

# 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 (MDA)

10 June 2004

### Programme Update No. 2

**Period covered:** April 2003 to May 2004

*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 180 countries. For more information: [www.ifrc.org](http://www.ifrc.org)*

### In Brief

**Programme Summary:** The decision to open a Federation office in Israel was taken in the summer of 2000 in the context of work on the draft Third Protocol Additional to the Geneva Conventions, and recognition of the need to work more closely with Magen David Adom in Israel (MDA). In line with Council of Delegates resolutions on the Strategy for the Movement, the Federation will continue working with MDA to promote capacity building and extend operational cooperation to MDA – as to all other National Societies awaiting recognition and admission. The Movement will also continue to give high priority to securing a comprehensive and lasting solution to the question of the emblem on the basis of the draft Third Protocol.

MDA was established in 1930. Its mandate, under the Magen David Adom law and regulations, is to carry out the functions of a national society, to maintain first aid, ambulance and blood services, to conduct training in first aid and pre-hospital emergency medicine, and to encourage training of volunteers in first aid, and basic and advanced life support.

The Federation established the Israel office in December 2000 with several key objectives, to:

- strengthen ties between MDA and the Movement;
- foster exchange of know-how and expertise between MDA and the Movement;
- promote MDA's integration into Movement activities;
- support MDA in its endeavours to expand and develop new programmes and services; and
- provide access to Movement expertise and advice in organizational development, strategic planning, statutory review, and Movement and National Society policies and practice.

This Programme Update demonstrates a significant improvement in MDA's relationship with the Movement and its operations in key areas of interest to the Movement as a result of the work of the Federation office in Israel and its close collaboration with MDA. The Federation Israel office provides MDA with advice and guidance on a daily

basis to enable it to understand the role, activities and operating procedures of a National Society within the Movement.

The relationship between MDA and the Movement has undergone a period of intense change and growth in recent years, including as a result of the strategic decision of the Federation to open an office in Israel. MDA has forged closer ties with sister National Societies and is incorporated in Movement activities in the humanitarian field. It has developed its international, tracing and disaster preparedness departments and expanded its activities in the field of dissemination. It is developing new programmes in disaster preparedness, is committed to sending delegates on international relief operations with the Movement, and is training staff for this purpose. In 2004, for the first time ever, the MDA's Chairman visited the headquarters of the Federation and ICRC in Geneva, meeting with the Secretary General and senior staff of the Federation for discussions on MDA's integration into the Movement, health and blood services, disaster management, and cooperation projects with other National Societies.

After the success in forging new relationships and integrating MDA into Movement activities, the challenge in the coming year will be to support MDA to develop as a "well-functioning National Society" in accordance with the Federation's Strategy 2010, and benefit from Federation expertise in strategic planning, communications, fund-raising and delegate recruitment procedures to expand programme and service delivery in Israel, and contribute to Movement operations abroad.

The Federation office in Israel works in close co-operation with the ICRC, lead agency of the Movement in Israel.

## **Operational developments**

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. MDA has had to increase staffing levels and response capacity to cope with multi-casualty incidents, including suicide bombings. To help offset increased staffing and other costs, the ICRC has contributed to MDA's emergency medical service and blood service.

In the first half of 2003, MDA invested heavily in training and preparedness efforts for the war in Iraq. Efforts focused on preparation of ambulances, staff and volunteers for the possibility of an attack with unconventional materials, treatment and evacuation of casualties, purchase of new medical equipment, and reinforcement of security for communications/despatch centres and the blood bank.

A series of earthquakes in the region, including one affecting Israel in February 2004, has led to an increased awareness of the risk of earthquakes and the need for proper earthquake preparedness. Following a successful disaster management workshop in November 2003, MDA has started to play an active role in Israel's National Earthquake Steering Committee and is looking at its own role in national earthquake preparedness plans.

## **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)**

During the period covered by this Update, MDA has continued to contribute to the Movement's work in the fields of health and care. The immediate past President serves, in his personal capacity, as a member of the Federation's Health and Community Services Commission. In July 2003, the director of MDA Blood Services co-chaired (with the Federation) a session at the congress of the International Society of Blood Transfusions. In April 2004, MDA Blood Services staff presented at the International Colloquium on the Recruitment of Voluntary, Non-remunerated Blood Donors organized by the Federation.

Through its office in Israel, the Federation is able to assist MDA to liaise and develop projects with other National Societies. MDA is developing relationships, exchanges and projects with other National Societies in the health sector. MDA personnel have attended ERU (Emergency Response Unit) training courses offered by the German and Norwegian Red Cross Societies, as well as the BTCs (Basic Training Courses) of the British and Norwegian Red Cross Societies. MDA, Norwegian Red Cross and the Palestine Red Crescent have organized a series of paramedics' exchanges. The first phase of these exchanges (three in total) ended in April 2004. An evaluation of the exchange programme will take place in the coming year.

In November 2003, MDA provided instructors for a course on response to mass-casualty incidents for staff of the Kenya Red Cross Society. MDA and the Uganda Red Cross Society (URCS) are looking at the possibility of cooperation in a number of areas, including establishment of a first aid training centre for URCS and training of first aid instructors.

