 1705
E manchester@mdauk.org
E info@mdauk.org
W www.mdauk.org



Magen David Adom paramedics treat one of the Gaza flotilla wounded

The Gaza flotilla stole the headlines last month with politicians on all sides of the spectrum fuelling what was often a vicious debate. Yet again the work of Magen David Adom in Israel rose above the politics and concentrated on what it does best – saving lives.

As a humanitarian, non-governmental organisation, Magen David Adom is not concerned with race or religion and works to save the lives of people from across borders. As hostilities began on the now infamous boat number six, Magen David Adom went into immediate action, taking the wounded to hospitals across Israel.

Later in June, Gaza was back in the headlines again, this time as Israelis remembered the 4th anniversary of

Gilad Shalit being taken hostage. 20,000 Israelis marched across the country demonstrating for his release. Magen David Adom paramedics accompanied the rally every step of the way. As people from every part of Israeli society came together, ambulances and bikes escorted them, treating cases of dehydration and minor injuries.



Gilad Shalit march, July 2010

Magen David Adom has 14,000 volunteers, making it Israel's largest volunteer organisation.

Magen David Adom is much more...



As Magen David Adom Israel celebrates its 80th anniversary we look back in wonder at the outstanding life-saving work of its volunteers and full-time paramedics.

We see the changes from when its first ambulance was a mule pulling a stretcher to today, when it is considered one of the most modern services in the world.

Many of you are aware that MDA runs Israel's Blood Services. From its HQ in Tel Hashomer it collects, tests, stores and manages 300,000 units of blood each year – an enormous task. But, Magen David Adom is much more. As a full member of the International Red Cross it is involved in many humanitarian projects across the globe. From the disastrous earthquakes in Haiti (our medics are still there) where they have undertaken a partnership with the Tel Hashomer Rehabilitation Department to define the rehabilitative needs, to sending medical aid to countries in need. Our experienced medics are in great demand around the world and they have been giving First Aid training to people in various countries in Africa, Asia and Eastern Europe.

However, MDA do so much more which is often not publicised. For example, during the second war with Lebanon, MDA medics dressed up like clowns to entertain children in bunkers. Others organised food parcels for the elderly, cleaned their homes and arranged for food supplies until they were able to go shopping themselves. Last year, the first mission of the "Wish Ambulance" was accomplished. The aim of the "Wish Ambulance" is to carry out the last wish of terminally ill patients.

Back here our supporters continue to make a difference to helping us to help Magen David Adom Israel save more lives. Thank you.

Eli Benson

Chief Executive

Turkey boycott Magen David Adom 'Olympics' in Israel



Participants take part in Magen David Adom 'Olympics'

Last month Turkey withdrew its team from the Magen David Adom 'Olympics' in northern Israel.

The biannual games, established by Magen David Adom Israel in 2006, are open to Red Cross organisations from around the world. Delegations from countries including China, Panama and Jordan arrived in Israel for the event, which took place between June 6th and 10th in the Carmel region.

A spokesperson for Magen David Adom in Israel said, "They were supposed to arrive last week but they decided, for their own reasons, to cancel coming to the competition. Magen David Adom is very sad at their decision."

The 'games' are a professional competition in which medical teams are requested to give treatment to patients in various emergency medical situations. Professional skilled evaluators measure and grade the professional treatment ability of the crews, the team performance in the medical stations, the safety

levels of driving and the behaviour of the teams in a variety of scenarios.

The 3rd International MDA Olympics ended with an impressive closing ceremony held in the Churchill Hall of Haifa's Technion campus. For the first time, two teams from the same region took first place in both categories of the competition.



MDA Carmel Region teams won both the "Best Standard (BLS) Ambulance Team in the World" and "Best Intensive Care Unit Team in the World" categories.

Magen David Adom responds to over 500,000 calls a year. ONE EVERY MINUTE.

TO SAVE MORE LIVES IN ISRAEL TO



The Carter family dedicate a 4-bed bloodmobile

Dedications in Israel – Summer 2010

If you are in Israel this Summer, Magen David Adom would love you to see our work in action – but we hope it is not because you need to call on our services.

Every year donors to Magen David Adom UK dedicate up to 20 ambulances. For those in Herzilya (23rd July) or Jerusalem (25th July) we would like to welcome you to these dedication ceremonies. Of course, we hope that attending is the nearest you will come to any of our ambulances!

Magen David Adom is responsible for all Israel's first aid and pre-hospital medical emergency training.



Remember if you need Magen David Adom, Israel's only medical emergency & blood service just call 101 at anytime

Magen David Adom has sent out a message to all visitors to Israel this summer. During the coming months, the sun's rays are strongest between the hours of 10 a.m. and 2 p.m. Magen David Adom recommends you wear a wide-brimmed hat and protective clothing at the beach, and that you always use a sunscreen with a sun protection factor (SPF) of 15 or higher and drink large volumes of water to avoid sunstroke.

Every year, Magen David Adom teams provide medical attention to bathers who have been stung by jellyfish. Some require hospitalisation due to direct burns. A burn from a jellyfish is

Be safe in the sun

not usually dangerous and, therefore, there is no reason for panic. When feeling a burning sensation, just get out of the water and wash the burn with vinegar. If there is no vinegar available, wash with salt water. Do not use plain water and do not rub it with sand – doing so will only help the poisonous cells to split and spread. After cleaning with vinegar, wash with regular tap water and soap.

