

On Rosh Hashanah we must remember that thousands of people in Israel will celebrate another year thanks to your continuous support

MDA's 'First 7 Minutes' – Time Equals Life

On April 23, 2018 at precisely 8:26 pm Israel time (Toronto time 1:26 pm), an Emergency News Bulletin was announced on all Israeli news media channels dominating the usual 8:30 pm "breaking news" time slot.

"Deliberate fatal car ramming: at least 10 people hurt in a deliberate car ramming incident on one of Toronto's busiest streets in Canada."

This bulletin was announced in Israel, before local Toronto media had a chance to understand what was happening. Frantic calls started pouring in from MDA in Israel to local Magen David Adom's national and Toronto offices eager to find out more details.

As a result of this disastrous incident, MDA's International Division sent a team to Toronto for a special "First 7 Minutes" educational and training session which was originally developed with International physicians in Israel earlier in the year, fine tuned to the Toronto incident. Aimed at both Emergency Personnel as well as the general public, this special program focused on Mass Casualty Incidents methods

Rosh Hashanah...

a period of introspection &

repentance, a time to hope for peace at home and for peace in Israel, a time to hope for a good year to come.

Shana Tova 5779



[L. to R.] Raphael Herbst (2nd), Senior MDA Paramedic & Canada Desk Representative; Daniel Amzallag (4th); CMDA National Media & Volunteer Coordinator and Dr. Eli Jaffe (6th), MDA Director, Public Relations & Training with members of Toronto's York Region EMS paramedics at a presentation on "7 Minutes".

highlighting those crucial first minutes prior to the arrival of an Ambulance. While arrival times may vary from one city/country to another, the concept of intervention remains the same.

Emphasis was placed not only on the need for well-trained Paramedics, but also on training the public as to ways of getting involved and cooperating effectively with medical professionals in various forms of Mass-Casualty Incidents, regardless of one's medical background. On average, MDA ambulances in Israel will arrive at the scene within "7 minutes". These "7 minutes" can feel like an eternity, unless those present know what first steps to take.

These "First 7 Minutes", when used effectively, can literally mean the difference between life and death, by utilizing basic tools and common-sense to ensure safety, rescue, basic first aid and accounting for the victims prior and post ambulance arrival. It emphasizes the concept of "altering" one's mindset from concentrating on one injured individual, to the mentality of "masses" while cooperating and following instructions of medical professionals.

The concept of Magen David Adom Israel's "First 7 Minutes" quickly spread throughout the International Community with MDA personnel delivering these guidelines to both public and national EMS worldwide.

Countries that were never exposed to these fundamental strategies were empowered through proper training, counting on their own capabilities.

Much can be done by the public within those crucial "First 7 Minutes". Time is one of the most important factors in an emergency situation.

In every life threatening situation, the goal is to get the patient to hospital care as quickly as possible.

An Ex

An Extraordinary Evening of Insight and Intrigue

OZ PEARLMAN

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Wolf Bronet's 94th Birthday – PAGES 6 & 7

Holiday greetings from **Michael I. Levine, N**ational President



Rosh Hashanah marks the start of a new year in the Hebrew calendar. It is a time of reflection and hope for all mankind. It is also a time to give thanks, ask for forgiveness, and to forgive others. It is a time to celebrate loudly, the harvesting of the seeds we have sown, and strengthen our bond with the State of Israel.

Since 1976, Canadian Magen David Adom (CMDA) has been the sole authorized organization in Canada dedicated to supplying ambulances, medical equipment and supplies, and blood bank products to support the lifesaving efforts of Magen David Adom (MDA) in Israel. All of CMDA's assistance to MDA is possible thanks to the generosity of our donors.

This year, we are focusing on supporting a special MDA project in Israel, an underground, earthquake proof and bomb proof Blood Bank complex. Please join us in this \$160 million US fundraising endeavor, ensuring the lives and future of the people of Israel.