In April 2004, MDA undertook 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 worsening economic situation in Israel, and needs observed by MDA staff and volunteers on ambulance duty. Discussions are taking place in MDA as to whether this sort of activity is one which MDA should continue in the future. 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 May 2003, the Federation Israel office organized a visit by MDA's Disaster Preparedness (DP) Coordinator to the Federation and the ICRC in Geneva to discuss disaster response, disaster preparedness and conflict preparedness. The position of DP Coordinator is a new one (established and maintained with financial assistance from the ICRC since October 2002), and MDA is looking at its role and possible activities in this field.

In November 2003, MDA held its first-ever disaster management workshop in cooperation with the Federation, the ICRC and American Red Cross. Participants at the workshop included MDA managerial staff (headquarters and regions), representatives of the Israel Health Ministry and Home Front Command, and disaster management experts and representatives from the Federation and the ICRC, the American, British, German and Norwegian Red Cross Societies, and the Palestine Red Crescent. MDA will hold a second disaster management workshop for volunteer leaders and management staff in July 2004.

At the International Red Cross Conference in December 2003, MDA pledged to continue to develop its activities in disaster management. In 2004, MDA has had meetings with the Ministry of Health and the National Steering Committee for Earthquake Preparedness to discuss MDA's role and cooperation with National Societies and the Movement in the event of an earthquake in Israel. MDA now participates in three sub-committees of the National Steering Committee for Earthquake Preparedness (public education, medical response, international assistance).

MDA has decided to include a module on earthquake preparedness/response in its courses for staff and volunteers, based on materials to be agreed with the education sub-committee of the National Earthquake Committee (NEC). At the same time, the NEC's Education Sub-committee is developing a comprehensive programme in earthquake preparedness, and discussions are underway between MDA and the sub-committee about the possibility that MDA provide this training to the general public, in the framework of the National Earthquake Committee's programme.

## **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, finalize 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)**

Discussions about MDA's domestic fund-raising capacity have been underway for some time. MDA recognizes that it needs a stronger domestic base, and has been looking at ways to develop this. In mid-2003, MDA's Executive Board took a formal decision that MDA should explore domestic fund-raising possibilities and since the beginning of 2004, MDA has been looking at the services of telemarketing companies. Following discussions with the Federation Representative in Israel and a number of National Societies, MDA is also looking at fund-raising for specific projects, and is planning to attend the 2004 International Fundraising Congress and the Red Cross Fundraising Skillshare.

MDA has taken a strategic decision to modernize and upgrade its website, and plans to make the new website available in English and Russian as well as Hebrew.

In 2000, MDA embarked on a review of the MDA Statutes. When the Diplomatic Conference to consider the Third Protocol to the Geneva Conventions was postponed, MDA suspended this work. During the last year, the need to revise the Statutes has been discussed, including with the Executive Chairman of MDA during his visit to Geneva in February 2004. The Federation Israel office and MDA will continue to discuss how to progress on this issue.

## **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)**

Following its 2002 decision to include a component on IHL, the Movement and the fundamental principles in all training courses (staff and volunteers), MDA has increased its dissemination capacity. It now has two volunteers working on the issue and plans to recruit staff in 2004. The Federation Israel office and the ICRC will continue to encourage MDA to further develop its dissemination programme.

In October and December 2003, MDA held its first ever IHL training days for MDA senior management and volunteers from headquarters and the regions. In 2004, MDA produced a revised and updated version of its booklet "International Humanitarian Law", which contains information on IHL, the Movement and MDA. Both these initiatives were supported by the ICRC.

In 2004, the Federation Israel office started to translate the materials for the Federation course, "Principles to Action", into Hebrew. The Federation Israel office and MDA will work together to develop, organize or facilitate such a course for MDA staff and volunteers in Israel; MDA will be invited to send delegates to courses in Geneva.

## **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 2004, 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 Israel office keeps MDA abreast of developments on the emblem and membership issues, 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 Representative in Israel assisted MDA in the lead up to and during the 28<sup>th</sup> International Red Cross Conference. Before the Conference, MDA submitted a report on fulfilment of its pledges given at the 27<sup>th</sup> International Conference in the areas of blood services, health courses, and international emergency relief (see <http://www.icrc.org/Applic/p127e.nsf>).

MDA's delegation to the Federation General Assembly, Council of Delegates, and 28<sup>th</sup> International Red Cross Conference participated actively in these meetings, met with senior Federation and ICRC staff, and held bilateral meetings with over 20 National Societies to discuss areas of mutual interest and possibilities for joint projects or cooperation. MDA's statement and pledges to the 28<sup>th</sup> International Conference attest to strengthened ties and cooperation between MDA and the Movement, as well as MDA's move to become active in key areas of interest to the Movement (e.g., disaster management, dissemination, tracing). The Federation Representative in Israel accompanied MDA's delegation to the statutory meetings, and was actively involved in MDA's preparations for these meetings.

