

Report 2006-2007

 International Federation
of Red Cross and Red Crescent Societies

Israel

Appeal No. MAAIL001

03/04/2008

This report covers the period of 01/01/06 to 31/12/07
of a two-year planning and appeal process.



Participants from MDA gave a presentation at the youth exchange camp. The three emblems of the Movement – Red Cross, Red Crystal, Red Crescent – are displayed in the background. **Magen David Adom**

In brief

Programme summary: These two years were a milestone for the history of Magen David Adom in Israel (MDA). In the first half of 2006, International Federation's office focused on preparatory work for the General Assembly. MDA was assisted in revising its statutes in accordance with ten conditions of recognition and was supported in implementation of a signed memorandum of understanding (MoU) with Palestine Red Crescent Society (Palestine RC).

In June 2006, efforts of International Federation's office in Israel, since its establishment in 2000, to support MDA to become a full member of Red Cross Red Crescent Movement, came to an end. On 22 June 2006, the Israeli National Society was recognized by International Committee of the Red Cross (ICRC) and admitted by the General Assembly of International Federation as its full member. In line with this achievement, from the second half of 2006 to the end of the reporting period, the focus of support shifted to integrate this new member into the whole spectrum of Movement activities.

In 2007, MDA participated in different events as a full member with voting rights, i.e. 10th Mediterranean Conference in March and 30th International Conference in November.

The initial Appeal budget of CHF 604,663 (USD 540,843 or EUR 366,462) was slightly decreased at the end of 2006 to CHF 599,048 (USD 535,821 or EUR 363,059). Nevertheless, in the first half of 2007, as there was low funding, only local staff was maintained and the office had limited activity. Thus, the amount was further decreased to CHF 414,353 (USD 370,620 or EUR 251,123). With a delegate being

appointed in June 2007, and some changes done in other budget lines, the figure was adjusted to CHF 438,267 (USD 392,010 or EUR 265,616). Overall, the financial situation was uncertain most of the time and the low budget coverage had a negative effect on fulfilling the envisaged programme.

Please go to the International Federation's website for operations relevant to Israel during the reporting period – Humanitarian Crisis in the Middle East Emergency Appeal (MDR81001).

Goal: MDA is fully integrated into the Movement; stimulated to share its unique expertise in medical care and training; has strengthened its capacity in disaster management; raised its awareness of Movement activities and Fundamental Principles; and is provided access to Movement tools.

Needs: Total 2006-2007 budget CHF 438,267 (USD 392,010 or EUR 265,616) (out of which 69 per cent covered). [Click here](#) to go directly to the attached financial reports:

[Report 2006](#)

[Report 2007](#)

[Report 2006/2007](#)

No. of people we help: The work of the International Federation's office was not beneficiary oriented, but rather aimed at organisational development.

Our partners: ICRC, Israeli authorities, ministries such as health, foreign affairs and justice, prime minister's office, International Federation's representations in Ankara, Amman and Budapest, sister National Societies.

The American Red Cross, Norwegian Red Cross and government, British Red Cross, Swedish Red Cross, Department for International Development (DfID), Netherlands Red Cross, Danish Red Cross, and Kuwait Red Crescent have been the main contributors to the International Federation Appeal in 2006-2007.

Current context

In the beginning of 2006, International Federation's office continued to assist the improvement of operational cooperation between MDA and the members of Red Cross Red Crescent Movement. This was mainly focused on preparatory work for International Federation's General Assembly. The main priorities were to assist MDA in revising its statutes, to advise on the ten conditions of recognition to the Movement, and to support the process of implementation of the MoU between MDA and Palestine RC signed on 28 November 2005.

With the *Third Additional Protocol* adopted on 8 December 2005 and thus a new emblem – the Red Crystal – being established, as well as the statutes of the Movement being amended, the way to MDA being the new member of the Movement opened. On 22 June 2006, it was formally recognized as a National Society by ICRC and admitted to membership of International Federation.

However in July 2006, shortly after the recognition, hostilities in Lebanon and Israel broke out. Lasting rocket attacks on the Gaza bordering towns pushed the new full member of the Movement to widen its humanitarian activities. The conflict caused casualties as well as 300,000-450,000 people to leave their homes in northern Israel and seek for shelter in the inner regions of the country. People were treated by MDA at the first aid station at the tent camp erected. The children, old and disabled people that stayed in the areas exposed to the bombing were supported mainly by youth volunteers and were provided with food parcels.