The 22,000 volunteers who, too often, put themselves in harm's way to help others, deserve our support. The people of Israel depend on us – not just in times of national emergency, but every minute of every day. When it comes to saving lives and mitigating human suffering, your donation makes all the difference.

"Whoever saves a single life it is as though he has saved the entire world".

Michael I. Levine, National President

THE STATE OF ISRAEL DEPENDS ON MAGEN DAVID ADOM. MAGEN DAVID ADOM DEPENDS ON YOU.

Message de souhaits de la part de **Michael I. Levine,** Président National

Rosh Hashanah marque le début d'une nouvelle année dans le calendrier hébraïque. Il correspond à une période de réflexion et d'espoir pour l'ensemble de l'humanité. C'est le temps également de remerciements, de demander pardon ainsi que de pardonner aux autres. C'est le temps de célébrer haut et fort, de récolter les moissons que nous avons semées et de renforcer notre lien avec l'État d'Israël.

Depuis 1976, Magen David Adom Canadien a été la seule organisation au Canada consacrée à fournir des ambulances, de l'équipement et des fournitures médicales ainsi que des produits de la banque de sang afin de soutenir les efforts de Magen David Adom (MDA) pour sauver des vies en Israël. Toute l'aide de Magen David Adom Canadien à MDA est rendue possible grâce à la générosité de nos donateurs.

Cette année, nous mettons l'emphase sur le soutien à un projet spécial de MDA en Israël : Un complexe de Banque de sang souterrain, à l'épreuve des tremblements de terre et des bombes. Nous vous demandons de vous joindre à nous lors de cette campagne de financement de 160 millions de dollars US afin d'assurer les vies ainsi que l'avenir du peuple d'Israël.

Les 22 000 bénévoles qui trop souvent mettent leur vie en danger afin d'aider les autres, méritent notre soutien. Le peuple d'Israël dépend de nous, pas seulement pendant les périodes d'urgence nationale, mais à chaque moment de la journée. Quand il s'agit de sauver des vies et d'alléger la souffrance humaine, c'est votre don qui fait toute la différence.

« Qui sauve une seule vie....sauve l'humanité entière »

Michael I. Levine, président national

L'ÉTAT D'ISRAËL DÉPEND DE MAGEN DAVID ADOM. MAGEN DAVID ADOM DÉPEND DE VOUS.



MDA Medi-cycle donated by Emanuel "Manny" Pinsky.

A Love of Israel

(Thank you to Leora Stoll, Mr. Pinsky's niece, for this information.)

Emanuel Pinsky, Manny, as he was known to family and friends, famous for his Tilley hat, was a staunch supporter of Israel. He read the Jerusalem Post daily and could spout current facts about Israeli politics, geography and vegetation. Try as one might, it was impossible to win an argument with him when it came to anything to

do with Israel and the Jewish people. Therefore, it came as no surprise that, in his will, Manny chose to make a generous bequest to Magen David Adom, a bequest which will enable Magen David Adom to continue to save lives.



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Please contact us to make a donation, to purchase equipment or to volunteer with our organization.







Zachary Oti Wald



Tamir Ben-Izhak

Learning the Importance of Saving Lives

Grade 4 students at Toronto's Netivot Hatorah Day School were assigned a project – to teach their classmates about a charity that touched their hearts. Both Aderel Green and Zachary Oti Wald chose Magen David Adom.

Aderel spoke about how Magen David Adom "helps millions of people every day." In addition, she created a poster and ran an activity.

Zachary wrote that he "loves that Magen David Adom is devoted to helping people and because I want to be a doctor when I grow up." He also prepared a slideshow and a quiz.

Tamir Ben-izhak, a grade four student at Associated Hebrew Schools thanks MDA for "saving lives. It's so amazing that your mission is in the Talmud. Keep doing what you are doing."

