

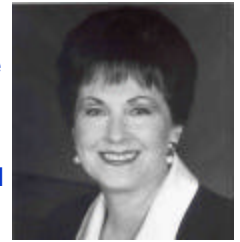


Hadassah International eBulletin

HADASSAH INTERNATIONAL: A BRIDGE TO NATIONS THROUGH MEDICINE

Dear Colleagues...

I have been associated with the proud name of Hadassah for most of my life, including having the privilege of serving as National President of Hadassah USA from 1995 – 1999. My newest appointment by President June Walker as President of Hadassah International rivals the most exciting challenges I have faced.



Marlene Post, President Hadassah International

We all realize that the world is now a less hospitable place for those who support Israel. It is essential for us who are devoted to research and healing in Israel through the Hadassah Medical Organization to maintain close international ties.

Our global organization has grown and become stronger under the leadership of my predecessors, past national presidents Bernice Tannenbaum and Deborah Kaplan, and most recently, my friend and colleague, Nancy Falchuk. At the same time that Hadassah International expanded its reach, we have also come closer together as a global family, with a clear vision of improving health the world over.

I see the next few years as a time of even greater enlargement and intensification of our work. As the world confronts challenges of terror and anti-Semitism, never before has international networking been so important to link forces for good.

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HADASSAH MEDICAL ORGANIZATION

BREAKING NEWS:

CELLS BECOME CANCER KILLERS AT HADASSAH MEDICAL CENTER

Utilizing immune system against malignant cells termed "smarter" anti-cancer modality

Prof. Shimon Slavin, head of the Sidney Weisner Department of Bone Marrow Transplantation and Cancer Immunotherapy, recently announced an innovative treatment for cancer patients who have previously undergone chemotherapy, surgery and/or radiotherapy.

The treatment is based on the use of lymphocytes taken from any donor, whether or not the patient's and donor's tissues match. Through laboratory treatment, these cells are turned into "cancer killers." After transfusion, the cells seek out and destroy any of the patient's remaining cancer cells that survived previous anti-cancer therapies. This treatment is carried out in the day care center of the Bone Marrow Transplantation Department, on an outpatient basis.

The newly inaugurated center cares for some 4,000 patients a year. Constructed with special attention to amenities and patient comfort, its wide windows face the magnificent view of the Jerusalem hills, attracting patients from all over the world to its exclusive treatments in the fields of cell therapy for cancer and anti-cancer vaccination.

"Utilization of the immune system in the battle against malignant cells by this method sometimes makes it possible to overcome residual disease, even in patients with otherwise resistant cancer cells," said Prof. Slavin. He stressed that "the focus should be on 'smarter' rather than 'stronger' anti-cancer modalities. By these means it is possible, in principle, to defeat the malignant processes if applied at the stage of minimal disease, and yet to maintain the patients' quality of life.

BRIDGE TO NATIONS THROUGH MEDICINE

HMO, HADASSAH LUXEMBOURG, AND THE LUXEMBOURG GOVERNMENT JOIN TOGETHER TO BATTLE AIDS IN ETHIOPIA



Prof. Maayan with colleagues
in Africa

Why would Charles Goerens, the Luxembourg Minister for International Cooperation, and his whole entourage be eagerly walking through the Hadassah Medical Organization's Mother and Child Center and visiting with the young patients? Why would Minister Goerens then meet with Professor Shlomo Maayan, head of the HMO AIDS Center, and Professor Danny Engelhard, head of Pediatric AIDS?

Minister Goerens came to see Hadassah with his own eyes before signing an agreement that enables the Luxembourg government to contribute two Euros in matching funds for every Euro Hadassah Luxembourg NGO raises for AIDS work in Africa. The money will support Professor Maayan's AIDS and STD (Sexually Transmitted Disease) prevention, treatment, and training project in Addis Ababa, Ethiopia, and Jerusalem. (Hadassah Spain will also contribute to this project.)

This cooperative venture between the Hadassah AIDS Center (Jerusalem) and the Black Lion Hospital/Tekel Hymanot in Addis Ababa will facilitate research, supply antiretroviral drugs to AIDS patients, and bring Ethiopian health care professionals to Hadassah for training in AIDS prevention and treatment.

Twenty-five percent of the general Ethiopian population and eighty percent of the women served by the Black Lion Hospital have AIDS. Professor Maayan and his team at Hadassah have developed a unique and highly successful approach to teaching AIDS prevention in the Ethiopian population of Israel. With the help of contributions from Hadassah International, it is this experience that they will be sharing with their colleagues in Addis Ababa.

