

# PROGRAMME UPDATE



International Federation of Red Cross and Red Crescent Societies  
Fédération Internationale des Sociétés de la Croix-Rouge et du Croissant-Rouge  
Federación Internacional de Sociedades de la Cruz Roja y de la Media Luna Roja  
الاتحاد الدولي لجمعيات الصليب الأحمر والهلال الأحمر

## MAGEN DAVID ADOM IN ISRAEL

19 January 2006

The Federation's mission is to improve the lives of vulnerable people by mobilizing the power of humanity. It is the world's largest humanitarian organization and its millions of volunteers are active in over 181 countries.

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### In Brief

Appeal No. 05AA077

Appeal target: CHF 310,713 (USD 243,670 or EUR 200,850)

Programme Update No. 2, Period covered: July to December, 2005

Appeal coverage: 75.6% ([Please click here to go directly to the Contributions List available on the website](#))

**Programme summary:** The decision to open a Federation office in Israel was taken in 2000 as part of a program to enhance operational cooperation between the Movement and Magen David Adom in Israel (MDA). It coincided with work on adoption of a Third Protocol additional to the Geneva Conventions of 1949, and MDA's status as a national society pending recognition by the International Committee of the Red Cross (ICRC) and admission to the Federation. The Third Additional Protocol was adopted on 8 December 2005, and the additional emblem it establishes – the red crystal – will pave the way for MDA's recognition as a national society and admission by the General Assembly of the Federation. The next step is holding of an International Red Cross and Red Crescent Conference to amend the Statutes of the International Red Cross Movement to take account of the new emblem. The Conference has already been convened, and will take place in Geneva in June 2006.

Since the Federation Israel office was opened in 2000, it has helped MDA strengthen relationships and programmes with other national societies and the Movement, supported MDA's efforts to build capacity in disaster response and preparedness, promotion of humanitarian values, and to develop its role as auxiliary to authorities in the humanitarian field, helped MDA develop a sense of itself as a national society and part of the "Red Cross family", and provided advice and guidance to increase its understanding of the rules and procedures of the International Red Cross and Red Crescent Movement and to assist its development as a "well-functioning National Society".

During the second half of 2005, the Federation Israel office supported MDA in revising its statutes and carrying out the National Society Self-Assessment. The Federation Representative in Israel attended the Movement statutory meetings (Seoul, November 2005) and the Diplomatic Conference (Geneva, December 2005), providing advice and assistance to MDA's delegation at both. The Federation Israel office supported MDA in development of a Memorandum of Understanding (MoU) with the Palestine Red Crescent Society (PRCS) – signed on 28 November 2005 – and will continue to support implementation of the MoU in the coming months. During 2005, high level contacts between MDA and the Federation included discussions on MDA's integration into the Movement, health and blood services, disaster response and preparedness, and cooperation projects with other national societies. The Federation Israel office also assists MDA to implement recommendations of the ICRC/Federation Joint Statutes Commission.

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This Programme Update reflects activities to be implemented over a one-year period. This forms part of, and is based on, longer-term, multi-year planning. All International Federation assistance seeks to adhere to the [Code of Conduct](#) and is committed to the [Humanitarian Charter and Minimum Standards in Disaster Response](#) in delivering assistance to the most vulnerable.

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## **Operational developments**

The situation in Israel significantly affects the national society, MDA, the national provider of ambulance and blood services. Ongoing violence in Israel since the outbreak of the second Intifada in September 2000 has required MDA to be on a high level of alert, and has diverted significant resources to the response capacity required to cope with multi-casualty incidents, including suicide bombings. Israel's disengagement from the Gaza Strip and areas of the West Bank also required planning and heightened preparedness, to ensure MDA would have the resources necessary to respond with pre-hospital care and transport of sick/wounded in the event of casualties.



**MDA's Chairman and PRCS' President signing Memorandum of Understanding in Geneva in November 2005**

On 12-13 September 2005, the Swiss government held a consultation meeting on the modalities of the Diplomatic Conference for the draft Third Additional Protocol to the Geneva Conventions of 1949. On 27 September, MDA's Chairman issued a declaration on steps MDA has taken in preparation for membership of the Movement. During the General Assembly of the Federation and the Council of Delegates (Seoul, November 2005), MDA and the Palestine Red Crescent Society (PRCS) reached agreement on a Memorandum of Understanding concerning their operations and cooperation arrangements, in order to facilitate adoption of the Third Protocol and pave the way for membership of both societies in the Movement. The Memorandum of Understanding and associated agreement on operational arrangements were signed by MDA and PRCS in Geneva on 28 November 2005, and the first meeting of the Liaison Committee established by the agreement was held on 14 December 2005.

