



## United Hatzalah of Israel

### *Highlights of the week in Israel*

31 July 2008

*Dear Friends and Supporters,*

This week we get a report from Jerusalem of a lifesaving hero from the fire department who was treated by the United Hatzalah volunteers from Neve Yaakov and Pisgat Zeev. We also look behind the headlines and behind the scenes at some volunteers and the work they do when they don the uniforms in the IDF.

Additionally, I want to point out some of the prevention and safety issues our teams are working on with various government agencies. I hope to share with you samples of the campaigns after they hit the street. Lastly, we focus on a lifesaving pressure bandage developed by a former IDF combat infantry medic now being supplied to special forces units around the globe.

Have a great week,

Sincerely,

**Eli Beer**

Chief coordinator

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### **Friday Night Fire**

26.07.2008

Medic Yehuda Marciano from Pisgat Zeev reports. "A hair-raising call late came in late last Friday night – "...Structure Fire, multiple dwelling unit, people trapped inside." I got to the scene and realized the scope of the incident and radioed for backup. A team raced out of Neve Yaakov and into nearby Pisgat Zeev with the United Hatzalah Multi-Trauma ambulance. Smoke was pouring out of the upper stories. People in their pajamas were exiting the building.

Fire department loudspeakers were urging everyone to exit the building. Other firefighters were conducting a search apartment-to-apartment, room-to-room. One lightly injured patient was being lowered by ladder. Suddenly, there was a sound of breaking glass and one of the firefighters shouted out hoarsely that he found a seriously injured patient. The firefighter removed his own air supply and shared it with the woman.



We ran into the building, to the inner room of an adjoining apartment. The firefighter entered carrying the limp form of an elderly woman from the apartment where the blaze began. We immediately began treating the woman but we were also concerned about the firefighter. He was asked to sit down and we began treating him for smoke inhalation. While we commended him for his bravery we still insisted that he go the hospital for further observation.

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## Friend and Foe in Life and in Death

I had the opportunity to chat about recent events with United Hatzalah's Jerusalem Coordinator Eli Yaakobi this past weekend. Eli mentioned in passing that he just got back from his IDF reserve service. I asked him to describe what he is permitted to disclose.



“I received an urgent and unexpected call-up about 3 weeks ago. I understood immediately that it related to the (then) upcoming prisoner exchange between Israel and Hizbollah. My unit was involved in the retrieval of the bodies to be transferred to Lebanon. I do not wish to go into the details of the work that was required but it was grueling and stressful. The point that struck home with the men in my unit was that despite the fact the bodies were those of terrorists they were accorded all due respect by the IDF and its soldiers. Despite the difficulties we felt strangely uplifted by our participation in this task.

While on “personal time” on base with some of the other United Hatzalah volunteers who were also assigned to my unit we received an alert over the United Hatzalah nationwide communication net regarding a car crash not 3 kilometers from the base. Two other guys piled into my car and another volunteer hopped onto his ambucycle and we roared off base, lights and sirens. We found a serious accident involving 2 cars, one mortally wounded and 2 others with light to moderate injuries. We were joined by another ambucycle medic from Petach Tikvah who was vacationing in the area. The 3 patients were treated as effectively as possible and then evacuated by ambulance to nearby hospitals. The intensity of the “Band of Brothers” type of feeling between the United Hatzalah medics was so strong that I don’t think I can adequately describe it in words.”

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## Road and Burn Safety Initiatives

This week United Hatzalah's Director Zeevi Kashash and Spokesperson Yerach Tucker worked on numerous projects and plans with Transportation Minister Shaul Mofaz at the Ministry of Road Safety. Yerach pointed out the special needs of communities at risk. He explained that global education and awareness campaign have very limited effectiveness. Grass roots based campaigns are far more focused and assimilated by the target audience because the campaign “speaks their language”.

Yerach explained that United Hatzalah is uniquely suited to bring the message to the community because its volunteers are well integrated in the communities that they serve. Miri Cohen Council Coordinator for the Ministry of Road Safety discussed with Zeevi Kashash various safety and prevention campaigns that can be launched in the near future. Plans for





a nationwide Road Accident and Prevention Conference are being worked out as well.

Kashash went on to the Health Ministry and participated in a roundtable discussion with Medical Department Heads from Soroka and Tel Hashomer Medical Centers regarding burn prevention and treatment. Once again the need for BurnShield came up in discussion and Zeevi confirmed United Hatzalah's commitment that an ample supply of BurnShield is issued to all its volunteer's. A strategic reserve of the product is being prepared as well.

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## First Care for First Responders

I had a pleasant conversation with yet another Israeli innovative emergency medical product inventor. Bernard Bar-Natan is the Founder and CEO of First Care Products. Bernard is a former IDF combat infantry medic and well acquainted with United Hatzalah. Bernard told me "I always see you guys in the field, I applaud your work."

First Care Products provides innovative first-response medical products which save lives by improving hemorrhage control in emergency situations, and yield significant savings in time and resources. The company's unique, field and clinically-proven direct pressure bandages have been adopted on a large scale by military and civilian organizations worldwide.



Replacing time-consuming and costly multiple-bandaging products solutions, the Emergency Bandage enables caregivers and laypeople to easily apply effective direct pressure to a variety of wounds with a single and highly-accessible bleeding control dressing. Customized to unique civilian or military needs, and featuring an integral mechanism that exerts pressure exactly where needed, and a built-in closure bar that eliminates the need for clumsy and dangerous pins, clips, tape, velcro, or knots – the Emergency Bandage measurably improves treatment of hemorrhaging in the field.

Led by former military and emergency medical services personnel, the experienced First Care Products management team brings broad and multidisciplinary experience with proven records of success in the international medical supplies market. Complementing the management are experienced and professional technical teams who together constitute a creative, caring and motivated industry-leading force.

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**Thank you to all who have given us the opportunity to continue our work.  
We hope you will continue to support us in the future.**

**United Hatzalah** is the largest emergency rescue volunteer organization in Israel which, working hand in hand with MDA has the endorsement of the leading Rabbis in Israel.

**United Hatzalah** has branches in almost every city in Israel from the Golan Heights in the north to Eilat in the south.