Yasher koach to these students who, at a young age, understand the importance of what it means to save lives. ■



Receiving the Keys

Norman Sternthal, L. (Montreal) and Bernard Sternthal, R. (Israel) receive the keys to the mini electric car they have donated to the people of Israel. Recently added to Magen David Adom's emergency medical fleet, these bright yellow electric cars are able to operate in all weather conditions and, because of their size, allow for easy maneuverability.

NOVEMBER 8, 2018 OZ PEARLMAN MAGIC OF THE MIND

CMDA Toronto Chapter is thrilled to extend a special invitation to the community to join us for a most extraordinary, entertaining and unique show of insight and intrigue, featuring the one and only Oz Pearlman in his MAGIC OF THE MIND performance.

An unforgettable evening of delight we guarantee you and your entire family will enjoy (see page 12 for additional info on Tickets and Sponsorship opportunities).

We will also have the rare opportunity of a personal visit by a specialized EMS team from Israel, who originally arrived immediately after the April car-ramming incident in Toronto and met with Canadian EMS Management and Field Paramedics, as they presented the 'First 7 Minutes' session to local paramedics, physicians, security teams, other medical personnel and the general public.

This 'time element' combination of a 'mind over matter' performance intertwining with the 'First 7 Minutes' of saving lives, present a beautiful amalgamation we encourage you not to miss. You will not only find it remarkable, it could help save a life.

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[L. to R.] Jonathan Horchata Delgado – CMDA Volunteer and Gila Martow – member of the electoral district of Thornhill, Ontario's Legislative Assembly and Daniel Amzallag.

Israel Day Celebration

The yearly 'Israel Day' events recently held in Toronto gave hundreds of eager participants the opportunity to admire and 'test out' MDA's state-of-the-art Intensive Care Ambulance and Emergency Medi-Cyle up close.

Thanks to the generosity and support of our friends, Magen David Adom will continue to provide the best and most effective emergency care possible for the people of Israel, while ensuring that all vehicles remain fully equipped with modern medical equipment and supplies.



[L. to R.] Grandchildren, Ami Heller, Cory Glassman, Rachelle Heller, ambulance donor, Mickey Heller, grandson, Jaime Glassman, daughter, Lisa Glassman, son, Steven Heller and granddaughter, lordana Glassman.

In Loving Memory

Ambulance presented to the People of Israel by Mickey Heller and Family, in loving memory of his dear wife and their beloved mother, Eunice Heller – יהודית הלרז "ל – Toronto, Canada. ■



Steven and Margrit Stenge with family and CMDA representatives.

Holocaust survivors, Margrit and Steven Stenge, were married in 1949 and immigrated to Canada in 1951. Israel has played a very large role in their lives and continues to do so with family residing in Beit Shemesh, Petach Tikvah and Jerusalem.

In grateful appreciation, the Stenges, who have 2 children, 6 grandchildren and 19 great grandchildren, chose to donate a Mobile Intensive Care Unit (MICU) to the people of Israel. Once a suitable date was established, one in which their family could be present, plans were formulated.

And so, on a beautiful day in July, Margrit and Steven Stenge welcomed family and friends to a celebration. Said Margrit, "We are overwhelmed to be able to share this special day with all of you. It is with great pride and pleasure that we are able to do this. We have requested that the MICU be stationed in Beit Shemesh and we know that Magen David Adom will do its utmost to fulfill this request.



Steven and Margrit Stenge.

However, wherever it is stationed, we know that it will save lives."

Their son, Marvin, added, "We are celebrating one event but we are also remembering the past. This Mobile Intensive Care Unit is the future, but there can be no future without the past."

As our sages have written, "Whomever saves one life... it is as if he has saved the entire world."

PRESENTED TO THE PEOPLE OF ISRAEL

"in memory of our family who perished in the Holocaust"

PRESENTED TO THE PEOPLE OF ISRAEL
by
Margrit & Steven Stenge
MONTREAL, CANADA 2018



[L. to R.] Raphael Herbst, Dr. Guila Delouya, Yohann Abitbol, Daniel Amzallag and Dr. Eli Jaffe.