The Third Additional Protocol was adopted on 8 December 2005 at the Diplomatic Conference of States party to the Geneva Conventions. The Protocol establishes a new emblem – the red crystal – which will take its place alongside the existing Geneva Conventions emblems of the red cross and red crescent. Adoption of the new emblem paves the way for MDA's recognition as a national society by the ICRC and admission by the General Assembly of the Federation. The next step to achieve this is the holding of an International Red Cross and Red Crescent Conference to amend the Statutes of the International Movement to take account of the new emblem. The Conference has already been convened, and will take place in Geneva in June 2006.

MDA held its National Convention in December 2006. The Convention, which brings together MDA's volunteers every four years, adopted resolutions thanking the Movement for its efforts in support of MDA's entry to the Movement, calling upon MDA to expand the activities of volunteers and lead a culture of giving, volunteering and helping in the community, and recommending that MDA's Executive Committee consider expanding MDA's humanitarian activities to additional fields as is customary in national societies worldwide.

## Health and care

**Goal: Enable MDA to contribute its expertise in medical care and training to the Movement, deploy health professionals on missions with the Movement, and broaden its understanding of the Federation's approach and programmes in health and care in the community.**

**Objective: Contribute to work of the Federation's Health Commission, collaborate with the Federation and National Societies in the fields of blood safety and blood donor recruitment, develop cooperation projects with other National Societies, and share its expertise in emergency pre-hospital care and first aid training.**

**Progress/Achievements (activities implemented within this objective)**

MDA has a long history of providing effective medical services consisting of first aid services and training, and ambulance and blood services. With the development of ties between MDA and the Movement, the Federation has encouraged MDA to contribute to Movement work in the fields of health and care. MDA's Operations and Training Departments have contributed to emergency medical services (EMS) training in other national societies and MDA's Blood Services contributes its expertise on issues such as blood safety and volunteer recruitment. At the General Assembly of the Federation (Seoul, November 2005), the Director of MDA Blood Services was appointed to serve, in her personal capacity, in the Federation's Health and Community Services Commission.

The Federation has continued to support MDA's integration into Movement activities and relief operations in the health sector by finding places for MDA delegates on Federation and National Society training courses such as the Basic Training Course (BTC), Emergency Response Unit (ERU), Field Assessment Coordination Team (FACT), and Field Team Leaders Workshop. In the second half of this year, MDA sent three members of its Regional Disaster Response Team to a refresher course organized by the Budapest Regional Delegation and a delegate to a water sanitation ERU hosted by the Serbia and Montenegro Red Cross Society.



**In September 2005, two senior instructors from MDA run a "Train the Trainers" course in emergency medical services**

The Federation Israel office has continued to help MDA organize exchanges, projects and training programmes with other national societies. In September 2005, MDA sent two senior instructors to work with the Bulgarian Red Cross (BRC) for a period of six weeks, running a "Train the Trainers" course in EMS.

MDA has provided instructors for courses on response to mass-casualty incidents for staff of the Kenya Red Cross Society and "Train the Trainers" courses for EMS instructors for the Uganda Red Cross Society (URCS). MDA and URCS have also been considering two other training projects – for ambulance drivers and for those working in blood collection – for 2006.

As MDA learns more about the Movement, with the assistance of the Federation Israel office and through increased contacts and exchanges with sister national societies, MDA develops new activities and centres of interest going well beyond its traditional ambulance and blood service role (e.g., assistance to youth at risk, vaccination, psycho-social support, road safety and accident prevention). The Federation Israel office provides MDA with information on Federation policies and national society programmes in these spheres, and ensures that MDA has access to technical expertise from Federation and national society health experts.

