



"Telling my personal story in front of students across the country knowing that I can have an impact on those who came back emotionally injured from the battlefield, and to refer them to NATAL for treatment is a very crucial part of my own growth and healing"

Gilad Vital, musician and founder of renown Israeli band "Shotei Hanevua". Gilad suffers from trauma as a result of his military service and received treatment through NATAL's services for many years.



## Visionary and Initiator

The late Dr. Yossi Hadar

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[www.natal.org.il](http://www.natal.org.il)

## Dear Friends

We are very happy to be approaching NATAL's 20th anniversary since its establishment in 1998, and we are proud to present you with the 2017 Annual Report.

This report presents NATAL's activities in our various units which took place in the past year, including events, projects, and numerical data.

We would like to this opportunity to thank NATAL employees, volunteers and therapists for their ongoing achievements which are done, as always, with complete professionalism, commitment and a sense of mission to heal the invisible wounds of war.

Unfortunately, this year has continued to see waves of terror attacks. Residents of the State of Israel experienced events that took the lives of innocent civilians while many others remained physically and mentally harmed. NATAL's mental health professionals responded to these events through our various units, and the Helpline was always available to answer calls needing immediate emotional support.

As part of our regulatory activities we hosted several Knesset members including, MK Yaakov Litzman, former Minister of Health, MK Avi Dichter, chairman of the Foreign Affairs and Defense Committee, and MK Sharan Heschel, who initiated the establishment of a lobby for veterans dealing with post-trauma. We are currently promoting, together with MK Avi Dichter, a bill in which every veteran can receive free psychological support and assistance during the period in which he is defined as a veteran (seven years from the day of his release).

In the past 20 years, and as part of the NATAL's vision, we have been working to share knowledge on an international scale, including in the US and Europe. The model of the Helpline which has been duplicated to cater to American veterans as well as to a community that deals with urban violence in city centers, are examples of the social innovation that NATAL is proud to share with the international community. Following these successes, NATAL continues to work vigorously in the US and Europe in order to establish itself as a professional body with a strong reputation and experience in the field of trauma.

This year, NATAL is honored to have been selected to receive the Midot Seal of Effectiveness for Social Activism award for 2017. Midot works to promote effectiveness among social investors and NGO's in Israel, their evaluation process analyzes the likelihood of a given NGO to become effective, namely, its ability to create social value and improve the lives of its beneficiaries.

**We are very grateful for our friends in Israel and around the world who accompany, support and contribute to our activities. With your help, we will continue with NATAL's many important activities and provide assistance and support to sufferers of trauma as a result of terror and war.**

With warm regards,



**Judith Yovel Recanati**  
Chairperson



**Orly Gal**  
CEO

# The Helpline

## Unit Manager: Gila Sela

**Unit's Objective:** providing emotional support, one-time or ongoing, through phone calls, chat and e-mail.

**Helpline team:** Director of the Unit, Deputy director, three social workers, a secretary and volunteers.

## About the Unit

NATAL's Helpline is the only one in the country specializing in providing support and psychological assistance to victims of trauma and war. The Helpline stands available to veterans, children and adults in a variety of languages, for short or long-term therapy, as needed. The Helpline team consists of carefully trained Helpline volunteers who have undergone a six month specialized training course.

The relationship and treatment between the volunteer and the caller ranges from weeks to months to even years. Helpline volunteers are ongoingly monitored and guided by professional and senior Helpline staff in order to ensure that their service is efficient and effective. The volunteers are supervised and mentored by expert mental health professionals in the unit. The use of the telephone and the Internet as a therapeutic tool includes many benefits including immediate availability, anonymity and many more. The caller can and may receive emotional support via the phone, chat or e-mail without leaving the comfort and safety of their home, without being exposed, or without committing to long-term clinical treatment.

The emotional support that is provided via chat or the phone is not intended to replace psychological treatment, but to offer immediate therapeutic intervention and providing emotional coping tools for routine times and emergencies. Furthermore, the caller can decide if a one-time conversation is enough for them or if they would like to continue long-term support over the phone with a Helpline volunteer, including the possibility to be referred to the Clinical Unit for more in-depth treatment.

## Summary for 2017

- Increasing the number of callers and the population groups who seek help from the Helpline:
- The number of incoming inquiries to the Helpline increased in comparison to last year, including over 2,300 incoming calls.
- Online Marketing, advertising, and awareness campaigns have taken place to encourage people to turn to the Helpline through online services. We have improved our Helpline chat services through NATAL's website and social networks.
- Great emphasis was placed on the development of the Home Visitation Project and increasing awareness of the project to outside bodies.

## Collaboration with different units in NATAL

- We implemented a combined training model with the Community Outreach Unit which serves as joint training for external bodies.

- We strengthened collaboration between the Community Outreach Unit and the Helpline through enrichment, training and mutual learning sessions.
- We enhanced the working procedures between the Helpline and the Clinical Unit such as: preparing patients for the transition to Clinical treatment, evaluating patient statuses, decision making regarding suitable treatments for patients.

