MAGEN DAVID ADOM UK

SAVING MORE LIVES

NETANYA MDA STATION

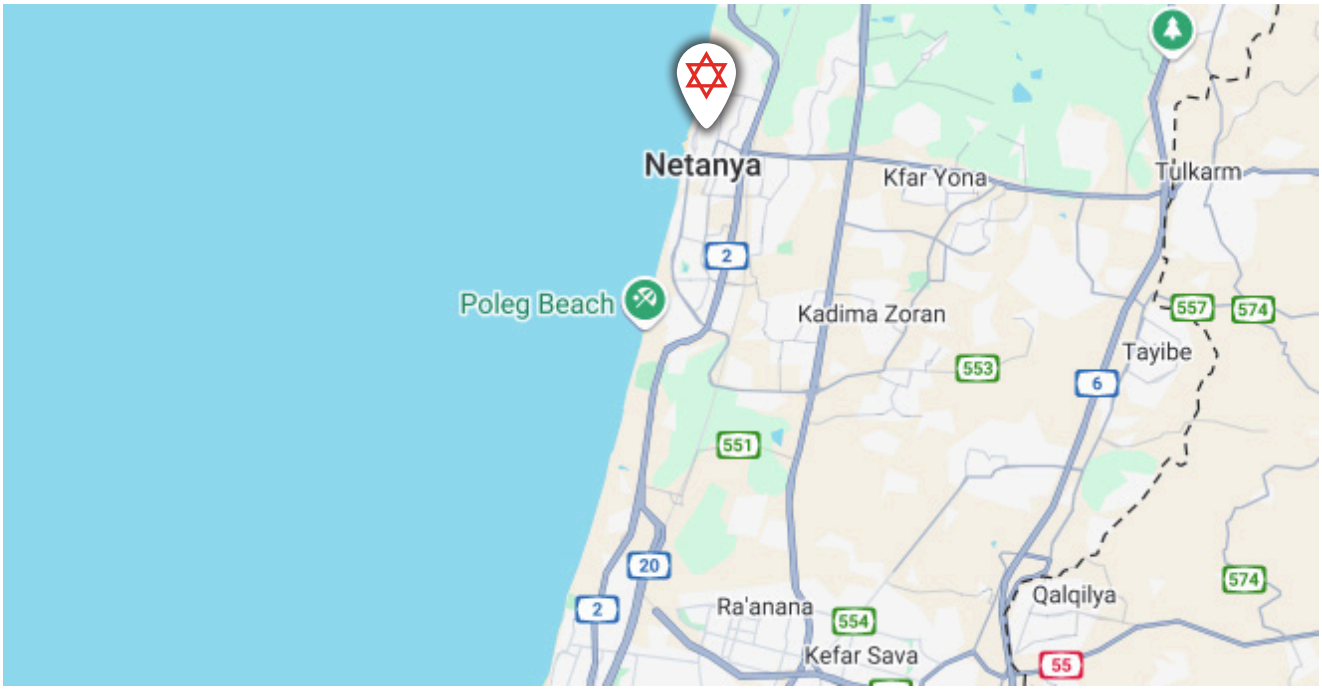
PROTECTING OUR LIFESAVERS: RENOVATING THE UNDERGROUND FLOOR



THE JOY AND STANLEY COHEN OBE MAGEN DAVID ADOM STATION

NETANYA MDA STATION

Netanya is Israel's 7th largest city, located in the middle of Israel's coastline. It has a significant population of British olim (immigrants to Israel) and boasts a vibrant English-speaking community. The MDA station in Netanya is one of the oldest, largest and busiest MDA stations in Israel, handling approximately 13,500 emergency calls a month and providing emergency first aid services to the residents of Netanya and surrounding areas. Since October 7th 2023 the station has been on heightened alert due to the increasing risk of rockets across the region.





Current Station Not Fit-For-Purpose

MDA Netanya station is a 2,000m^2 facility comprising of 3 floors. The Ground Floor and 1st Floor contain a small 24-hour Dispatch Centre that lacks the capacity to meet operational demands during peak times, as well as a training centre for new paramedics. They are above ground which makes them extremely vulnerable to rocket attacks and puts our MDA staff and volunteers' lives at risk. Although Floor -1 is underground and mostly constructed with reinforced concrete, the current facilities located there (including an inadequate Situation Room, a cramped dispatch centre with only 3 workstations, limited storage space and a bathroom) are too small, lack technological infrastructure, do not meet current safety standards and are not fit-for-purpose.