Since 2004, MDA has undertaken a completely new activity of providing food parcels to needy families during the holiday period. MDA decided to take this step in view of the difficult economic situation in Israel, and needs observed by MDA staff and volunteers on ambulance duty. MDA is also looking at possible activities to promote road and playground safety. Discussions are taking place in MDA, including as part of the National Society Self-Assessment process, as to whether MDA should expand this sort of activities. The Federation Representative in Israel provides insight into activities of other national societies, and thus assists MDA's senior management which is looking at developing new activities in the humanitarian sphere.

## **Disaster management**

**Goal: Define and develop MDA's role as auxiliary to the authorities in disaster response and preparedness within the State of Israel, and promote understanding within Israel of the role to be played by the national society in the event that Movement assistance would be sought in a natural disaster.**

**Objective: Organize disaster management workshops for MDA staff and volunteers, establish links with the authorities responsible for disaster/earthquake response in Israel, participate in Israel's National Steering Committee for Earthquake Preparedness, and consider developing education or other activities in disaster response and preparedness in accordance with Strategy 2010.**

### **Progress/Achievements (activities implemented within this objective)**

In line with its pledge to the International Red Cross Conference in December 2003, MDA is developing activities in disaster response and preparedness. The Federation Israel office ensures that MDA has access to Federation and national society training courses, and Federation technical support, including from the Federation's Regional Delegations in Ankara and Budapest.

Eight MDA staff members have attended the Regional Disaster Response Team (RDRT) training organized by the Regional Delegations in Ankara and Budapest, and three of them attended refresher training organized by the Budapest Regional Delegation during the period covered by this Programme Update. MDA plans to organize a National Disaster Response Team (NDRT) training in Israel in the first quarter of 2006, and MDA has been working with the Federation Israel office and with disaster management specialists from the Ankara Regional Delegation to prepare for this.

Access to Federation expertise in disaster management, and workshops with strong Movement participation, have assisted MDA to raise its profile and increase contacts with the authorities. This also gave MDA an opportunity to re-examine its earthquake response capacity, and reformulate its approach in technical and human resource terms. MDA has developed a new EMS response in the event of earthquake which relies on a more community-based approach. The Federation's Ankara-based disaster management delegate visited Israel in August 2005, to assist with planning and programming of the NDRT, provide input on development of MDA's strategic plan, earthquake response plan and psychological support programme, and attend meetings with relevant government officials to discuss MDA's role in disaster response and preparedness.

In 2005, MDA started working on development of a long-term strategic plan for its activities in disaster response and preparedness, and the Federation is providing input on this through its Israel office and Geneva, Ankara and Budapest-based disaster management experts. Progress on the strategic plan has been slow, and the NDRT, which will take place in early 2006, should provide a new impetus and interest for development and adoption of the plan.

The Federation Israel office has worked to forge ties between MDA and Federation and national society experts in disaster management and psycho-social support and programming. These contacts – and the exchange of expertise and experiences involved – have led MDA to offer two new types of training course to staff and volunteers. MDA has developed a training module on earthquake preparedness and response for MDA staff and volunteers, and the

general public, and a psycho-social support component in its orientation programme for employees. Both courses have been running since the beginning of 2005, and the Federation Israel office will continue to ensure MDA has access to Federation and national society expertise and input as these programmes develop. In addition, MDA's new first aid manual (due out in 2006) will include a chapter on earthquake preparedness.

## **Organizational development**

**Goal: MDA, as a well-functioning National Society as defined in Strategy 2010, increases its involvement in Movement activities, and benefits from Federation expertise in strategic planning, communications, fund-raising and delegate recruitment procedures to expand programme and service delivery in Israel, and contribute to international relief operations of the Movement.**

**Objective: Undertake National Society Self-Assessment, continue review of the MDA Statutes, attend Red Cross Fundraising Skillshare and look at ways to develop domestic fund-raising capacity, and raise MDA's profile through an active communications strategy, including an English-language website.**

### **Progress/Achievements (activities implemented within this objective)**

Between July and December 2005, MDA carried out the National Society Self-Assessment (NSSA), with technical advice and support from the Federation Israel office and a local strategic consulting firm selected by the office (and generously funded by Norwegian Red Cross).