## Training Volunteers and Professional Staff:

- Emphasis was placed on empowering volunteers by expanding professional tools available to them for example: training volunteers on referrals to the Clinical Unit, lectures and training new volunteers.
- Enrichment and empowerment meetings were held for volunteers inside and outside NATAL including a trip to the south, tours of Nativ Ha'asara, Kibbutz Alumim, and a meeting with the "bereaved familie's forum".
- Training course for a continued learning team: 10 monthly sessions were provided to Helpline volunteers to provide them with tools based on cognitive behavioral therapy.

## Professional Training

Professional training sessions were held in a combined framework of the ITC and Psychological Services in the Ministry of Education, local emergency teams, and Health Care providers. In addition the Helpline provided training to various non-profits throughout Israel.

## Technology

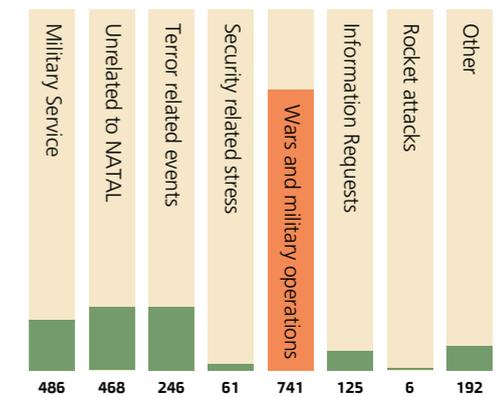
Technological upgrades were made including the improvement of the Helpline software.

## Supervision

Preserving and strengthening professional supervision of Helpline volunteers; We introduced 6 new psychologists to provide supervision, and trained them on the Helpline model; We deepened the professional cooperation between social workers and Helpline counselors in individual monthly meetings.



## Events that Lead People to Call NATAL's Helpline



The gender division is **44% female** and **56% male**. This reflects a continuation and growing statistical trends which we have seen in previous wars, pointing at an increasing balance between male and female callers to the Helpline (previously strongly dominated by female callers).

During 2017 there were over 8,500 outgoing calls and over 2,300 incoming calls from across the country. In the statistical breakdown it can be seen that from all of Israel's wars, the majority of callers turned to NATAL for help as a result of "Operation Protective Edge".

Helpline volunteers on a trip near the Gaza strip

## Clinical Unit

Unit Manager: Sa'ar Uziely

**Deputy Director:** Dr. Hannah Himmy

**Unit's Objective:** To provide individual and group therapy

**Team members:** Assistant to the Clinical Director, Director of Testimonial Center, 120 therapists nationwide.

All patients in the clinical unit: 596  
The weekly average of patients: 348  
of which 40% received combined  
treatment consisting of various  
treatment methods.

### Cooperation with National Insurance Institute of Israel

Upon the completion of "Operation Protective Edge", the National Insurance Institute began funding the treatment of adults and children who were diagnosed with PTSD as a result of terror and war.

If patients need further treatment, NATAL continues to provide treatment beyond the initial support given by the National Insurance Institute.

As part of this framework 447 patients have been treated to date including: 56 Adults and 391 Children.

### About the Unit

Tailored, multidisciplinary treatment is the goal of the clinical unit at NATAL. Treatment that involves a combination of two or more types of interventions such as individual therapy, Safe Touch therapy, art therapy, movement therapy, spousal support, psychiatric care and the Social Therapeutic Club. The unit offers itself as a safe place for both patients and therapists alike. We understand that many victims of trauma have often lost belief both in their surroundings and themselves, and perceive the world as a dangerous and threatening place which can hurt them again. Within the therapeutic discourse we aim to enhance their experience of safety which can then extend itself into the world outside the treatment room and gradually allow the patient to reestablish trust and confidence. The corresponding result is a positive response to the treatments provided through quick and accessible care.

In addition we also provide support for loved ones who suffer from secondary traumatization including spouses, children, parents, and grandparents, who are also eligible for treatment.

The creation of safety also stems from our model which allows for the combination of treatment methods based on individual needs. Our recognition of their post-traumatic status is not conditional upon any formal recognition of such through health and welfare institutions.

### Summary for 2017

- During the course of 2017, NATAL treated 596 patients.
- We treated an average of 348 patients per week: 40% were treated through combined therapy.
- **Children's Unit:** During the course of 2017, NATAL treated 191 children, mostly consisting of children from southern Israel, an area greatly impacted by ongoing rocket attacks and threats. It is important to note that the children were admitted to NATAL after being diagnosed with symptoms that developed as a result of life in the line of fire.
- **Professional training courses:** In 2017 a seminar was held titled "Trauma Therapy through the Eyes of Self Psychology".

### Special projects:

- **Combat Veterans Project:** 161 veterans were treated during the year, of which 41 completed treatment. Six combat veterans are now undergoing the intake process.
- **Testimonial Center:** In 2017, the Testimonial Center continued to document testimonials of victims of trauma as a result of terror and war.