Goals of the Project

By renovating and upgrading the underground floor, MDA staff will be better protected and equipped to:

Operate the Dispatch Centre and the Situation Room in a secured facility, to ensure operational continuity and rapid response during both routine times and extreme events such as terror attacks, wartime scenarios, blackouts and other emergencies.

Enable MDA teams to manage mass casualty situations and handle an overwhelming number of simultaneous calls, similar to the challenges faced on October 7th, ensuring efficient and effective responses.

Expand MDA's local and regional storage capacity of medical equipment to meet the growing needs of Netanya and the surrounding region, ensuring adequate resources during emergencies.

Facilitate the incorporation of new technologies, enhancing the station's operational capabilities.

Protecting Our Lifesavers: Renovating the Underground Floor

In order to strengthen Netanya MDA station's preparedness and response capabilities for both routine times and emergency events, we urgently need to renovate the underground floor and implement cutting edge infrastructure so that it may serve as the new nerve centre of the station.

Advantages of Floor -1 (Underground Floor)

1. Protection from rockets

Floor -1 is already being used as a bomb shelter as it was mostly constructed with reinforced concrete that offers protection against rocket attacks and seismic events. It features blast doors, airlocks, and safeguards against biological and chemical hazards.

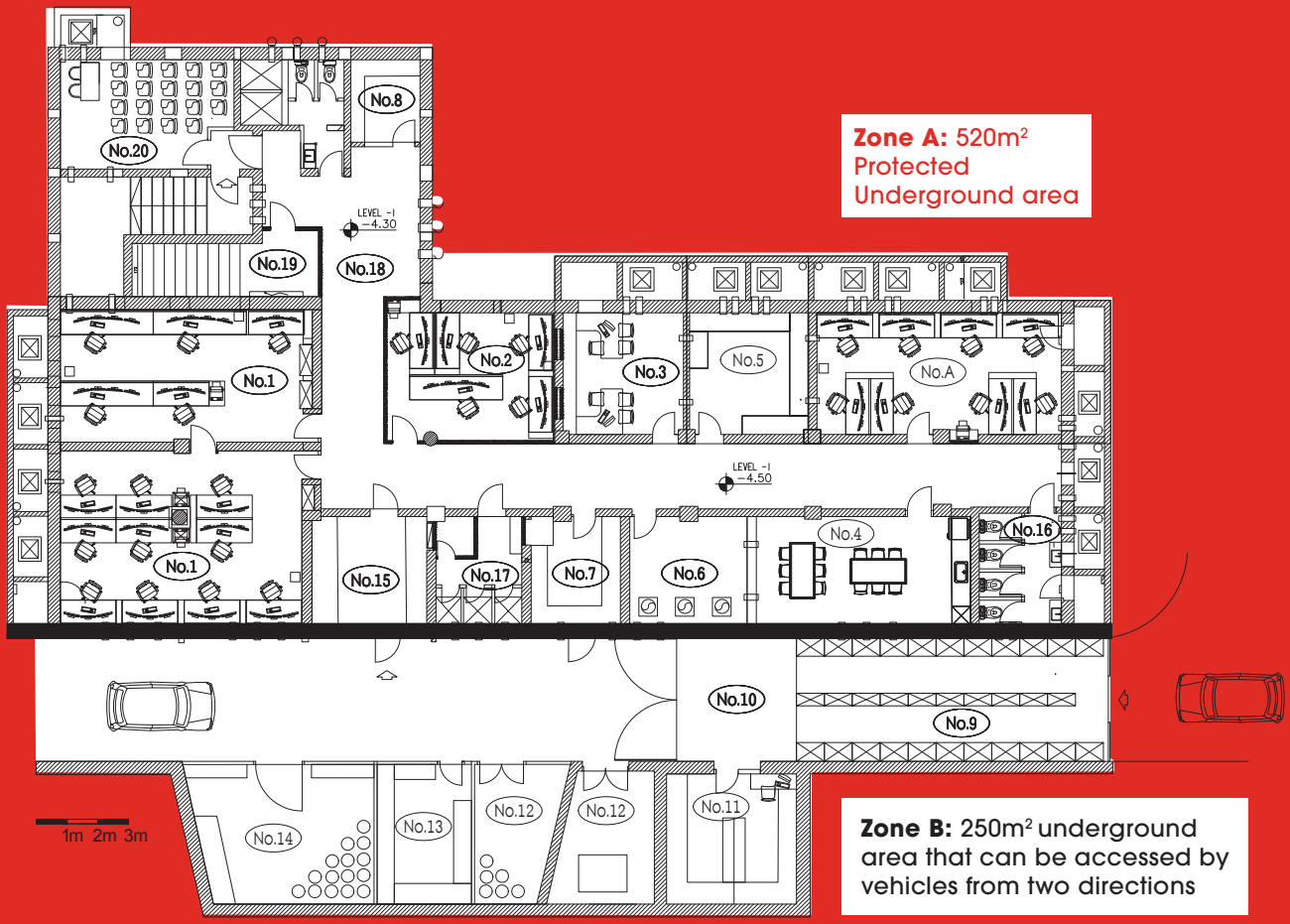
2. Increased operational capacity

The floor is large enough to accommodate a larger Dispatch Centre with 15 workstations, an expansive Logistics Centre for Netanya and the local region, a sophisticated Situation Room, an additional training room, as well as a Mental Health Call Centre with 8 workstations (funded by the Ministry of Health) and ample storage, communications, kitchen and bathroom facilities.