A Special Evening

Special thanks to Dr. Guila Delouya and Yohann Abitbol for hosting a special evening at their home in honor of Magen David Adom.

More than 50 people attended and heard Dr. Eli Jaffe, MDA Director, Public Relations and Training, and Raphael Herbst, Senior MDA Paramedic and Canada Desk Representative, provide an introduction to the life-saving challenges and work performed by MDA paramedics and first responders.

Guests had the opportunity to see first-hand a Mobile Intensive Care Unit (MICU) and an emergency medical scooter. ■



A fun time was had by all at the recent Montreal Yom Yerushalayim Celebration.

Yom Yerushalayim Celebration

A sunny, warm Sunday afternoon brought out hundreds of families to celebrate Yom Yerushalayim. Organized by Federation CJA West Island, there were games and activities for all ages and, of particular interest, was the Mobile Intensive Care Unit and the emergency medical scooter.

Presented to the People of Israel

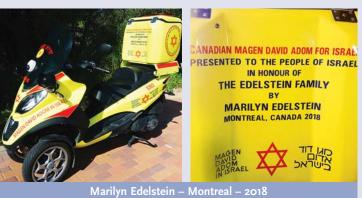
This year, 2018, Israel proudly celebrates its 70th Anniversary, 70 years since the establishment of this miraculous State, 70 years since Israel emerged like a beacon of light, blossoming into a world leader in every field imaginable, not the least of which is pre-hospital emergency medicine.

In celebration of this milestone anniversary, Magen David Adom has launched a special campaign for the purchase of 70 Emergency Medi-Cycles to be added to its life-saving fleet.

Thank you to our donors who have and who continue to participate in this campaign.







Wolf Bronet's 94th Birthday – #13 Ambulance

Be Part of it, Be Proud of it





Standing [L.-R.] – Joseph Bitton and Mitchell Brownstein. Seated [L.-R.] – Wolf and Sylvia Weiner.

Resplendent in blue velour, Wolf Bronet "held court" and was honored by more than 200 family and friends at a special tribute evening on Tuesday, May 22nd, 2018 at Montreal's Segal Centre. The occasion was his 94th birthday and it also served as the launch to raise funds for ambulance 13, the Bar Mitzvah ambulance.

riests included the Consul General of Israel, David

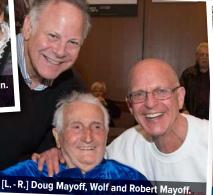
Lévy, and Mrs. Lévy, Mayor of Cote St. Luc, Mitchell Brownstein, and Mrs. Brownstein, CMDA National President, Michael

Levine and Mrs. Levine, and Uri Shacham, MDA Israel Special Representative, who presented Wolf with a gift from MDA Israel.

Dr. Ruby and Adele Friedman with Wolf.

Doreen Friedman and Wolf.

A highlight of the evening was the video which included testimonials and well wishes from Anthony Housefather, Member of Parliament, Mount Royal Riding; Eli Bin, MDA Director General; Jonathan Wener, the evening's Honorary Chairman: Wolf Pack





Canadian Magen **David Adom gratefully** acknowledges the following supporters for their generous donations in honor of Wolf Bronet's 94th Birthday and Ambulance #13, the Bar Mitzvah ambulance.

members, and MDA Israel paramedics.

In conjunction with the "Wolf

Pack", 12 ambulances have been donated to Magen David Adom. To date, these 12 ambulances have accounted for 87,973 calls ranging from medical emergencies, to women in labor, to car accidents. But Wolf wants more. He has always had a dream – to donate ambulance 13, the Bar Mitzvah ambulance, to the people of Israel.

In every marathon, a final burst of energy is required to reach the finish line. We have almost reached the halfway goal to make Wolf's dream a reality.

As Wolf has said many times, "Be part of it, be proud of it! We cannot do it without you."