With the ceasefire, MDA diverted its focus to its development. Being a member of the Movement, it was keen to be a part of different operations and have an access to a wide spectrum of International Federation expertise and tools, via trainings and meetings. In the meantime, it was ready to share its

experience in areas such as blood safety and donor recruitment, rescue and ambulance services, and first aid; due to being the national provider in these areas. As of particular note, the community leadership project, based on experience of community services, was launched by International Federation office in addition to a psycho-social support programme (PSP) launched by MDA and supported by six National Societies, aimed to develop tools for assistance to affected population and MDA staff.

Progress towards objectives

Health and Care

Objective: To contribute to the work of the International Federation's health commission, collaborate with the International Federation and National Societies in the fields of blood safety and blood donor recruitment, build capacity in assessment of community vulnerability, develop cooperation projects with other National Societies, and share expertise in emergency pre-hospital care and first aid training.

Achievements: With the development of ties between MDA and the Movement, International Federation encouraged MDA to contribute its rich experience to the Movement's work in health and care. MDA, having a long history of providing effective medical services such as first aid services and training, and ambulance and blood services, aimed at putting this experience in the favor of sister National Societies.

During the reporting period, MDA's operations and training departments have contributed to emergency medical services (EMSs) trainings in other National Societies and blood services has contributed its expertise on issues such as blood safety and volunteer recruitment. The director of MDA blood services, a member of the International Federation's Health and Community Services Commission, presented MDA's experience at international meetings. It chaired a session at the 10th International Colloquium on the Recruitment of Voluntary, Non-remunerated Blood Donors in Chile in March 2006, and gave two lectures at Uruguay Red Cross on recruitment of blood donors and cord blood bank. She also presented a paper on emerging and re-emerging infectious diseases to one of the health and care workshops at the VIIth Asia-Pacific Regional Conference held in Singapore in November 2006.

Within the reporting period, MDA, together with Sri Lanka Red Cross, Georgian Red Cross and Azerbaijan Red Crescent, established long term programmes in order to help strengthening their capacities in first aid (FA). In Sri Lanka, MDA, with other non-governmental organizations (NGOs) from Israel, assists to establish ambulance services and provides essential trainings. In particular, the Georgian RC was assisted in establishing a FA training system and was provided with two trainings – FA training for staff (August 2006) and training of medical teams' trainers (May 2007). The Azerbaijan RC volunteers were provided with a FA training of trainers (ToT) in August 2007.

Challenges or Constraints: For years, MDA has been seen as FA, blood bank and rescue services provider. However, it has to raise the awareness of the public and National Societies it works with regarding its real role of being the National Society of Israel. This comprises a wide range of aspects, which FA is only one of them.

Disaster Management

Objective: To adopt long-term strategic plan for activities in disaster management, consistent with national disaster planning, and organize National Disaster Response Team training for MDA staff and volunteers, and Israeli authorities.

Achievements: International Federation's office supported efforts of MDA to build its capacities in disaster preparedness and response, and develop its long-term strategic plan for disaster management. MDA continued to draw on International Federation expertise available from the secretariat in Geneva and regional representations. By attending meetings and trainings, as well as receiving International Federation personnel working in this field at a regional level, the National Society gradually built its own expertise and established the relationships needed to develop MDA's domestic and international disaster management capacity.

During the reporting period, MDA has had the chance to develop its capacity in this field with National Disaster Response Teams (NDRTs), Regional Disaster Response Teams (RDRTs) and Emergency Response Units (ERUs). In March 2006, the first NDRT training was held, together with representatives of the Ministry of Health and the Home Front Command. Disaster management specialists from the International Federation's Ankara and Budapest regional representations and the Serbia and Montenegro Red Cross supported this training which aimed at creating a pool of staff and volunteers able to participate in disaster response in the country. Shortly after the training, the National Society was able to use these trained staff and volunteers abroad. For example, in response to the floods in Romania in 2006, three trained MDA personnel went on mission (two of them for two weeks and one for two months). Another NDRT was held in December 2007. This was facilitated by MDA, ICRC and International Federation's office. Two participants, one from Cyprus Red Cross and the other from Palestine RC, were invited as well.

In the first half of 2006, MDA sent one person to a water and sanitation ERU hosted by the Austrian Red Cross. International Federation's office supported this initiative, as one of the priorities set for these years was to find place for delegates on training courses - ERUs, Basic Training Courses (BTCs), Field Assessment and Coordination Teams (FACTs), and RDRTs - of International Federation and sister National Societies.

In line with the above priority, with the support of the International Federation, MDA had a constant access to disaster management trainings. In May 2006, two MDA staff attended a RDRT training organized in Struga, Macedonia, by the International Federation's regional representation in Budapest. In addition, in September, MDA sent two people to the RDRT training organized by the regional representation in Ankara, Turkey. Shortly after, in October, three people from MDA attended the RDRT refresher course in Albania. In October 2007, another RDRT training was organized in Macedonia by the regional representation in Budapest and was attended by two participants from MDA. In 2007, MDA also sent a representative to the BTC training in Norway.