## Social Therapeutic Club

Unit Manager:

Hagit Buchbinder

**Unit's Objective:** Psychological and emotional support through cultural, recreational and social gatherings – a "warm home" that welcomes individuals who have been traumatized due to terror and war, and their families.

**Team:** Club director, deputy director, activity instructors.

### About the Unit

NATAL's Social Therapeutic Club acts as a meeting place, activity center and supportive outlet for creativity and provides therapeutic solutions to some of the challenging situations often faced by trauma victims; social isolation, loneliness, lack of self-esteem, loss of basic skills and more. The club contributes to improving the quality of life of its members and serves them as a warm and supportive home. All activities have a therapeutic focus in improving the basic skills of everyday life – concentration, precision and teamwork. In addition the activities help reflect club members' imagination, feelings and moods while channeling the expression of painful emotions and stress release. According to this rationale, the activities promote empowerment, expression, interpersonal communication and physical activity. All group activities are held in small intimate settings, allowing members to explore and raise doubts and questions about themselves in order to improve their quality of life.

### Summary for 2017

In 2017 we continued to create a safe and supportive environment in the club to make it feel like a second "home" for club participants. By the end of 2017 the Social Therapeutic Club was attended by 43 participants- 22 from the NATAL group, and 21 from the group sponsored by the Ministry of Social Security. As happens each year, effort was put into absorbing new club members from various channels. Club members took part in recreational and rehabilitative activities including the creation of ceramic gifts for donors and visitors. As happens each year, club participants also took part in day trips and social events around holidays. During the year the unit held yom miun



Art work created by club members.

# The Multidisciplinary Trauma Studies Center

## Unit Manager: Bina Levin

**Unit's Objective:** Training mental health professionals within a variety of subjects in situations of emotional stress and trauma, assistance in raising public awareness, operating as a unique center of knowledge in the field of psychological trauma.

**Team:** Director, coordinator, tenured professors, lecturers, librarian

**Studies Coordinator:** Lee Mori - lee@natal.org.il

## About the Unit

Emergencies and disasters expose Israeli society to psychological hardship. Disasters such as terror attacks, war, car accidents, physical and sexual violence can cause significant damage individuals, families, groups and communities. The Multidisciplinary Trauma Studies Center provides professionals from a variety of mental health fields with ongoing education opportunities in various trauma related specializations. The Center offers extensive and comprehensive training on both the practical and theoretical level. The unit also acts as a unique center for information on psychological trauma.

## Summary for 2017

The year 2017 was marked by the expansion of programs for Casualty Notification Officers, integration of intelligence and welfare officers of the Israel Prison Service into various courses, expansion in student volume, along with building upon current courses in collaboration with NATAL's units.

## The Program for Trauma Focused Psychotherapy

This year-long course takes place in collaboration with the Tel Aviv University faculty of Medicine at the School of Public Health.

- In the 2017 academic year, 39 students graduated from the center's 10th cycle of the program including social workers, psychologists, educational counselors, nurses, and art therapists.
- In October 2017, the 11th cycle of the program opened with 37 students enrolled from a variety of mental health, counseling, nursing and rehabilitation professions.
- The program is officially recognized as continuing education.



Graduates of the 10th cycle of trauma studies at NATAL, 2017

## Advanced Training Courses for Mental Health Professionals

Short term specialization course and workshops for mental health professionals.

- Stage 1 and 2 EMDR- Dr. Udi Oren.
- Treating victims of sexual assault and incest – Dr. Tzvia Seligman.
- Integrative psychotherapy for children, focusing on anxiety and trauma – Dina Sandrov.
- Somatic Experiencing – Gina Ross.
- Mindfulness therapy – Dr. Oded Arbel.
- Focus oriented therapy – Bilha Frolinger.
- A total of 100 professionals participated in the course of 2017.
- Focused oriented therapy – Bilha Frolinger.

## Training IDF Casualty Notification and City Officers

- Over 2016-2017 three study programs were held: "Intervention in Crisis and Trauma" for young officers and two continuing study courses for senior officers including a mediation course and a coaching course.

## Library expansion

The library is a professional resource for therapists, students and all those interested in the field of psychological trauma, with a variety of books and articles on the subject. The library is staffed by a volunteer librarian who together with an additional two volunteers, have been cataloguing all publications and articles (since 1998) in NATAL's portal with 1,800 items already catalogued.

## The school year (2017/2018)

In November 2017, we won a bid from the Ministry of Defense to continue training directors of Casualty Notification Officers and City Officers; The seventh school year was opened on 21.12.17 including 70 Casualty Notification Officers. One of the courses "escorting families coping with loss" will be held for young officers and a continuation course for senior officers. This course will include 5 training groups consisting of 393 hours; All the study programs are recognized as supplementary training.

## Maintenance and Technology Unit

### Unit Manager: Shuly David

### About the Unit

The maintenance and Technology Unit provides advanced and up-to-date response to all of NATAL's professional and administrative needs. The unit is responsible for maintaining and upgrading technology systems (computers, communication equipment, phones, multimedia), and is responsible for information security, infrastructure integrity and repairing malfunctions among others.

