

**RESPONDING TO THE ABUSE  
OF CIVILIAN POPULATIONS  
FOR POLITICAL GOALS  
IN AN ERA OF  
ASYMMETRICAL WARFARE:**

An Educational Medical Mission to Israel

October 31 to November 4, 2014

**J**oin a unique five-day educational mission to Israel for physicians and other healthcare providers to explore medical and humanitarian issues, with an emphasis on how to protect populations and provide healthcare, food, and essential goods in areas of conflict.

Physicians have responsibility for the delivery of care in areas of conflict, as well as the ability to engage with added impact in advising and responding to NGO's, journalists and government officials. In their communities they commonly participate in disaster planning.

In cooperation with the Israel Medical Association, this mission will educate physicians, so they can be more effective in their efforts. The goal is to learn from first hand exposure to the problems faced by direct care givers confronting the victims of armed conflict, as well as the humanitarian issues associated with Israel being both a party to conflict with Hamas, and adjacent to the much more lethal conflict in Syria.

Due to the fluid nature of events, the itinerary is still in development. Speakers are being arranged and subject to change as circumstances change. Confirmed speakers include Prof. Gerald Steinberg, president of NGO monitor, Tamar Sternthal, Director of the CAMERA office in Israel, and Aryeh Green, Director of MediaCentral. We will also meet with Omer Egozi, Director of Resource Development of the Israel Trauma Coalition for Response and Preparedness. Subject to security concerns and army approval, we may visit with the IDF at the Kerem Shalom Crossing, where thousands of tons of humanitarian supplies are delivered regularly to Gaza, as well as visit a border kibbutz.

Participants will also have an opportunity to meet with physician colleagues providing care to affected populations as well as participate in small group didactic sessions with leading figures. They will acquire a better understanding of the issues involved in coverage of medical and humanitarian topics through social and mainstream media, including the role of governmental and nongovernmental organizations (NGO's). Visits have been arranged to Ziv Hospital in Tzfat where Syrian casualties have been treated, as well as to Soroka University Medical Center in Beer Sheva and the Chaim Sheba Medical Center at Tel Hashomer.

Special arrangements are being made through the IDC (Interdisciplinary Center, home of the Herzliya conference on Israel's security), to brief the group at IDC on international human rights law. Additional sessions there are planned about ISIS, Iran and the widespread conflicts in the region. The group will also have a brief presentation by IDC students who established an operations room and fought on the social-media front using the name "Israel Under Fire", during the recent conflict, illustrating the role of educated individual and group action.

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## LOGISTICS:

The group will be staying at the Inbal Hotel in Jerusalem (October 31 to November 2) and the Royal Beach Hotel in Tel Aviv (November 2 to 4), both five star hotels. The cost of the trip is \$2,122 for each participant occupying a single room. An accompanying person is \$1,322. The cost does not include airfare and is based on a minimum paid up response by October 7, 2014. A full refund of any tour cost paid will be made if the trip is cancelled for any reason prior to its start. No other compensation is available, and participants are advised to have their own medical and travel insurance.

In the event you need to cancel: Up to 2 weeks prior to arrival-50% of the amount paid will be refunded. Less than 2 weeks and up to 7 days prior to arrival-25% of the amount paid will be refunded. Less than 7 days prior to arrival-there will be no refund.

## THE ABOVE RATES INCLUDE:

- Transfers Tel Aviv to Ben Gurion Airport with assistance service upon departure, November 4
- Transportation (according to the group's size) for 3 days
- 4 nights accommodation at the above hotels, full Israeli buffet breakfast daily
- 1 Friday night dinner at the Inbal
- 1 Shabbat lunch at the Inbal
- A walking tour of Jerusalem's Old City on Saturday afternoon
- 3 lunches in route (November 2, 3, 4)
- 3 dinners in restaurants (November 1, 2, 3)
- Guide's overnight expenses and meals
- 2 small bottles of mineral water p/person, per day on the bus
- Free WIFI at the hotels

Arrangements are being made to assist with transfers on October 31, for passengers arriving on the New York EL AL and Philadelphia US Airways flights.

The trip is being led by Dr. John Cohn, a Philadelphia physician and Professor of Medicine and Pediatrics at the Sidney Kimmel Medical College at Thomas Jefferson University. He has been recognized for his letters and columns about the Middle East that have been published in the *New York Times*, *Wall Street Journal*, *Philadelphia Inquirer* and *Daily News*, and elsewhere as well as in professional publications including *The Lancet*, *British Medical Journal*, and *Science*. He wrote a monthly column for *Philadelphia's Jewish Exponent* on media bias for then editor Jonathan Tobin. He is vice president of Scholars for Peace in the Middle East (SPME) and immediate past chair of Hillel of Philadelphia's Center for Israel on Campus. He can be reached at [john.r.cohn@gmail.com](mailto:john.r.cohn@gmail.com)

Lyana Rotstein will be our guide. A former IDF officer, she has been a guide for over 20 years, including for a variety of professional and volunteer organizations. She served as an emissary in Melbourne, Australia representing Israel to both the Jewish and general communities. She has an MA in Land of Israel Studies from Bar Ilan University.

## WHAT TO DO NEXT:

Space is limited. On the next page can be found a registration form. Please complete the form and fax or email it to Toni Mellul at Eshet Incoming who is coordinating the arrangements in Israel for this special educational opportunity. Your response is requested by October 1, 2014 to allow for completion of scheduling and travel arrangements.



**CREDIT CARD CHARGE AUTHORIZATION**

FULL NAME OF C/C HOLDER \_\_\_\_\_

BILLING ADDRESS  
\_\_\_\_\_  
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EMAILADDRESS \_\_\_\_\_

TELEPHONE \_\_\_\_\_

PROFESSIONAL AFFILIATION \_\_\_\_\_

NATIONALITY \_\_\_\_\_

PASSPORT NUMBER \_\_\_\_\_

CREDIT CARD NUMBER \_\_\_\_\_

VISA       MASTERCARD       DINERS       AMEX

EXPIRY DATE \_\_\_\_\_ LAST 3 DIGITS ON THE BACK OF THE CREDIT CARD \_\_\_\_\_

**THIS IS TO AUTHORIZE ESHET INCOMING TO CHARGE MY CREDIT CARD  
IN THE AMOUNT OF:**

USD\$ \_\_\_\_\_ FOR THE ABOVE TOURIST SERVICES IN ISRAEL.

SIGNATURE \_\_\_\_\_

**PLEASE FILL IN, SIGN AND RETURN BY FAX TO:**

ESHET INCOMING – ATTN: TONI MELLUL

DIRECT FAX NUMBER: 00 972 3 6967990

**OR SCAN AND EMAIL TO:**

TONI MELLUL

toni@eshetincoming.com