Once again, Hadassah International reaches across the world, building bridges to nations through medicine.

HADASSAH MEDICAL ORGANIZATION BREAKING NEWS:

GIVE THE MAN A FISH

"Give a man a fish, you have fed him for today. Teach a man to fish, and you have fed him for a lifetime." We all know this anonymous saying. Dr. Michael Weintraub, head of HMO's pediatric oncology department, is bringing the saying to life. He has developed a program, together with the Peres Center for Peace, to teach Palestinian medical physicians to diagnose and treat both adults and particularly children with cancer.

HMO's radiation team is training physicians and technicians in using the new equipment donated from Europe to the Augusta Victoria Hospital in East Jerusalem. Dr. Weintraub is working with the oncologists to fine tune their care of small children.



HMO PHYSICIAN HEADS UP MAJOR DIABETES PROJECT

Professor Itamar Raz, head of HMO's Diabetes Center and President of the Israel Diabetes Association, has been named head of a new organization entitled "Diabetes Care in Israel" (D Cure) whose goal is to turn Israel into one of the world's leading centers for the treatment and cure of diabetes. The organization was created as part of a five-year project that will fund the work of over 300 medical and scientific researchers around the country.

HMO news was excerpted from *Hot Off the Press*, *The Jerusalem Netletter*, and Hadassah America press releases

Read about people whose lives have been changed by the Hadassah Medical Organization and Hadassah International. Check out our sections called "Changing People's Lives" and "In Their Words" on our website: www.hadassah-international.org



FORGING BONDS WITH HMO:

HADASSAH MELBOURNE INITIATES HISTORIC PARTNERSHIP BETWEEN HMO AND LEADING AUSTRALIAN HOSPITAL

An initiative of Hadassah International's Melbourne Unit became a signed Memorandum of Understanding on August 3rd, setting into motion an ongoing sharing of medical expertise between Melbourne's Alfred Hospital, Australia's premier trauma facility, and the Hadassah Medical Organization. The agreement will translate into an exchange of medical and scientific personnel and collaborative research projects, particularly in the area of trauma medicine.

"The Melbourne branch of HIMRA is very proud to have played a facilitating role in the agreement signed between these two great hospitals," notes Ron Finkel, President of Hadassah Melbourne. He adds: "We look forward to the day that patient outcomes in both Australia and Israel will be enhanced as a result of this collaboration. The Alfred has a world-class reputation in trauma research, especially in motor vehicle trauma, and the HMO has knowledge and experience in the handling of mass casualty that, while we hope will never be needed in Melbourne, can be transferred to The Alfred."

HMO's Director General Shlomo Mor-Yosef traveled to Australia to sign this historic document, along with The Alfred's General Manager, Lea Pope. On hand for this momentous occasion were Ron Finkel; former Governor-General Sir Zelman Cowen, Patron of Hadassah Australia; Members of State Parliament John Lenders and Tony Lupton; and Orna Sagiv, acting Ambassador of Israel to Australia. In addition, the event received extensive statewide and national media exposure, on radio, television, and in major newspapers.



HMO Director General Shlomo Mor-Yosef and Ms. Lea Pope, General Manager of The Alfred, officially signing the Memo Of Understanding

"This MOU," commented Professor Mor-Yosef, "will be the springboard for collaborations between two well-matched hospitals of similar size, both of which are dedicated to state-of-the-art patient care and treatment. As well as trauma, we believe there will be many other clinical areas for the two hospitals to exchange expertise." Among them is stem cell research.

HMO is already linked to Australia in this cutting-edge research field, since Professor Ben Reubinoff, head of Stem Cell Research at HMO, was working toward his Ph.D. at Monash University in Melbourne when he became one of the first researchers to cultivate human embryonic stem cells. In addition, Prof. Reubinoff keynoted two international conferences on stem cell research in Australia this past year. At that time, Hadassah Melbourne hosted a gathering of potential investors to discuss how they could support Prof. Reubinoff's research.

Speaking in front of Federal Parliament following the signing of the new agreement, Member for Melbourne Ports Michael Danby noted that the MOU strengthens the Alfred's trauma expertise just following the launch of the hospital's new National Trauma Research Institute in July. The new Institute, he noted, will facilitate research and educational exchange between the two hospitals.