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If you would like to make a donation and help Wolf reach the finish line, please contact Susan Puritz or Elana Schneiderman at 514-731-4400



[L. to R.] Daniel Amzallag, Barb Glynn, Judy Weinstein, Miriam Lazarovits, Naomi Sheinbaum, Lorna Brooke, Pepa Livingstone, Hazel Friedman and Alan Nagus.

Bagel Breakfast Success

Thanks to the hard-working and dedicated committee members of the London Chapter, a successful "Bagel Breakfast" event was held in April. Keynote speaker, Dr. Franklin Warsh, entertained the guests with a light-hearted talk about his own medical journey, "The Flame Broiled Doctor: A Medical Journey".

Shlomo Schweitzer delighted those present with anecdotes about his stint with Magen David Adom and Daniel Amzallag, CMDA's National Media and Volunteer Coordinator, presented a short video produced by MDA in honor of Israel's 70th birthday.

Funds raised from this event will be directed towards the purchase of a Medumat CPR Ventilator for MDA Israel paramedics.

As well, Naomi Sheinbaum, Chair of the London Chapter, announced that an anonymous London donor has purchased an emergency medical scooter in response to the MDA Israel campaign for 70 scooters in honor of Israel's birthday.

Congratulations to all!



[L. to R.] Daniel Amzallag, CMDA National Media & Volunteer Coordinator, Raphael Herbst, Dr. Jason Ohayon and Dr. Eli Jaffe.

Saving Lives Here & Abroad

An AED (automatic external defibrillator) is a portable electronic device that can automatically diagnose and treat life-threatening cardiac arrhythmia by applying electricity which stops the arrhythmia, allowing the heart to re-establish an effective rhythm. With simple audio and visual commands, it is designed for use by a layperson.

Learning how and when to use AEDs was the subject of a presentation in May at the Jewish Social Services of Hamilton. Guest speakers were Dr. Eli Jaffe, MDA Deputy Director, Community Relations, Fundraising and International Relations, and Raphael Herbst, MDA Senior Paramedic and Canada Desk Representative, Fundraising and International Relations.

The presentation also reviewed first response in Israel and how to save a life in Hamilton.

Special thanks to Dr. Jason Ohayon who, himself, was a participant in both CMDA's first Physicians' Mission to Israel as well as in the advanced course, and to Daniel Amzallag, CMDA National Media & Volunteer Coordinator, for helping to arrange this event.



The Breath of Life

Always looking for innovative ways in which to improve life-saving techniques, Magen David Adom has implemented a system which will allow for the safe and efficient refilling of oxygen cylinders which are so crucial in the treatment of all patients.

Oxygen cylinders are in constant use by first responders and paramedics. Because of the high pressure required to refill these cylinders, there is a risk of combustion or explosion.

The new system has eliminated this risk and, at the same time, allows high quality oxygen to be administered to patients. Magen David Adom continues to demonstrate that it is at the cutting edge of technology and that saving lives is its priority.



A Man With A Mission

Dr. Gerald Rudick (Montreal), did not allow his recent visit to Israel go by without completing a shift on an MDA ambulance in Petach Tikva. Dr. Rudick, (second from L.), is seen with paramedics with whom he worked.



Kathy and Dr. Efraim Steve Samuel, with their family.

Israel to Toronto

What do you give someone who is celebrating his 70th birthday and is strongly committed to the State of Israel which is also celebrating its 70th birthday? This question was easily answered by the Samuel Family of Toronto. You combine a trip to Israel with the donation of a Mobile Intensive Care Unit (MICU) to the people of Israel.

And so, Dr. Efraim Steve Samuel and his wife, Kathy, flew to Israel to celebrate his birthday. Neither of them was aware that their children had decided to join them and they surprised them as they were enjoying a day at the beach.

Kathy had arranged for a tour of the Jerusalem station and the Samuels were invited to "inspect" the most recent donation. It was none other than the MICU donated by the family.

Said Dr. Samuel, "When i approached the side of the MICU to try to read the inscription, I realized it was in my honor. I am proud that my 70th birthday has been so strongly linked to saving lives in Israel."