As part of enhancing the community-based involvement in emergencies like earthquakes, the MDA developed a new EMSs response. Accordingly, in the first half of 2006, it organized an earthquake drill in the Afula area. Although similar drills had been planned for other regions in the second half of the year, the situation in the north of Israel made this impossible.

With support from Coca-Cola to the International Federation's Humanitarian Crisis in the Middle East Emergency Appeal (MDR81001), a programme of workshops for community leaders was established in 2007. The workshops aimed to reach volunteers and staff, who can play a significant role at community level in case of disaster or conflicts. American Red Cross has supported this initiative, especially by providing two facilitators in the first two workshops. During the reporting period, 150 MDA employees and volunteers took part in the initiative.

Another initiative commenced in 2007 was the long-term PSP, aimed to develop tools for assistance to the affected population and MDA staff. This necessity derived as a result of escalating rocket attacks in the Gaza bordering region and the whole population of Shderot and neighbouring small towns being in need of urgent psychological support and post trauma treatment. This was supported by six National Societies.

In addition, MDA attended two disaster management cooperation meetings; one in 2006 and the other in 2007.

Challenges or Constraints: The disaster management activities of MDA were supported by the regional representations in Europe. MDA desires to be more integrated in the activities of the MENA zone by having access to events and trainings and being involved in projects with neighbor National Societies.

Principles and Values

Objective: In cooperation with ICRC, to establish a dissemination unit and/or recruit a Principles and Values officer to organize activities and programmes to raise awareness of international humanitarian law, the Movement and the Fundamental Principles, develop and/or translate new Hebrew-language dissemination materials, and participate in relevant Movement courses.

Achievements: Over the years, it was ensured that all MDA training courses included a component on international humanitarian law (IHL), the Movement and Fundamental Principles. All MDA staff and volunteers leaving for mission either within the Movement or as part of a relief delegation were provided with necessary briefings. In addition, trainings were provided to the National Society personnel to ensure they expand their knowledge on the Movement, IHL, and the role, rights and responsibilities. For example, the “train the trainers” course organized by ICRC for 25 MDA personnel covered these topics. With the community leadership project initiated and managed by the International Federation, five workshops were held, including large presentations on Principles and Values of the Movement. In addition, International Federation office responded to the invitations of MDA to participate in different trainings and give presentations on the Movement, International Federation, and role of the National Societies.

Throughout the reporting period, International Federation office constantly assisted MDA to connect with other National Societies and advised on Movement standards in establishing cooperation. In January 2007, MDA established an RC cooperation office to manage all MDA activities within the Movement. In addition, MDA cooperated with Ukrainian Red Cross, dealing with some cases requiring humanitarian support. International Federation office provided assistance in establishing contacts and required translations.

Challenges or Constraints: It is obvious that the staff and especially volunteers of MDA are relatively uninformed about the wider Red Cross Red Crescent Movement. As of today, a dissemination office is not yet established. MDA tries to allocate part of its time to hold trainings on Principles and Values, and emblem issues. Direct workshops or seminars are essential. To assist MDA in filling the lack of knowledge will be a priority for International Federation’s office in Israel.

Capacity Development

Objective: To analyse results of the National Society self assessment (NSSA), finalise review of MDA statutes, attend Red Cross fundraising skill-share and look at ways to develop domestic fund-raising capacity, and raise MDA’s profile through an active communications strategy.

Achievements: From the beginning of the reporting period to June 2006, the office of International Federation was focusing on bringing MDA statutes in line with the Movement requirements based on recommendations of the Joint Statutes Commission; thus preparing it for the International Red Cross and Red Crescent Conference. Throughout that timeframe, close working relations were established with MDA’s chairman, its national council and its lawyers; as well as authorities such as ministries of health, foreign affairs, and justice, and the prime minister’s office.

While setting the priority areas of support from International Federation to MDA during 2006-2007, to further develop MDA as a “well-functioning National Society”, in accordance with *Strategy 2010* of the International Federation, was of particular interest. Thus, since MDA’s recognition as a National Society and its admission to International Federation, the focus of the office in Israel shifted to support the National Society’s plans for the future. Long term strategic planning; expanding MDA humanitarian activities in Israel and abroad; and development of domestic fundraising, were areas which International Federation’s office assisted the MDA.

In January 2007, a coordinator position for RC cooperation was established and served as a channel of MDA’s cooperation with the Movement. International Federation office constantly informed MDA via the coordination office about upcoming events, and directly assisted MDA to participate in different activities such as the logistics and water and sanitation training, the summer youth exchange programme initiated by Bavarian youth, IT workshop, and human resources seminar in Geneva.