In June, The Honorable Steve Bracks, Premier of Victoria Province, toured HMO, accompanied by Hadassah International President Marlene Post. At that time, he formally announced the details of this agreement and commented: "We have a lot to learn from Hadassah."



(Above) Ron Finkel, President, HIMRA Melbourne; Orna Sagiv, Charge D'Affaires and Acting Ambassador, Embassy of Israel in Australia; Shlomo Mor-Yosef

INTERNATIONAL BONDS GROUPS AT HMO

Ethel Fainstein, Director of Hadassah Mexico, and Bea Birnbaum, HIMRA Director of Development, Europe, were invited to participate in the Israel Bonds 2004 "Reut" (Fraternity) Mission to Israel following a meeting organized by Audrey Shimron, Director of the Hadassah Office in Israel, with the International Bonds President, Mr. David Bar-on. The trip took them and a 300-strong delegation of Latin Americans and Europeans from Tel Aviv to the Galilee, the Golan Heights, down to the Kinneret, and then on to Jerusalem for a special visit to Hadassah. We welcomed the delegates to the Berman Auditorium on Mount Scopus on *Yom Ha'atzma'ut*, which celebrated the 56th anniversary of the founding of the State of Israel and comes on the heels of *Yom Hazikaron*, a day of remembrance, commemorating those who have lost their lives in defense of the State of Israel.

The program, chaired by Bea Birnbaum, included a comprehensive overview of Hadassah's work by Director General Professor Shlomo Mor-Yosef and a much-applauded presentation by Professor Ricardo Segal showing the incredible work of the department of neurosurgery in saving victims of terror. Arnaud Harenstein made a special trip from the north to tell the story of how his life was saved at Hadassah.



FORGING BONDS WITH HMO:

- ❖ **CHILE:** Members of the Chilean Parliament visited HMO at the end of June. Israel's Ambassador to Chile, His Excellency Yossi Regev, was on hand to greet the visitors, who also met with Spanish-speaking physicians.
- ❖ **MEXICO:** Following the success of February's Hadassah International-sponsored nursing symposium in Monterrey, Mexico in which nurses from HMO were guest speakers, Hadassah Mexico received an invitation for an HMO nurse to participate in a Nursing Orthopedic Congress this past July. The Congress was organized by the main Orthopedic and Rehabilitation Center of Mexico. Costantin Polishuk represented HMO, sharing with Mexican nursing colleagues both her experience as a nurse at our hospital, as well as that of an Israeli citizen living with terror.
 - ❖ In August, two groups of young people from Mexico, who were on a trip to Israel with Oranim Educational Initiatives, visited the Hadassah Medical Center at Ein Kerem. Among the teenagers was Tammy Fainstein, daughter of Hadassah Mexico Director Ethel Fainstein.
- ❖ **COLUMBIA:** Students from Colombia also toured the Hadassah Medical Center in August. They met with Dr. Carlos Krotzer, an anesthetist originally from Argentina, who spoke with them about his personal experiences conversing with teenage visitors whose friends have been victims of terror.
- ❖ **AUSTRALIA:** During an Australia-Israel Chamber of Commerce Forum, Professor Shlomo Mor-Yosef, Director General of HMO, gave a presentation on "Managing Mass Casualty in an Urban Setting." Hosted by the Royal Prince Alfred Hospital in Sydney, the event brought out over 150 medical professionals, senior paramedics, as well as ambulance, fire, and emergency services personnel, and representatives from disaster planning authorities. This cooperative venture was facilitated by Hadassah Sydney.
- ❖ **NEW ZEALAND:**



Tamy Fainstein, daughter of Hadassah Mexico Director Ethel Fainstein, with Spanish Guide during visit to HMO.



On his way to Australia for the historic signing of a Memorandum of Understanding with The Alfred Hospital (page 3), HMO Director General Professor Shlomo Mor-Yosef spent some time with supporters in Hadassah New Zealand. Pictured here with Prof. Mor-Yosef (left to right) are Jenny Lehman, Committee Member, and Valda Knight, President of Hadassah New Zealand. Professor Mor-Yosef also met with trauma specialists at Auckland Hospital.

- ❖ **GLOBAL:** Participants from 21 countries on the "Diplomatic Seminar for Young Jewish Leaders" toured HMO in August, meeting with a terrorism survivor, as well as Dr. Yoram Weiss of HMO's intensive care unit.

For information on local events organized by Hadassah International Units worldwide, consult the Hadassah International website:
www.hadassah-international.org and click on "Calendar." Please send news of your upcoming events to: international@hadassah.org.