The Federation Representative in Israel assisted MDA to plan its approach to the NSSA, involving a representative cross-section of the national society – management/governance, headquarters/regions, and staff/volunteers. The final phase of the process was a meeting headed by the Director-General, facilitated by the consulting firm, and bringing together a large number of directors at management and field levels, as well as a number of employees to present and validate the responses, to assess the significance of MDA's responses to its operations in general, and its performance against Red Cross requirements in particular. The NSSA process helped MDA to evaluate its operations against the characteristics of a "Well-Functioning National Society", to increase awareness within the national society of Red Cross expectations in certain important fields, and to establish a common understanding for future developments and changes at MDA as it moves towards full membership of the Movement.

Throughout 2005, the Federation Representative in Israel has been working closely with MDA's Chairman and its lawyers on revision of MDA's statutes. MDA is committed to making the changes necessary to bring its statutes into line with Movement requirements, and has already prepared and adopted some of the amendments required. The Federation Representative in Israel is a lawyer by training with considerable experience working with national society statutes and the ICRC/Federation Joint Commission for National Society Statutes. Since the visit of the Joint Statutes Commission in June 2005, the Federation Representative in Israel is continuing to provide expertise and advise MDA on its statutes revision and the ten conditions of recognition.

The Federation Israel office has encouraged MDA to develop and update its website (<http://www.mdais.org>), so it includes up-to-date and accurate information on the Red Cross and Red Crescent Movement, MDA's cooperation with the Movement, and developments in relation to the Third Protocol to the Geneva Conventions and the new additional emblem, the "red crystal". The Federation Representative in Israel is also encouraging MDA to invest more resources in the field of communications, including website management, which is important to raise MDA's profile as a national society, to increase awareness about the Red Cross in Israel, and to further MDA's fundraising possibilities within Israel.

Despite its 2003 decision to explore domestic fundraising possibilities, MDA has made little concrete progress in strengthening its domestic fundraising infrastructure or revenues. The question of fundraising was discussed during the NSSA process, and Movement rules in relation to fundraising are now better understood at MDA. The Federation Representative in Israel will continue to work with MDA to strengthen its fundraising capacity, including through discussions with relevant staff and Board members, and by promoting exchanges with national societies and participation in the Red Cross Fundraising Skillshare.

## **Humanitarian values**

**Goal: Expand MDA programmes for dissemination of international humanitarian law (IHL) and raise awareness of the work of the Red Cross Movement and the Movement's fundamental principles among MDA volunteers and staff, and the wider public.**

**Objective: Establish a dissemination unit and/or recruit a dissemination officer to organize activities and programmes to raise awareness of IHL, the Movement and the fundamental principles, develop and/or translate new Hebrew-language dissemination materials, and participate in relevant Movement courses.**

### **Progress/Achievements (activities implemented within this objective)**

With the assistance of the Federation Israel office, MDA has included a section on the Movement and cooperation with the Movement in its new website (<http://www.mdais.org>). The Federation course materials "Principles to Action", translated into Hebrew by the Federation Israel office in 2004, provided a useful resource in preparation of MDA's website. The Federation Israel office continues to support MDA with advice on Movement principles, values and style, and how best to incorporate these into MDA's website and publications.

Since 2003, MDA has included materials on IHL, the Movement and the fundamental principles in all training courses for staff and volunteers (e.g., youth volunteers, blood bank, ambulance drivers, and paramedics).

One of the objectives of the Federation Israel office for this year was to work with MDA to develop and organize a course on the fundamental principles for MDA staff and volunteers. This idea was dependent in no small measure on MDA establishing a dissemination unit with staff dedicated to further developing MDA's dissemination programme – a step which both the ICRC and the Federation have been encouraging for some time. The Federation Israel office will continue to encourage MDA to appoint staff to work in the field of dissemination. At this stage, it appears that MDA is more focused on developing the skills of its volunteers in these areas, and MDA volunteers are developing new materials and approaches to dissemination to youth, including games, stories and other activities. MDA now has 100 youth leaders who have participated in IHL training and who are ready to provide training in their turn to MDA volunteers.

Since the Diplomatic Conference and adoption of the Third Additional Protocol, the Federation Representative in Israel has raised with senior management at MDA the importance of expanding dissemination programmes in 2006 as MDA moves towards full membership of the Movement.

The Federation Representative provides briefings on the Movement to all MDA staff and volunteers leaving for mission with the International Red Cross Movement or as part of a MDA relief delegation abroad, as well as for MDA delegates to Movement training courses or seminars.