3. Unique vehicle access

It can be accessed by vehicles from two directions which will allow ambulance crews to drive directly into the Logistics Centre to refill their medical supplies, as well as have easy access to refill their ambulances' oxygen cylinders and recharge their equipment.

Proposed Layout of Floor -1



Zone A: 520m² Protected Underground area

Zone B: 250m² underground area that can be accessed by vehicles from two directions

ZONE A: PROTECTED UNDERGROUND AREA	
ROOM NUMBER	**ROOM NAME**
A	Mental Health Call Centre
1	Dispatch Centre
2	Situation Room
3	Staff Office
4	Storage Room
5	Kitchen & Dining space
6	Engine Room
7	Training Equipment Storage Room
8	Blood Bank Equipment Storage Room
15	Secure air lock
18	Staff Entrance Lobby

ZONE A: PROTECTED UNDERGROUND AREA	
ROOM NUMBER	**ROOM NAME**
19	Communications Room
20	Training Room
16 & 17	Toilet block & showers

ZONE B: ACCESSIBLE LOGISTICS WING	
ROOM NUMBER	**ROOM NAME**
9 & 10	Logistics Centre (Main Hub)
11	Logistics Centre Manager's Office
12	Emergency Generator Room
13	Logistics Centre (Secondary Hub)
14	Oxygen Cylinder Room

Design Principles

- ✔ Adequate area sizes, with reserve spaces allocated for future expansion
- ✔ Separation between types of services provided and recipients
- ✔ Addresses all identified challenges and includes updates to interior finishes
- ✔ Provision of appropriate and controlled safety, climate, and ventilation conditions
- ✔ High reliability for critical systems, to ensure stable environmental conditions
- ✔ Accessibility for maintenance purposes
- ✔ Flexibility to accommodate future modifications