### Summary for 2017

This year we received a large donation from Eastronics for a new server that will replace NATAL's old server which will help improve efficiency within NATAL's computers.

We upgraded the system to Office 2016 in over 60 computers within the office. NATAL's website was stored using a cloud-based program called Interspace. The sophisticated Helpline call center underwent system updates and upgrades and we enlarged our CRM capacities to match our increasing data. We continued to host numerous visitors at NATAL's headquarters including businesses, institutions, academic students and more.

## Finance Department

### Unit Manager: Mina Yakar

### About the Unit

Financial management of NATAL including updating and monitoring the overall budget, handling employee salaries, completing annual and quarterly financial reports for NATAL's Executive Committee, and monitoring project budgets.

# Community Outreach Unit

**Unit Director:** Dr. Tamar Lavi

**Deputy Director:** Rakafet Ginsberg

**Unit's Objective:** Working within various communities in Israel in order to assist and strengthen the resiliency of civilians, professionals and first responders. Developing knowledge and tools for working with communities.

**The team:** therapists, organizational and group counselors, student groups.

## About the Unit

Many of Israel's civilian populations are forced to cope with posttraumatic symptoms due to living under constant security threats and exposure to terrorism and war. Additionally many professionals whose line of work requires them to regularly engage in activities such as search and rescue, first response, supporting bereaved families and more. NATAL's community team attempts to reinforce resiliency and psychological resources in local municipalities, educational facilities, health organizations and companies through workshops, presentations, courses and seminars regarding trauma and anxiety before, during and after emergency.

### The Services are offered on three levels:

- Training educational, community and mental health professionals to treat trauma and crisis through initial interventions as well as more extensive support and ongoing work.
- Working with groups and organizations that are exposed to trauma due to their line of work. These organizations receive organizational consultation and professional development for managerial teams in the private and public sector. In this framework, the members of the organization or the employees undergo a process of emotional ventilation and initial processing in order to normalize and recognize their post-traumatic responses, reinforce healing processes and locate those who may experience hardship in the future. In the process of group work, using verbal and creative tools, the participants are met with their coping mechanisms in stressful situations, identify their coping style and learn to preserve and strengthen it.
- Working closely within populations and demographics in distress to treat widespread symptoms of trauma through NATAL's Mobile Unit. The Mobile Unit provides in-home targeted treatment to individuals and their families who, due to the severity of their trauma symptoms, are unable to leave their home.

## Summary for 2017

### Internal Activities

The community staff has undergone some changes including new staff members and facilitators. 10 new facilitators were recruited in order to meet the large scope of work of the Israel Police's 2017 resiliency project, in which NATAL was involved.

The unit worked to deepen the theoretical knowledge of both senior and more recently added staff in trauma and emotional first aid.

The Community Outreach Unit continued collaboration with other NATAL units, holding meetings between unit directors and deputies, as well as creating joint areas of study for the Helpline and the Community Outreach Unit.

## Community Activities

- Work in the north expanded: Through the Israeli Trauma Coalition, The Community Outreach Unit worked intensively in Haifa with a variety of organizations, in addition to the Northern District headquarters of the Ministry of Welfare and a variety of local and regional authorities. During this year, a unique project continued training teams from the Emek Yezreel Valley Regional Council, during which teams from six communities in the Council were trained.
- Connections strengthened and established in the south: In Netivot, with the Mobile Unit. In Ofakim, a connection was made with the Ministry of Welfare and Social Services and the work of Community Unit's in the city changed, such that the work of the Resiliency Center has transitioned to the Welfare Ministry.
- Work began with the Resiliency Centers established in the West Bank.
- Working in the Arab society: Activities were expanded within the Arab society through working with welfare offices in eight Arab councils in the north of the country, implementing the Safe Place program in three Arab schools, and a nurses' workshop in the hospital in Nazareth. A Project for Arab Jewish women was launched in the Bnei Shimon-Rahat Regional Council. Finally, at the request of clients, the team deepened its capabilities to respond to mixed Arab-Jewish teams.
- Video therapy for veterans and groups for family members of veterans with PTSD continued this year: wives of POWs, mothers of wounded soldiers and parents of veterans with PTSD. In addition, a group for spouses was held during the year in cooperation with "Brothers for Life".
- The unit continued to work in the field of secondary trauma among teams of welfare workers and first responders to deepen their abilities and knowledge in the field. We have expanded our understanding and ability to provide solutions in the field of management – emergency management consulting, emergency teamwork and emergency council assessments. The unit is also in the process of developing simulation techniques, including emergency work for entire populations.



Team building exercise for unit members

## Large Projects

Seventeen workshops were held for nurses, including five workshops at Rambam (Health Care Campus) that dealt with implementing processes for delivering bad news and with the systemic aspect, workshops for administrative nurses and a workshop at Meir Hospital that included doctors and nurses together.

Safe place workshops for schools were given in six schools.

In addition, as of June 2007, the unit was engaged in the management of the 2017 Residency Project of the Israel Police, in which about 300 individual ODT workshops were delivered during the year.