In severe cases, in which the secretions of the jellyfish are accompanied by respiratory difficulty, swelling in greater parts of the body, a widespread rash, itching and suffocation in the area of the throat, call Magen David Adom immediately and our teams will transfer you, as quickly as possible, to the nearest medical facility.

International friends meet in London

Friends of Magen David Adom from around the world gathered for a meeting at the Jewish Museum in Camden, London on Sunday 13 June for the annual pre-International Magen David Adom Conference (IMDAC) meeting presided over by Nicholas Posnansky, Chairman of IMDAC and joint Treasurer of MDA UK.

Representatives from the USA, Switzerland, France and The Netherlands joined MDA UK.

MDA Israel was strongly represented by its Director General, Eli Bin, Alon Fridmon and Dani Neuman, recently appointed to run the International Department.

Eli Bin gave a detailed and a thorough review of recent developments including videos of MDA in Haiti and the MDA Wish Ambulance. This is a special purpose vehicle designed to take terminally ill patients on a visit to fulfil their last wish.

The main purpose of the pre-IMDAC meeting is for the Friends Societies to be brought

up-to-date on the activities of MDA in Israel and also to plan the programme for the annual International Friends' Conference in Israel in October. For this the delegates were joined by representatives from Canada and Australia on a Skype conference call.

At the conclusion of the meeting there was a tour of the newly refurbished Jewish Museum and a buffet supper for the delegates and Board members, which was warmly hosted by Stuart and Lynn Glyn in their home.

DAY CALL 020 8201 5900 OR VISIT WWW.MDAUK.ORG



Catwalk & Cocktails nets £11k

Over 250 fashionistas attended Magen David Adom's 'Catwalk and Cocktails' event on 6 June at Cafe De Paris. £11,000 was raised at the fashion show and party featuring lines from Elizabeth Emmanuel and others. GMTV's

Mark Heyes hosted the event with models from the community. The London Waacktitioners Dance Crew provided entertainment. Committee Chair Claire Prince said, "We were thrilled that the event brought together a great mix of people in aid of Magen David Adom. The models had fun taking part and we are so happy that the success of the event has created more awareness and raised vital funds for the essential work of Israel's only emergency ambulance and blood service."

Magen David Adom has a fleet of 750 ambulances stationed at 109 stations across the length and breadth of Israel.



Henry & Joshua Ejdelbaum complete the marathon

Marathon effort for Magen David Adom

Six Magen David Adom supporters braved their aches and pains and ran the 26.2 miles (the .2 was the most difficult) on Sunday 25 April. Their timings ranged from 4.45 to 6.18 hours. Dr.Gillian Gertner, Ray Gurvitz, Josh & Henry Ejdelbaum, Gideon Carroll & Lee Bagdady raised the considerable sum of £30,000 – just over half the cost of a Magen David Adom Ambulance and more than enough to purchase a life-saving defibrillator.

A taste of India and Israel for YMDA

Young Magen David Adom held its third themed Friday night, achieving a hat-trick of sellout dinners. 160 young professionals enjoyed gourmet Indian delicacies, catered by Kosher Indian favourite Beit HaMadras at St John's Wood synagogue.

Georgina Taube, Young Magen David Adom Committee member and organiser of the event said, "We were thrilled that £6,000 was raised from this event. Funds will go towards a two-bed bloodmobile enabling the saving of even more lives in Israel."

Building on the back of the success, Young Magen David Adom together with the ZF's Israel Connect, held another sell-out event in celebration of Israel's 62nd Birthday. 'Blue for 62', held at the Proud Galleries in Camden

Pulse paints the town rouge



Some of the Pulse committee with Stacey Solomon

140 people attended the Pulse Committee's Moulin Rouge Party at the newly opened Red Room at Les Ambassadeurs, London. Guests raised £70,000 as they enjoyed canapés, casino tables and can-can dancers before being blown away by the fabulous Stacey Solomon.

which attracted 750 young professionals with body paint, glow sticks, white candy floss, blue and white sweets, Jaffa oranges and whistles. There was a great atmosphere with the Zionist revellers partying until the early hours.

Protests from a small group of the Palestine Solidarity Campaign and Neturei Karta did not deter guests from arriving in their droves and enjoying the latest in a long run of successful YMDA events.

Young Magen David Adom's Matthew Geey was thrilled that £11,000 was raised, helping to save more lives in Israel.



Have your own Bloodmobile

If you would like to buy a miniature bloodmobile, please contact the office.



Future Events

18 August
Pulse dedication
22-26 August
Sarah Cascella in Manchester
22 August
Cockfosters & North Southgate dedication
5 October
Impromptu – Nancy Dell O'lio evening
8-13 October
IMDAC

10 October
Royal Parks ½ Marathon
17 October
Manchester – Renee Hodari lunch
2 November
MDA London – Annual Dinner
21 November
Mitzvah Day
For information please contact us on
020 8201 5900 or info@mdauk.org