

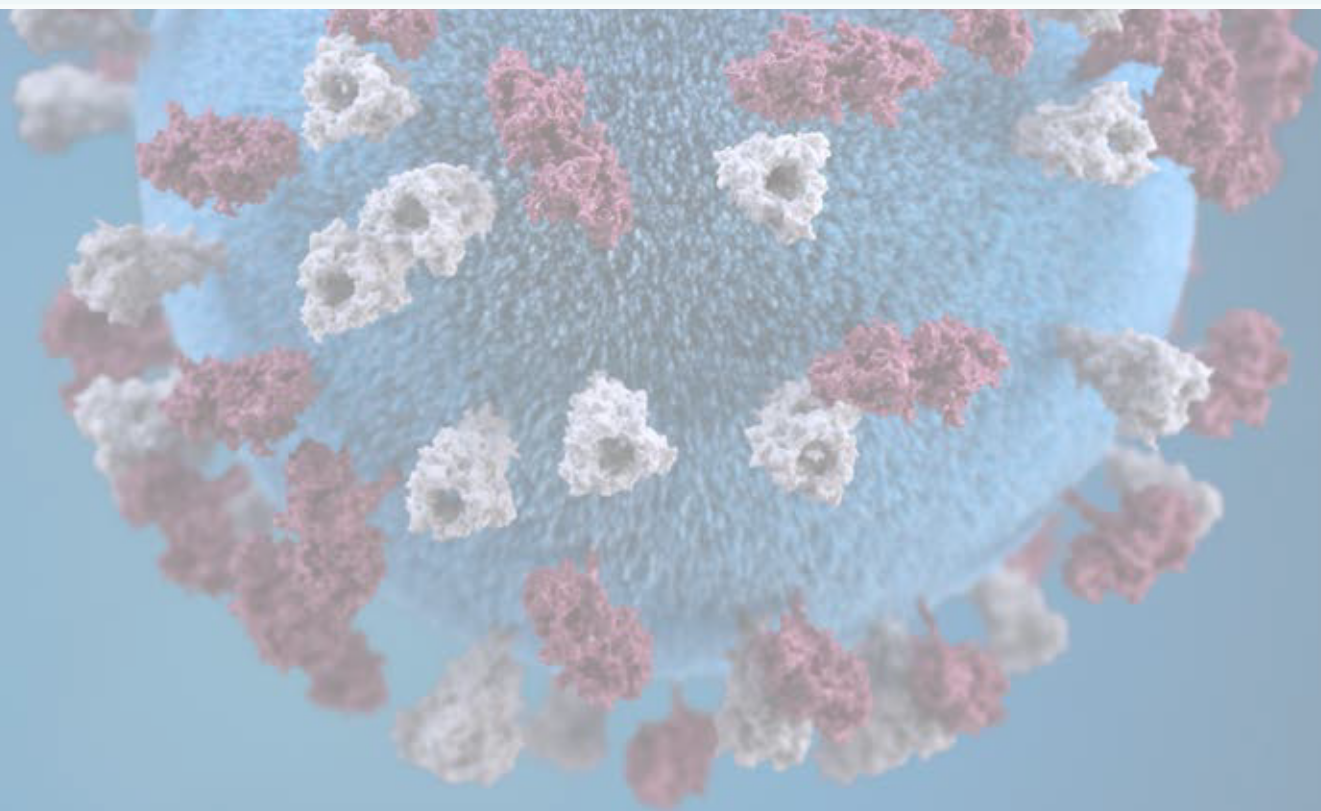


**NATAL**

Israel Trauma and Resiliency Center

# Annual Report

# 2020





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# 2020 in Numbers

**1,160**

Mental Health Professionals Received Training in Israel and Abroad

**225**

Volunteers

**20,000**

Training and Therapy Hours

**170**

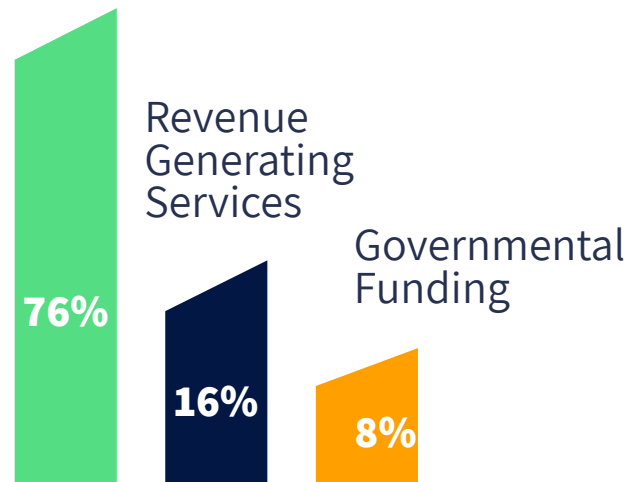
Therapists

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**16,000,000 NIS**

**ORGANIZATION BUDGET**

Donations





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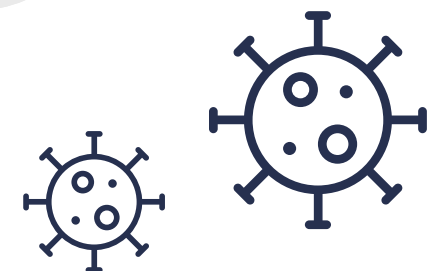
# The Helpline

**5,800** Received Continuous Phone Support

**13,748** Calls Received

**80%**

**Increase in Calls**



In March 2020, NATAL opened an additional Helpline service for citizens suffering from anxiety, fear, and trauma as a result of the Coronavirus outbreak. This new Helpline received thousands of calls from Israelis suffering from loneliness, isolation, and anxiety regarding the mental health of themselves and their family.