Sale of services: In addition to the coalition, the unit worked with a number of significant clients this year such as the Israeli Police, including a partnership in the police's "Resiliency 2017" project in which 18,000 officers underwent resiliency workshops; the Israel Prison Service; the Addiction Treatment Service in the Ministry of Welfare; Bank Leumi; El Al; the Israel Nature and Parks Authority; the Weizmann Institute of Science, the Institute of Forensic Medicine and others.

## 2017 in Numbers

**35** Permanent staff

**18,350** Program recipients: men, women and children

**3,350** Children who saw NATAL's therapeutic puppet show

**8,673** Hours of instruction, treatment, and intervention (1,340 of which via the Mobile Unit)

# Research and Evaluation

Unit Manager:

Prof. Mark Gelkopf

**Unit's Objective:** To evaluate the efficacy of NATAL programs and services, and the deepening of knowledge through research in the field of psychological trauma due to terror and war.

**The team:** Director of unit, research coordinator.

## About the Unit

The research and evaluation unit gathers information and provides services in research and evaluation to all NATAL units. The unit carries out ongoing studies in the effectiveness of treatments and various trauma interventions offered for adults and children through the organization. Additional studies are conducted to examine the impact of terrorism and ongoing conflict on mental health and the resiliency of various groups in Israeli society to further improve the organization's activities and to deepen the understanding of trauma in Israel. The research and evaluation unit works to the highest of academic and methodological standards with studies that are regularly published in both professional and academic journals.

## Summary for 2017

### Clinical Unit

Continued evaluation of treatments carried out by the Clinical Unit through questionnaires completed by patients and therapists. A number of research reports were published focusing on veterans indicating treatment efficacy in reducing symptoms and improving functioning.

### Helpline

In 2017 we introduced a new mechanism for the evaluation of treatment in the Helpline by assessing symptoms and functioning levels. We await the accumulation of data on completed treatments, so that we can derive results from this assessment.

### Community Outreach

Continued evaluation of workshops for nurses and medical teams. The results from a 5-year evaluation of 300 questionnaires show that participants feel more confident in their ability to function as professionals following the workshop, there is a reduction in burnout and an increase in satisfaction with their profession. We built an assessment tool for evaluating workshops of early childhood educational teams, and continued with the evaluation of the Mobile Unit.

### Social Therapeutic Club

A research was conducted indicating high satisfaction, feelings of acceptance and understanding amongst club members. Another assessment is planned for the beginning of 2018.

### Testimonial Center

Questionnaires were to participants in NATAL's Testimonial Center. An academic article was also submitted for publication which presented updated data of this assessment and is currently being reviewed.

## Telephone research amongst the Israeli population

A study was conducted among the general population in Israel in the summer of 2017. Data from 1,382 participants was collected via online channels and telephone. The study focused on the current situation with regards to exposure to terror and war, post-traumatic symptoms, depression and anxiety amongst various groups in Israeli society, and the connection these emotional responses have with community resilience, and the sense of threat that influences diverse demographic variables differently. Outcomes are still assessed and will be published in 2018.



## International Relations and Resource Development

We wrote several reports in English, for different funding partners. Likewise, we wrote and presented research from our unit to delegations of mental health professionals visiting NATAL from abroad.

## Research carried out in the course of the "Operation Protective Edge", and further studies:

In 2017, three of our articles from the research carried out during "Operation Protective Edge" were published or received for publication in academic journals, and three more are in the process of publication (see below).

### Academic articles

- An article that found that the connection between exposure to the events of "Protective Edge" and psychological symptoms depends on the extent to which the person feels threatened by the situation, was published in the Journal of Traumatic Stress (Lapid Pickman, Greene and Gelkopf).
- An article dealing with 4 typical forms of symptom development during "Operation Protective Edge", published in the Journal of Affective Disorders (Greene, Gelkopf, Grinapol, Webeloff, Carlson and Lapid).
- An article dealing with the development of various mental reactions during "Operation Protective Edge" was published in the journal of Psychiatry: Interpersonal and Biological Processes (Gelkopf, Lapid, Grinapol, Webeloff, Carlson and Greene) (end of 2016).

Above: taken from an article dealing with 4 typical forms of symptom development during "Operation Protective Edge", published in the Journal of Affective Disorders (Greene, Gelkopf, Grinapol, Webeloff, Carlson and Lapid).

## Doctorate on NATAL's Therapeutic Helpline Model

Upon NATAL's establishment, Dr. Sigal Haimov developed a unique intervention model for the Helpline which received international recognition. In 2017, Dr. Sigal Haimov of the Helpline received a doctoral degree from the University of Tilburg in Holland. The doctoral dissertation focuses on the ongoing intervention model using telephone interventions to help deal with trauma and loss.

To read the study:  
<https://www.natal.org.il/.../the-longitudinal-intervention->

## NATAL's Public Advisory Committee:

During 2017, NATAL's Public Advisory Committee led by IDF's former Chief of General Staff, Lt. Gen. (Res) Benny Gantz, was involved in the advancement of regulatory procedures with the aim of expanding financial support received by the government. The Committee continues to promote the support and awareness of Post-Traumatic Stress Disorder (PTSD) amongst veterans.