With suggestion from International Federation’s office and based on the 2005 self-assessment experience, in 2007, MDA performed on its own a narrow self assessment – “well prepared National Society” – and provided that to International Federation. In terms of fundraising, MDA launched a campaign during the summer 2006 conflict in order to support the response of the National Society and organized a fundraising concert.

Challenges or Constraints: Due to the nature of its involvement in EMSs and the need to respond rapidly and accurately to sudden emergencies, the organizational culture of the MDA tends to be in the direction of a somewhat top-down “command and control” model. The stringent quality controls required and ability to react quickly within the area of blood services pulls in the same direction.

Thus, while MDA is able to reconfigure and develop its organization in response to shifting operational circumstances, its model requires some organisational changes to suit a range of activities associated with the broader Red Cross Red Crescent work; in particular, community based approaches to address vulnerabilities or creative thinking at the community level.

Working in partnership

Throughout the reporting period, ICRC delegation in Israel remained to be the main partner of International Federation’s office. ICRC and International Federation representatives in Tel Aviv and Ramallah supported the process of implementation of the MDA-Palestine RC MoU. This included attendance at liaison committee meetings between the two National Societies. In addition, the leadership of the two National Societies have met with representatives from the Swiss government to resolve the question of further Swiss involvement in assisting with implementation of the MoU.

Before the recognition, MDA’s involvement in Movement activities was limited. International Federation’s office provided information on different Movement events and stimulated MDA to take an active part in them. Thanks to this support and cooperation projects (i.e. Azerbaijan RC, Georgia RC and Sri Lanka RC in FA), youth exchange programmes, workshops, visits and trainings (i.e. with Ankara and Budapest regional representations), and bilateral cooperation agreements, MDA has increased its partnerships within the Movement. The recent example is the launch of the PSP in 2007, based on the partnership of six supporting National Societies.

In addition, in 2006-2007, International Federation has worked in cooperation with a number of ministries as well as the office of the prime minister and other relevant government agencies. Via information flow, they were updated on International Federation secretariat, its office in Israel and working relations with MDA.

Challenges or Constraints: The lack of understanding of International Federation's planning process, appeal and project development procedures, along with constant low coverage of budget and uncertainty of the future of the office, made the cooperation efforts slightly difficult.

Contributing to longer-term impact

The programmes intended to serve all the Global Agenda Goals of International Federation and integrated MDA in longer-term International Federation programmes. MDA's recognition opened the possibility of strengthening the National Society in disaster management. With the community leadership project, local communities were aimed to be strengthened and MDA employees and volunteers provided with essential tools for managing emergency situations on local level in the future. In addition, by implementing recommendations of the self assessment, MDA contributed more to be a well functioning National Society.

Throughout the implementation of the programmes, with the support of International Federation office, MDA has also been acquainted with the Movement standards and Code of Conduct. SPHERE standards became part of MDA's disaster preparedness programme and will continue to be taught in all the disaster management workshops and refreshment courses.

By supporting the population, MDA widened the field of its activities towards the humanitarian sphere. Volunteers are the corner stone of MDA's capacity, and their motivation to be involved in future operations have been enhanced.

Looking ahead

MDA has strong abilities and enthusiasm to contribute its expertise to the Movement, be highly involved in all activities and International Federation bodies. In order to make this possible, International Federation has to continue supporting the organisational development of MDA. This includes strengthening fundraising mechanisms; providing access to International Federation tools and expertise; and constantly advising on the ways and spheres of cooperation. Being part of the MENA zone, MDA has to be integrated in activities and develop collaboration with neighbour National Societies.

In the following years, a lot of explanatory work needs to be done in order to bridge the existing differences of operation between MDA and the Movement. In addition, MDA's role as a National Society has to continue to be disseminated on different levels.

How we work	
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 (Sphere) in delivering quality and accountable assistance to the most vulnerable. For support to or for further information concerning Federation programmes or operations in this or other countries, or for a full description of the national society profile, please access the Federation's website at http://www.ifrc.org	
The International Federation's activities are aligned with its Global Agenda, which sets out four broad goals to meet the Federation's mission to "improve the lives of vulnerable people by mobilizing the power of humanity".	Global Agenda Goals: <ul style="list-style-type: none"> • Reduce the numbers of deaths, injuries and impact from disasters. • Reduce the number of deaths, illnesses and impact from diseases and public health emergencies. • Increase local community, civil society and Red Cross Red Crescent capacity to address the most urgent situations of vulnerability. • Reduce intolerance, discrimination and social exclusion and promote respect for diversity and human dignity.

Contact information

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