## **International representation**

**Goal: MDA participates actively in international and regional meetings of the Movement, strengthens its bilateral relationships with individual national societies, and deploys staff on mission with the Movement.**

**Objective: MDA holds an international youth camp in 2005, creates a pool of personnel qualified to fill ICRC or Federation delegate positions, or for deployment in national society ERUs.**

### **Progress/Achievements (activities implemented within this objective)**

The Federation Secretariat and the Federation Israel office have worked closely with MDA throughout 2005 on the emblem and membership issues. After years of work by the Movement, and after convocation of the Diplomatic Conference by the Swiss government as Depositary of the Geneva Conventions, a comprehensive and lasting solution to the question of the emblem has been achieved in the form of the Third Protocol Additional to the Geneva Conventions.

During the second half of the year, the Federation Israel office has helped MDA's Chairman and MDA delegations prepare for visits to Federation headquarters in Geneva, for participation in the Council of Delegates, Federation General Assembly and the Diplomatic Conference. The Federation Representative in Israel accompanied MDA's delegation to Seoul in November 2005, providing advice and support throughout the statutory meetings and in negotiations leading to agreement on a Memorandum of Understanding between MDA and PRCS. Since signing

of the MoU in Geneva on 28 November 2005, the Federation Representatives in Tel Aviv and Ramallah have been supporting the process of implementation of the MoU and associated operational arrangements. In December 2005, the Federation Representative in Israel accompanied MDA's delegation to the Diplomatic Conference.

In the period covered by this Programme Update, the Federation Israel office has continued to advise MDA on the ten conditions of recognition and revision of its by-laws, and in working to give effect to the recommendations of the Joint Statutes Commission following its visit to Israel in June 2005.

The Federation Israel office also maintains relations with the Israel Ministry of Foreign Affairs and other relevant government agencies to keep them up-to-date about work of the Federation Secretariat and the Federation Israel office with MDA, on the emblem and membership questions, and on the Federation's work more generally.

The Federation works to integrate MDA into Movement activities, seeks and promotes contacts and opportunities for exchange, supports MDA in its efforts to develop and strengthen its relationships with other national societies, and assists MDA in preparations for international and regional meetings. The Federation Israel office has been exploring possibilities for national societies to work with MDA as it expands and develops activities in areas as diverse as fundraising, communications, disaster management, and deployment of delegates on field missions with the Movement.

The Federation Representative in Israel also works to ensure that MDA has increased access to regional activities of the Federation and national societies. In the second half of this year, three members of MDA's Regional Disaster Response Team participated in a refresher course organized by the Budapest Regional Delegation and another MDA delegate participated in a water sanitation ERU organized by the Serbia and Montenegro Red Cross Society. MDA will be integrated in future regional training courses and response teams as appropriate.



**In September 2005, MDA held its second international youth exchange, with youth delegates from fifteen national societies**

The Federation Israel office also supports MDA in its efforts to increase ties with the Movement, giving practical assistance and advice on programme/project development, access to Federation and national society expertise from around the world, and opportunities for MDA to share its expertise with other national societies. In September 2005, MDA held its second international youth exchange, with youth delegates from fifteen national societies. The Federation Israel office helped with programme ideas and development, and contributed to the programme itself, including through the presence of an information officer from the Regional Delegation in Ankara. The theme of this year's exchange, "Protecting Human Dignity: Youth Caring for the

Community", was not only inspiring for the participants but also contributes to increased interest in community activities in the staff and volunteer body of MDA as a whole.

The Federation appreciates the contribution of donors, who have supported the cooperation between MDA and the Movement in 2005. Details of these contributions are set out in Annex 1 below.

**Annex 1**

**The contribution of donors to the Federation programme for operational cooperation with MDA**

<b>Donor</b>	<b>Amount of contribution converted into CHF</b>
American Red Cross	CHF 64,350
British Red Cross	CHF 44,863
German Red Cross	CHF 15,365
Netherlands Red Cross	CHF 23,010
Norwegian Red Cross	CHF 30,000 (for the office) CHF 20,000 (for the NS Self Assessment)
Swedish Red Cross	CHF 8,475
Balance carried over from 2004	CHF 28,961

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