Photo: from the visit of the Minister of health, Yaakov Litzman. Right to left: Orly Gal, Executive Director of NATAL, Minister Ya'akov Asher and Mr. Yossi Bachar. Members of the Public Advisory Committee, Minister Yaakov Litzman, leader of the board, Lt. Gen. (Res) Benny Gantz and Judith Yovel Recanati, NATAL's Chairperson and co-founder.



# The Marketing and Publicity Unit

Unit Manager: Gali Dagan

**Unit Objective:** Raising awareness of Post-Trauma and creating legitimacy to receiving psychological assistance.

**Team Members:** Spokesperson, Digital Marketing Director, Production Coordinators.

## "Running with Rami" Running and Walking Groups

"Running with Rami" Running and Walking groups: there are currently two running groups in operation in Tel Aviv and Jerusalem consisting of over 70 participants in total and additional volunteers and running coaches. Participants participate in marathons across the country including the Tiberias Marathon, the Jerusalem Marathon, the Tel Aviv Marathon and more. Several members of the groups attended special training and became certified running coaches.

## About the Unit

One of the unit's objectives is to raise awareness of PTSD due to war and terrorism, in order to keep the needs of those suffering in the spotlight and help legitimize seeking psychological assistance. This includes planned publicity campaigns as well as creating a media buzz according to the demands of the hour. As well as TV, radio and newspapers, NATAL has an active online presence with a website, Facebook, Twitter and other social networks, in addition to publishing our own annual magazine, publicity events, conferences and joint projects with various national and international media outlets.

## Summary for 2017

### Fundraising Events and Outreach

The film premiere of Israeli movie "Everything is Broken and Dancing" took place at Cinema City in the presence of Lt. Gen. Benny Gantz, Chairman of the NATAL Public Advisory Council, NATAL's Chairperson Judith Yovel Recanati and NATAL's CEO, Orly Gal. Over 500 people attended this exciting event including renowned Israeli singer Dudu Tassa and Gilad Vital who performed at the event. "Everything is broken and dancing" is a movie about a veteran suffering from PTSD following his army service. The purpose of the event was to raise awareness of trauma related to terror and war and to raise funds that go directly to NATAL's activities. Donations to the event totaled 133,700 NIS.

### Campaigns

- Yom Kippur campaign: each year, NATAL launches a nationwide campaign targeting veterans of Israel's wars with the aim of encouraging those suffering from symptoms of trauma, to call NATAL's Helpline. The campaign was a success and led to many inquiries from veterans and their families
- "Running in Color" campaign: in the run up to NATAL's annual running event, a comprehensive media campaign was launched across Israel including billboards (cross-Aviv, Rapid, CTV screens and more), advertising on buses, radio campaigns and social media advertising. The campaign's main goal was to raise awareness of PTSD as well as NATAL's services
- National fundraising day of the Ministry of Education took place in December in which NATAL volunteers and employees toured over 40 schools around Israel and provided resiliency and informational workshops to over 4,500 students. This was held in conjunction with "Nitzan", and other organizations treating the hearing impaired.
- "Running in Color" campaign: In the run up to NATAL's annual running event, a comprehensive media campaign was launched

across Israel including billboards (cross-Aviv, Rapid, CTV screens), advertising on buses, radio campaigns and social media advertising. The campaign's main goal was to raise awareness of PTSD as well as NATAL's services.

## Projects

- The 18th annual magazine of "About Feelings" was published with a special focus first responders and coping with the stress of being on the front line. The magazine included a personal interview with the head of NATAL's Public Advisory Council, Lt. Gen. Benny Gantz, the leader of renown Israeli rock band "Shotei Hanevua", Gilad Vital, and other veterans of Israel's wars. As happens each year, one million copies of the magazine were printed and distributed throughout the country via national newspapers
- Therapeutic Intervention Puppet Show "Kuntz and the magic mirror" continued to be integrated into the social and educational systems across the country and in total there were dozens of performances and combined workshops led by the Community Outreach Unit to over 3,350 children across the country.
- "Safe Place" - NATAL's Digital Educational Online Portal for resiliency and trauma prevention, in collaboration with CET, Israel's Center for Educational Technology continues to serve teaches and children in schools across the country and continues to be adapted to the age ranges and languages needed.
- Targeted outreach to IDF veterans- as part of our outreach to veterans, informational events at universities and colleges continue to take place including renowned Israeli public figures, journalists and artists who speak on the subject of PTSD to young adults with the aim of encouraging them to seek treatment if needed.
- In 2017 NATAL developed a new website in Hebrew and English with the aim of increasing traffic to our site and encouraging those who need help to turn to NATAL via our chat services and Helpline.