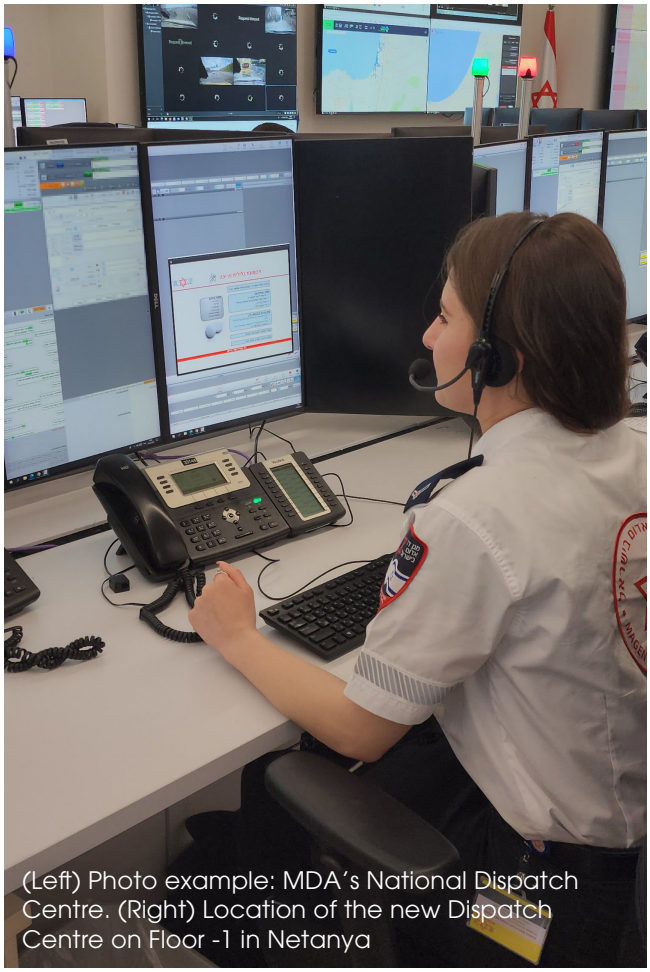
Focus on: Dispatch Centre

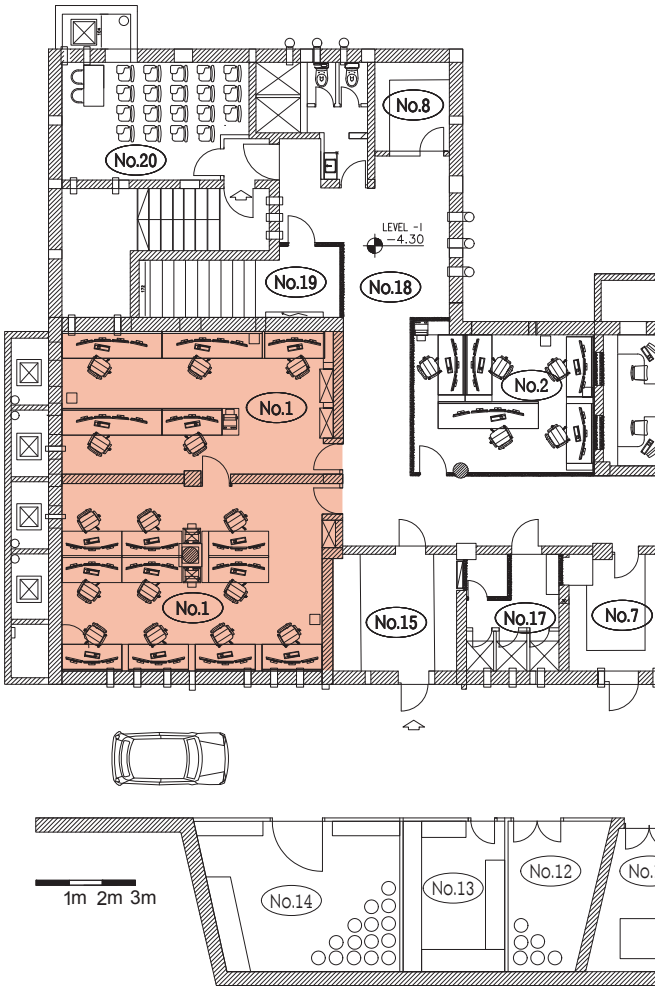
MDA's Dispatch Centres are operated by trained medical personnel and are the first line of defence when distressed callers contact MDA for medical assistance during emergencies. The dispatcher must quickly build an initial understanding of the medical situation, in order to give effective lifesaving advice and to dispatch the relevant ambulance or mobile intensive care unit. The current Dispatch Centre, located on the ground floor of Netanya's MDA Station operates 24/7 but only has 6 workstations to handle around 13,500 emergency calls a month.