During the period covered by this Programme Update, MDA has become both closer to the Movement and more involved in Movement activities. In addition to contacts and visits with over 20 National Societies, MDA has sent personnel to participate in training courses offered by sister National Societies, participated in a range of technical and experts' meetings, and volunteered its expertise in blood safety and donor recruitment. In July 2003, MDA's Manager of Volunteer Activity participated in the European Cooperation Meeting hosted by the Italian Red Cross. This visit was organized and supported by the Federation Israel office. The Federation Representative in Israel is also working to ensure that MDA has increased access to regional activities of the Federation and other National Societies. In November 2003, MDA organized its first international workshop with the Movement on disaster management; a second workshop will take place in July 2004. MDA has started preparations for its first international youth camp, around the theme "Protecting Human Dignity: Youth Responses to Disasters" (scheduled to take place in September 2004).

In February 2004, MDA's Chairman visited the ICRC and the Federation headquarters in Geneva, meeting the ICRC President, the Federation Secretary General, and senior staff of both institutions. The visit to the Federation provided an opportunity for discussions on the Third Protocol and MDA's formal integration in the Movement, as well as operational issues such as disaster management, health and cooperation with other National Societies.

The Movement continues to give high priority to securing a comprehensive and lasting solution to the question of the emblem on the basis of the proposed draft Third Protocol Additional to the Geneva Conventions. The Council of Delegates and 28<sup>th</sup> International Conference adopted resolutions on this issue at the end of 2003. The President of the new Standing Commission elected by the 28<sup>th</sup> International Conference regards this as an urgent priority for the Commission, and visited Israel in February 2004, meeting with MDA and Ministry of Foreign Affairs officials. The Chairman of the new Emblem Working Group of the Standing Commission, accompanied by the Secretary of the Standing Commission, visited Israel in April 2004 for discussions with MDA, the Ministry of Foreign Affairs and the Swiss Ambassador to Israel. The Federation Israel office has also maintained relations with the Israeli Ministry of Foreign Affairs to keep them up-to-date about its work with MDA and the Federation's work more generally. In May 2004, the Standing Commission mandated the Chairman to continue his consultations with the

various parties and the Swiss Government with a view to encouraging the adoption of the proposed draft Third Protocol as soon as circumstances allow.

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*All International Federation assistance seeks to adhere to the Code of Conduct and is committed to the Humanitarian Charter and Minimum Standards in Disaster Responses (SPHERE Project) in delivering assistance to the most vulnerable.*

*For support to or for further information concerning Federation programmes or operations in this or other countries, please access the Federation website at <http://www.ifrc.org>*

# BUDGET SUMMARY

## PROGRAMME BUDGETS SUMMARY

Name: ISRAEL

PROGRAMME:

	Health & Care	Disaster Management	Humanitarian Values	Organisational Development	Coordination & Implementation	Emergency	Total
	CHF	CHF	CHF	CHF	CHF	CHF	CHF
Shelter & construction	0	0	0	0	0	0	0
Clothing & textiles	0	0	0	0	0	0	0
Food	0	0	0	0	0	0	0
Seeds & plants	0	0	0	0	0	0	0
Water & Sanitation	0	0	0	0	0	0	0
Medical & first aid	0	0	0	0	0	0	0
Teaching materials	0	0	0	0	0	0	0
Utensils & tools	0	0	0	0	0	0	0
Other relief supplies	0	0	0	0	0	0	0
<b>SUPPLIES</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
Land & Buildings	0	0	0	0	0	0	0
Vehicles	0	0	0	0	0	0	0
Computers & telecom	0	0	0	0	4,000	0	4,000
Medical equipment	0	0	0	0	0	0	0
Other capital exp.	0	0	0	0	0	0	0
<b>CAPITAL EXPENSES</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>4,000</b>	<b>0</b>	<b>4,000</b>
Warehouse & Distribution	0	0	0	0	0	0	0
Transport & Vehicules	0	0	0	0	13,500	0	13,500
<b>TRANSPORT &amp; STORAGE</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>13,500</b>	<b>0</b>	<b>13,500</b>
Programme Support	0	0	0	0	17,401	0	17,401
<b>PROGRAMME SUPPORT</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>17,401</b>	<b>0</b>	<b>17,401</b>
Personnel-delegates	0	0	0	0	144,000	0	144,000
Personnel-national staff	0	0	0	0	29,340	0	29,340
Consultants	0	0	0	0	0	0	0
<b>PERSONNEL</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>173,340</b>	<b>0</b>	<b>173,340</b>
W/shops & Training	0	0	0	0	20,000	0	20,000
<b>WORKSHOPS &amp; TRAINING</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>20,000</b>	<b>0</b>	<b>20,000</b>
Travel & related	0	0	0	0	12,470	0	12,470
Information	0	0	0	0	16,000	0	16,000
Other General costs	0	0	0	0	11,004	0	11,004
<b>GENERAL EXPENSES</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>39,474</b>	<b>0</b>	<b>39,474</b>
<b>TOTAL BUDGET:</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>267,715</b>	<b>0</b>	<b>267,715</b>