NATAL's new website



(right to left) Lt. Gen. (Res) Benny Gantz, Orly Gal, Executive Director of NATAL, Shay Yaron, Executive Director of Altschuler Shaham, Judith Yovel Recanati, NATAL's Chairperson and co-founder

## Running in Color

NATAL's annual "Running in Color" event took place for the fifth year at the Hayarkon Park in Tel Aviv in November 2017. Our thanks and appreciation go out to Altschuler Shaham Investment House for their fifth annual sponsorship of this event.

Over 5,500 people attended and participated at the event from across Israel and abroad including children, youth and adults, soldiers, runners and more. The event raised 655,060 NIS, which goes directly to NATAL's activities.

## Human Resources Unit and Volunteer Network

Unit Manager: Sigal Adam

### About the Unit

The Human Resources Unit handles NATAL's employees and volunteers. This process begins with creating human resource policies, creating and organizing procedures, employee and volunteer selection, recruitment, and guidance. The process also includes handling employment contracts, salaries, employee rights and welfare, and termination of services. We put the focus on the employee and to make sure they receive the proper treatment and benefits as a NATAL employee or volunteer.

### Summary for 2017

The HR unit continued with selection processes as well as absorption of employees and volunteers for NATAL's various units. Employment agreements have been updated according to needs and extensive updating of employee welfare and benefits took place in accordance with Israeli law and new guidelines.

### Training and Tutorials

Throughout the year, unit managers participated in professional forums, employees underwent professional training courses, and training sessions were held in the Clinical, and Community Outreach Units.

### Welfare

Employees participated in team-building activities, festivities during Passover and Rosh Hashanah including distribution of gifts to employees and other activities including yoga classes to NATAL employees.



Team building activity for volunteers

### Volunteering

At the beginning of the year, an event was held honoring all the volunteers who volunteered during 2017. Certificates of appreciation were given to the volunteers who completed their volunteering this year and a lecture was held by Dr. Tamir Leon.

During 2017, there were 398 requests to volunteer in organization, with a total of 252 people volunteering. New volunteers were recruited according to the need and projects in the various units, and we continue to nurture our relationship with the volunteers by keeping them engaged and involved with the organization.

In the framework of NATAL's annual "Running in Color" event, 133 volunteers and workers were recruited especially for the benefit of the race.

In the Helpline, screening procedures were conducted to recruit volunteers for the Helpline and its projects. Volunteers were also recruited to assist in other units and in annual fundraising activities.



## Effective Emergency Training (EEM): International Training Program

Emergencies and crises have a severe psychological impact on society. Disasters such as terror attacks, war, urban violence, and natural disasters can lead to mental illness in individuals, families, groups, and communities, causing a collapse of community services and support systems. In this challenging environment, each part of the community must be prepared to respond effectively to emergencies and disasters. Leaders must gain deeper insights and practical knowledge of disaster management as well as the human response to emergencies, in order to quickly recover.

**The program is led by top experts based on the experience of two leading organizations (NATAL, CSPC):**

Over 30 years of experience in promoting stress and crisis management on the individual, organizational, community, national and worldwide levels. Providers of unique multidisciplinary treatment and support to direct and indirect victims of trauma in Israel. This program is conducted in English.

**Who can benefit from the program:** Leaders from a variety of disciplines including:

First responders | Local authorities | Government bodies | Community leaders | Private sector.

**Experiential and theoretical learning:** Lectures, plenary and small group discussions | Practical and tangible skill development | Meeting prominent disaster management leaders | Team practice and real-time simulations | Site visits and tours.

**Learn from Israeli experts with more than 30 years of extensive knowledge and worldwide experience. Don't wait for the next emergency!**

**To register please contact: Ifat Morad – ifatm@natal.org.il | Tel: +972 732 363 363 | Cel: +972 52 663 37 66**

**For registration and a free organizational Emergency Preparedness assessment:**

**www.eem.today | contact@eem.today**



# International Relations and Resource Development in Israel and Abroad

## Unit Manager: Ifat Morad

**Unit's objective:** Raising funds in Israel and abroad as well as developing donor relations in order to provide funding for NATAL's activities.

**Unit Team:** Unit Manager, Project Managers, English and Hebrew speaking volunteers from Israel and abroad.



## Volunteers from abroad

The unique volunteer program for English speaking volunteers operated for the eighth consecutive year. The volunteers represent NATAL as ambassadors upon their return to their countries including the US, Canada, Brazil, Russia and Germany. The volunteers help us with raising awareness of NATAL's work through online social media channels.

## About the Unit

The unit focuses on developing resources and raising funds to support NATAL's activities from a variety of sources as competition increases and the economy fluctuates. At the same time, the Unit is working to expand NATAL's cooperation with various organizations around the world, from federations and foundations to academic institutions and associations dealing with trauma and resiliency building. NATAL has Friends in the United States, the United Kingdom and Switzerland with whom it works in full cooperation in order to reach NATAL's goals together.

## Summary for 2017

### Increasing the budget and adapting it to NATAL's growing budget

A decade of operations, wars and conflicts has resulted in a very large increase in beneficiaries receiving clinical assistance through the Helpline, Clinical Unit, Mobile Unit and other NATAL units. Due to the increasing demand for services, we need to ensure financial coverage of one of NATAL's highest budgets in the recent years. NATAL's budget for 2017 was 17,000,000 NIS. We need an increasing effort to provide the best possible support to victims of terror and war. Our fundraising activities include requests for support from government officials, foundations, businesses, private donors and fundraising events.