Dear Colleagues...

(continued from page 1)

Enjoying good health with the backing of research is a goal for all people. In Hadassah International it is our goal to expand this promise across the globe – through the Hadassah Medical Organization and our partners in healing, teaching, and research worldwide!

I know that in order to succeed I have much to learn from all of you. We are united in our enthusiasm and dedication, yet each community of Hadassah International brings a unique nuance and vision. For me it is most important to be devoted to listening to you, planning with you, and working with you on five continents. Your innovative ideas and your interest are essential for building Hadassah International for the future!

I am particularly excited about the growth of **Young Hadassah International**. The young people getting involved today are really an inspiration to me. We are delighted to know that a new generation will be stepping forward to take on the leadership in building bridges for a stronger future. Although I do not qualify for their activities, I love to party!

I look forward to meeting you in your home countries, on our CJP Mission to Israel (see page 6), at our April conference in Nice and, always, in our beloved Jerusalem.

With friendship,



Marlene Post



***JOIN US AT THE HADASSAH INTERNATIONAL ANNUAL CONFERENCE
APRIL 8-10, 2005
NICE, FRANCE***

For further information, please contact international@hadassah.org
or (+1-212) 303-8174

BUILDING A BETTER WORLD THROUGH MEDICINE III November 21-22, 2004, Jerusalem, Israel



CJP/ Hadassah International Solidarity Medical Conference

- Reach out to the Israeli medical community, a community made up of Jewish, Muslim, and Christian professionals
- Protest the European-inspired boycott of Israeli academics
- Demonstrate your support for the Israeli people

**Organized by Combined Jewish Philanthropies of Boston
Hadassah International, Hadassah, the Women's Zionist Organization of America,
The Hadassah Medical Organization**

- Day One: Science, featuring award-winning medical students and faculty
- Day Two: Clinical Medicine, including rounds with HMO colleagues

*Participants arrive on Friday afternoon, November 19th, spend the Sabbath together, enjoying dinner and a speaker Saturday evening, followed by the 2-day Conference.

For more information, e-mail: himra-conference@hadassah.org
Phone: 212-303-8197

Website: http://www.cjp.org/content_display.html?ArticleID=121613
or
www.hadassah-international.org

**If you would like to receive Hadassah International's eBulletin regularly,
please send an email to international@hadassah.org**

Hadassah International Medical Relief Association, Ltd. (HIMRA) is a network of dedicated volunteers founded on the principle that advancement and cooperation in medicine and science transcend politics, religion, and national boundaries.

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LOOKING FOR A TOOL TO INSPIRE POTENTIAL SUPPORTERS AND EDUCATE YOUR CURRENT DEVOTEES?

Send for
“HADASSAH INTERNATIONAL: A BRIDGE TO NATIONS”
 HIMRA’s new Script and Power Point Slide Show

How did Hadassah come to have a global arm? The story begins with the dreams and musings of one most extraordinary woman: Bernice S. Tannenbaum, past National President of Hadassah:

“BERNICE”: “For 70 years, we haven’t considered reaching out to people beyond the borders of the United States. And yet, the preservation of life is a universal concern. Why not reach out to people all over the world and let them join us in keeping this medical institution of healing, research, and teaching in the forefront of scientific progress?”

This entity will not only raise funds for the Hadassah Medical Center, but also showcase a most positive image of Israel—its high ideals and cutting-edge medicine. And it will foster scientific interchanges between Hadassah and medical institutions around the world.”

You have just read an excerpt from the beginning of HIMRA’s new 15-minute script and Power Point Slide Show, which goes on to showcase ways that Hadassah International has forged bridges to nations, such as cooperative medical ventures and nursing symposia. **Write to Lonye Rasch at Hadassah International (lrasch@hadassah.org) for the script and CD.** (The script can stand alone.)

HADASSAH INTERNATIONAL CALENDAR

SEPTEMBER 2004

September 12
 Young Hadassah France garden party
 Paris, France
 Contact: hadintlpar@aol.com for details

NOVEMBER 2004

November 19
 Young Hadassah International World Wide Walk
 Jerusalem, Israel
 Contact: international@hadassah.org for details

November 21-22
 CJP/Hadassah International Solidarity Mission
 “Building A Better World Through Medicine III”
 Jerusalem, Israel
 Contact: himra-conference@hadassah.org

APRIL 2005

April 8-10
 Hadassah International Annual Conference
 Nice, France