Features of the new Dispatch Centre on Floor -1

- Two connected spaces (90 m^2) surrounded by reinforced concrete walls
- 15 workstations each with specialised equipment such as: telephone dispatch consoles, computer monitors, specialised software and hardware for managing calls, routing tasks, and displaying information, headsets, and modular, ergonomic furniture
- Environmental control with optimal lighting, air conditioning, and acoustic treatments
- Advanced communication systems for real-time data exchange and streamlined workflows

The new Dispatch Centre will be connected to MDA's national Dispatch Centres in Kiryat Ono and Ramle by a unified state of the art command and control system. It will also integrate seamlessly with hospitals, clinics, and emergency teams to ensure efficient medical responses.





(Left) Photo example: MDA's National Dispatch Centre. (Right) Location of the new Dispatch Centre on Floor -1 in Netanya

Focus on: Situation Room

A Situation Room at an MDA station is the regional command centre for emergency response, especially during security threats with widespread incidents and multiple casualties. It ensures swift and effective management of medical emergencies and plays a vital role in MDA's operational framework by:

- Overseeing operations and coordinating with MDA teams via advanced communication systems
- Collaborating with the IDF, police, fire brigade, and other agencies
- Activating MDA's Medevac helicopters for rapid medical response
- Maintaining direct contact with MDA's national Command and Control Centre

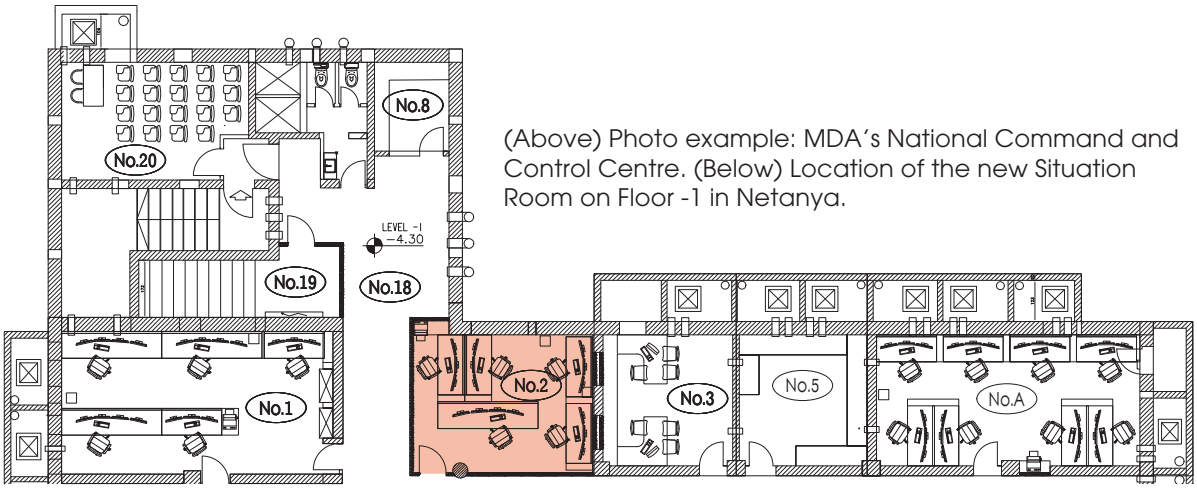
Features of the new Situation Room on Floor -1:

- 5 workstations surrounded by screens for efficient monitoring
- Advanced communication systems to ensure real-time information flow
- Data processing capabilities to predict peak emergency periods and manage medical resource demands
- Modular, ergonomic furniture for comfort and functionality

These upgrades will enhance operational efficiency and ensure MDA's faster, coordinated responses.



MDA's national Command and Control Centre



(Above) Photo example: MDA's National Command and Control Centre. (Below) Location of the new Situation Room on Floor -1 in Netanya.

Focus on: Logistics Centre

Each time an ambulance returns from an emergency scene, the MDA crew must quickly re-stock its essential supplies of medical equipment in readiness for the next emergency. There is currently only limited space at the Netanya MDA station for storing supplies, so it is necessary to designate a considerable area of Floor -1 to be used as a Logistics Centre.