INTERNATIONAL UNIT

Canadian Physicians for Israel



October 11 - 21, 2018





Israel is located on a very active fault line, resulting in the expectation of a massive earthquake (6 or higher on the Richter Scale) within the next 15 years, causing up to 70% damage to the country's infrastructure and the potential wounding of thousands.

As a result, the International Physicians' Unit was formed six years ago in order to train physicians world-wide, with the goal of having an "army of doctors" who would travel to Israel in the event of a disaster to assist with pre- and post-hospital procedures.

The one-week course includes theory and practical segments covering such fundamentals as Advanced Cardiovascular Life Support, Pre-hospital Trauma Life Support, and Mass Casualty Incidents.

The course would not be complete without a visit to Magen David Adom facilities and the opportunity to volunteer on a Mobile Intensive Care Unit.

PHYSICIAN BASIC TRAINING COURSE:

- ACLS American Heart Association certified
- MCI Mass Casualty Incident training
- PHTLS PreHospital Trauma Life Support drills
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- · Cooperation with MDA teams
- Course is valid for business expense deduction
- Optional CME credit

TO REGISTER AND FOR MORE INFO PLEASE CONTACT:

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CMDA National Media & Volunteer Coordinator

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Two Generous Donations

Seven to eight minutes – the response time for an ambulance or Mobile Intensive Care Unit to reach the scene of an incident from the time a call is received at the Magen David Adom Dispatch Centre.

Thank you to our donors whose generosity enables Magen David Adom first responders and paramedics to continue to save lives – Estate of Ben and Sylvia Marks (Toronto) and the Wertman Family (Vancouver). ■

Presented to the people of Gradd by Joseph Wertman of Vancouver, BC, Canada in loving memory of his cherished wife Cristina Wertman (z"l) a kind and wonderful woman who was eager to see the work of Magen David Adom in Israel מוענק לתושבי מדינת ישראל מאת ג'ווף וורטמן מוונקובר, קנדה, ומוקדש לזכרה של אשתו היקרה ומוקדש לזכרה של אשתו היקרה כריסטינה וורטמן (ז"ל) ולזכר הערכתה לפעילות מד"א בישראל





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SAM SWITZER z'I (Calgary, AB)

On the passing of their beloved father, father-inlaw, grandfather and great grandfather. The Family of the Late

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beloved husband, father, father-in-law, grandfather and brother Dora Litwack & Family (Toronto, ON)

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In honour of her 75th Birthday

50th Birthday

London, ON

– Toronto, ON

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In honour of Abe Weitzman's 91st Birthday

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Agnes Romer Segal & Family - Calgary, AB

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- Andrew Raab, Dr. Brian and "Judy Kotzer and Family – Toronto, ON In memory of our beloved wife and mother Magda Raab z'l

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Mazel Tov & Best Wishes to:

- · Shirley Anne Haber Toronto, ON on her 80th Birthday from Family and Friends
- Nina Pollock Toronto, ON on her 75th Birthday with many more from Family and Friends
- Cai Siegel on the occasion of your Bar-Mtizvah
- Rose Klein London, ON
- Beverley & Bernie Friedman Westmount, QC - In honor of their 65th Wedding Anniversary and Beverley's 85th Birthday
- Elizabeth & Steven Rubin Ottawa, ON In honor of their 50th Wedding Anniversary

IN LOVING MEMORY:

- Lazarus David Caplan z'l Montreal, QC
- Gerda Gottlieb z'l Toronto, ON
- Betty Mintzberg z'I Vancouver, BC
- Abraham (Abram) Neuman z'l – Ottawa, ON
- Sam Switzer z'l Calgary, ON
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- Anne Cooper z'l Toronto, ON Beloved Mother, Grandmother, Sister & Great-Grandmother
- Robert Ross z'l Toronto, ON Beloved Husband, Father, Grandfather and Brother
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