



KEREN YOSEF RISES TO THE CHALLENGES OF CORONAVIRUS

Rewind to mid-March 2020, Keren Yosef had just concluded a very successful and effective pre-Purim safety campaign designed to stop youngsters from playing with firecrackers, provided study material and special medical cutters for Ichud Hatzalla trainee first responders and seen a record number of participants in our annual fun and healthy table tennis tournament ...and then all of our lives changed – the Coronavirus pandemic had reached Israel.

Fast Forward to September 2020 - we just received this moving letter from a local team of Magen David Adom first responders:

“When the Coronavirus first hit an unprepared Israel, the supplies of face-masks, protective gear and sanitizing materials were low and as the demand sky-rocketed so did the cost of these items. Our volunteers were facing increasing numbers of call-outs but lacked the basic gear and equipment allowing them to respond and safely administer the required treatment.

We thank and salute Keren Yosef for literally coming to the rescue. You immediately responded to our request and in addition to the life-saving equipment with which you provide us on an ongoing basis, you sought out and provided the protective gear and materials we needed. Thanks to your wonderful organization our volunteers were able to continue to respond to calls and provide emergency and often life-saving medical care despite all the additional challenges and complexities...”

Not just for the first-responders - Keren Yosef supplied doctors, nurses, clinics, schools and other institutions with infrared thermometers when these were difficult to obtain.

What about helping the general public? When we saw the high prices of protective gear, especially masks which are vital for every man, woman and child in the country, we felt strongly that individuals and families should not be forced by profiteers to pay extortionate amounts of money in order to protect themselves from the virus. As we already do with smoke alarms, emergency lights and other safety accessories, we decided to seek out and purchase low priced good quality masks



Keren Yosef masks for all ages at cost price!

and other protective gear and sell them on with minimal profit to the public. We've already sold thousands of masks in all sorts of styles, colors and sizes, disposable, KN95 and “designer masks”. For high-risk group members and the housebound, we arrange free home delivery.

Throughout the crisis we've managed to continue our regular activities, to mention just a few, a defibrillator and life-saving medical bag were recently presented to local MADA paramedic Rafi Levy l'ilui nishmat Brachya Suslovich z”l and Eitan Palmer z”l, donated by the families and their friends and more shuls have signed up to our defibrillator partnership program. Another special CPR course for juniors was recently held. We sold out of an innovative device to prevent forgetting babies and small children in cars, which we marketed all over Israel.

We are often unaware when Keren Yosef equipment or training has saved life or mitigated injury but of late several first responders have reported the successful use of Keren Yosef defibrillators. We also heard of two recent cases where KY burnshields prevented major injury following household accidents. Our smoke alarms have saved families from catastrophe. In a recent emotional call, a 12 year old boy's mother described how wearing a helmet saved him from very serious and frightening head injuries when he was thrown off his bicycle.

Like everyone, we're adapting to the current reality. We are excited to, beH, soon be kicking off a major online nationwide kids safety campaign (with provision for non-internet-using families), with fun activities, competitions and prizes. The most important safety issues in and outside the home will be covered with participants advancing stage by stage to become “Neemanei Betichut” (“Safety Super Heroes!”).

We thank our wonderful community for its continued support and pray for a healthy and safe year for all.



Paramedic Rafi Levy receives Keren Yosef Defibrillator and Emergency Life Saving Bag donated in memory of Brachya Suslovich z”l and Eitan Palmer z”l