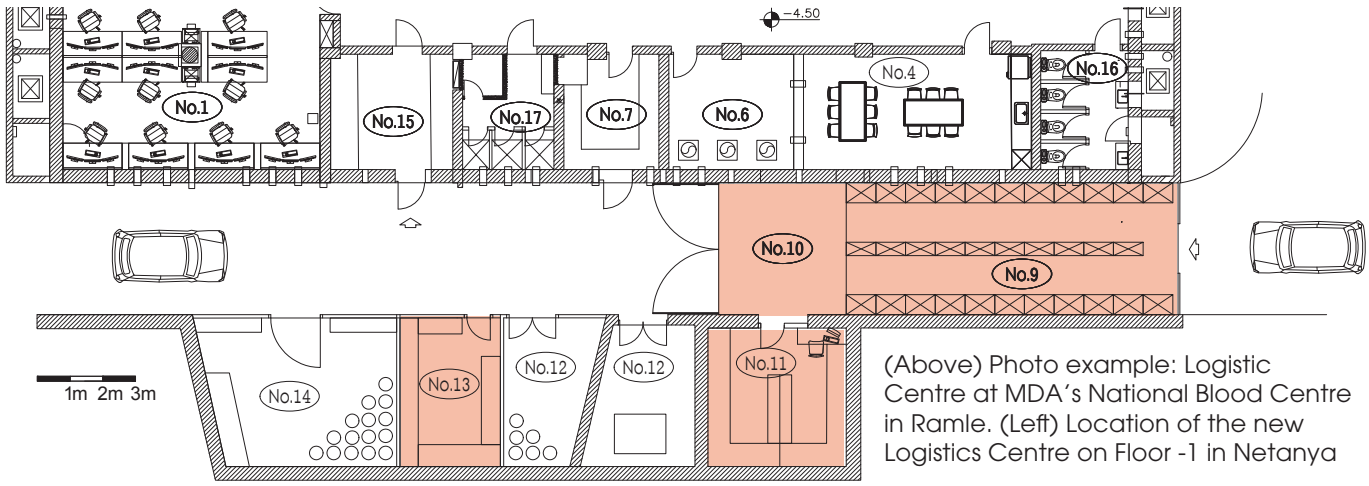
Features of the new Logistics Centre on Floor -1

- Enable the MDA team at the Netanya station and 20 smaller local MDA stations to quickly re-equip and become fully operational
- Provide easy vehicle access for loading and unloading supplies
- Offer ample storage space for all necessary equipment and materials

Essential equipment includes:

- Ambulance equipment: Spinal collars, splints and back boards for evacuating and immobilising casualties, beds, stretchers, arm slings, infusion sets for insulin pumps, equipment for hazardous material events, bullet proof vests, helmets, surgical gloves and masks, protective coveralls, oxygen cylinders and oxygen masks, syringes, bandages, wound dressings and swabs etc.
- Medical devices: Defibrillators, ventilators, heart massagers
- Training equipment: First aid training mannequins
- Office equipment: e.g. PCs, laptops, communications, stationery etc.





(Above) Photo example: Logistic Centre at MDA's National Blood Centre in Ramle. (Left) Location of the new Logistics Centre on Floor -1 in Netanya