### Entrepreneurship and Cooperation in the International Arena

NATAL focuses on social innovation to create multiple streams of income through partnerships and trainings which result in self-generating revenue. To this end, this unit advances NATAL's consulting services as well as the adoption of its therapeutic model in organizations abroad, while maintaining sensitivity and contextual understanding of diverse cultures and operation styles around the world.

### In the United States:

- WWP (Wounded Warrior Project) Talk Helpline has been officially launched in Jacksonville, Florida following training by NATAL's Helpline professionals. This is the first Helpline abroad to implement a Helpline based on NATAL's unique model. Today, hundreds of American veterans are contacting WWP Talk for vital psychological support.
- In Chicago - NATAL continued its work with African faith leaders within the Bronzville neighborhood in Chicago, which is a neighborhood greatly affected by urban violence. NATAL is now working in collaboration with the community, led by pastor Chris

Harris, in order to implement a Helpline for those suffering from emotional trauma due to urban violence.

- In New Jersey- NATAL is preparing to work with the local municipality to complete a training program for hospital staff in emergency rooms. Training is based on a unique model that NATAL has been operating in Israel for the last five years.

### International conferences

In 2017, NATAL representatives attended conferences and professional events abroad all in the aim of sharing knowledge, gaining expertise in the field of trauma treatment and building resiliency, and developing new possibilities for cooperation. For example, we participated in the Chicago conference", presented at the Canada conference " And in Belgium at a training seminar forum on supporting victims of terror.

### Visitors at NATAL

Each year NATAL welcomes visitors and groups from around the world including AIPAC groups, mental health professionals, representatives of federations and foundations from the US and Canada, partners from the IDF, the police, the Ministry of Social Affairs, the Ministry of Health and many more.



Photo: NATAL met with the Israeli consulate in New York (from left to right): Jeremy Chwat, AFN Executive Director, Judith Yovel Recanati, Chairperson and Founder of NATAL, Danny Dayan- Consul General of Israel in New York, Amir Sagie, Deputy Consul General, Orly Gal, Executive Director of NATAL.



The event's organizing team (left to right): Orly Gal, Executive Director of NATAL, American Friends of NATAL team: Maya Tadmor-Anderman, Director of US programs, Kym Pitlor O'Meara, Head of Outreach and Jeremy Chwat, Executive Director of AFN, Judith Yovel Recanati, Chairperson and co-founder of NATAL, Ran Eliasaf, AFN board members, Ido Lazan (speaker and survivor of terror attack), David Kostman, Chairman of the AFN board.

NATAL works in continuous communication with NATAL's friends in Europe and the US. In June 2017, Friends of NATAL in the US produced an exciting fundraising event in New York including a special speaker, Ido Lazan, an Israeli who was critically wounded in the Dizengoff shooting attack two years ago. Ido shared his emotional story of trauma, recovery and personal growth from the trauma.

# Professional and In-Kind Support

NATAL is able to carry out its mission thanks to the support of hundreds of individuals, foundations and corporations. We cherish all of them and would like to express our gratitude especially to the following donors for their support of NATAL during 2017.

## Professional and In-Kind Support

**Thank you to all the companies and businesses that donated from their resources, enable NATAL to continue in its mission.**

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## Partnerships

**Thank you to all the organizations and government bodies who chose NATAL as a partner.**

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CET - The Center for Educational Technology  
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Educational Psychological Service in Ofakim  
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Western Galilee Hospital Nahariya  
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Ziv Medical Center

**Thank you to all the public figures, artists, professionals and friends who helped raise awareness and advance the cause of NATAL.**

Adir Getz  
Aendi Ram  
Aneel Blumental

Avia Malka  
Avichai Ohana  
Aviv Hofi  
Aviva Tavori  
Ben Zini  
Dani Brosobani  
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## Donors and Partners Overseas From \$5,000

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## With Special Thanks

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NATAL wishes to express its heartfelt gratitude to Judith Yovel Recanati, NATAL's Founder and Chairperson, for her ongoing annual donation to support the organization's operating costs and internal expenses.

Her generous contribution is made in recognition of the strength of Israeli society, and enables every additional donation to support NATAL's direct services and projects for victims of trauma due to terror and war.



We would like to thank all our donors and friends for your friendship and support. You helped us succeed in providing professional psychological treatment to those who turn to us.

We are deeply thankful and appreciative of our volunteers, employees and professional staff for your hard work and dedication to NATAL's mission in treating the invisible wounds of war.

**We couldn't do it without you!**



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NATAL is honored to have been selected to receive the Midot Seal of Effectiveness for Social Activism award for 2017. Midot works to promote effectiveness among social investors and NGO's in Israel, their evaluation process analyzes the likelihood of a given NGO to become effective, namely, its ability to create social value and improve the lives of its beneficiaries.