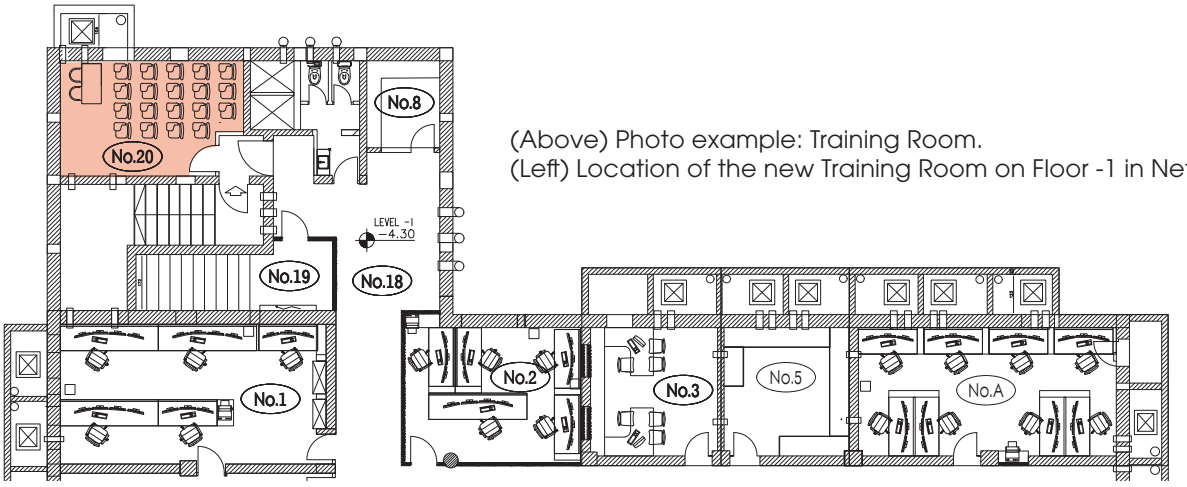
Focus on: Training Room

The Netanya MDA Station houses a training facility that occupies a significant portion of Floor 1. The training courses conducted there are part of the MDA National Paramedic School. The 7th October 2023 massacre by Hamas, as well as the Israel/Gaza war and the recent wave of terrorist attacks across Israel have repeatedly demonstrated MDA's efficiency in managing complex medical situations. The growing number of emergency incidents has led to a significant demand for more qualified medical professionals.

Features of the new Training Room on Floor -1

The new training room will be integrated into the existing training facility, allowing for additional courses to be offered to MDA employees, volunteers, and community members, further enhancing MDA's capacity to respond effectively to emergencies through continuous education and skill development.





(Above) Photo example: Training Room.
(Left) Location of the new Training Room on Floor -1 in Netanya.

Project Costs

This Magen David Adom project in Israel will be generously funded by donors from the United Kingdom. Below is a breakdown of the project's costs. Donors are invited to contribute to these line items. Appropriate naming recognition will be arranged.

ROOM NUMBER	ROOM NAME	COST
1	Dispatch Centre	**SOLD**
2	Situation Room	**SOLD**
9, 10	Logistics Centre (Main Hub)	£100,000
20	Training Room	**SOLD**
6	Engine Room	£50,000
7	Training Equipment Storage Room	£50,000
11	Logistics Centre Manager's Office	£50,000
13	Logistics Centre (Secondary Hub)	£50,000
16 & 17	Toilet block & showers	£50,000
5	Storage Room	£35,000
8	Blood Bank Equipment Storage Room	**SOLD**
3	Staff Office	**SOLD**
4	Kitchen & Dining space	**SOLD**
12	Emergency Generator Room	£25,000
14	Oxygen Cylinder Room	£25,000
19	Communications Room	**SOLD**
18	Staff Entrance Lobby	**SOLD**
15	Secure air lock	£10,000

Major Wing Donations

There are two areas which can be allocated to major benefactors of the project. This includes associated naming recognition.

ZONE	ZONE NAME	COST
A	Protected underground area	£500,000
B	Accessible Logistics Centre	£200,000

Israel at War

Following the unprecedented terrorist attacks in Israel on 7th October 2023 and continued rocket fire over Israel since then, Magen David Adom teams throughout the country have been working at the highest level of alert, manning 100% of their life-saving vehicles 24/7, ready to respond at any given minute. Tragically, dozens of MDA paramedics and EMTs have been killed and countless others are putting their lives at risk while helping civilians under attack.







About Us

Magen David Adom (MDA) is Israel's national medical emergency, disaster, ambulance and blood service. Every year MDA collects and supplies over **300,000** units of blood for the people of Israel. MDA's fleet of emergency vehicles are positioned at **206** MDA stations all over Israel. MDA has **37,500** staff and volunteers (many of whom are paramedics and EMTs) and undertakes over **1.4 million** emergency deployments every year, saving thousands of lives. Magen David Adom UK is a leading UK charity dedicated to raising vital funds for MDA to enable them to save the lives of all people in Israel and around the world, no matter their political, religious or ethnic background.









Registered with FUNDRAISING REGULATOR

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MAGEN DAVID ADOM UK

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