**60%**  
of calls were regarding Coronavirus/national crises were from women



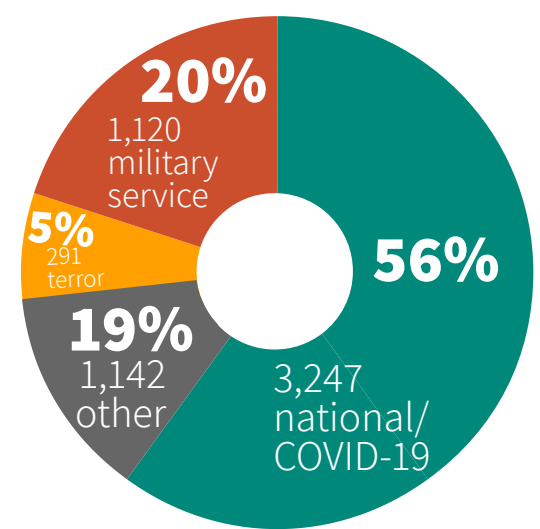
**19%**  
of calls were from military veterans suffering from PTSD



**15%**  
of calls were from senior citizens (ages 70 and above)



**3%**  
of calls were related to children and youth



- Calls due to the COVID-19 pandemic/national crises
- Calls due to military service, wars, and combat experiences
- Calls due to civilian security threats/terror
- Other

# The Clinical Unit

The combination of the global pandemic with pre-existing PTSD conditions caused an increased severity of symptoms in veterans.

 **25%**

**Increase in the number of veterans  
receiving clinical treatment**

**44%**

Veterans under  
the age of 35

**791**

PTSD Patients  
Treated at the  
Clinical Unit

**15,475**

Treatment hours  
across 2020

 **51%**

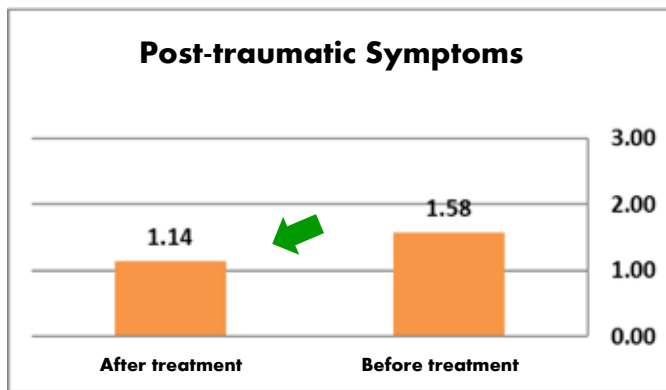
**Increase in psychiatric consultations  
and follow-up**



# Effective Clinical Care

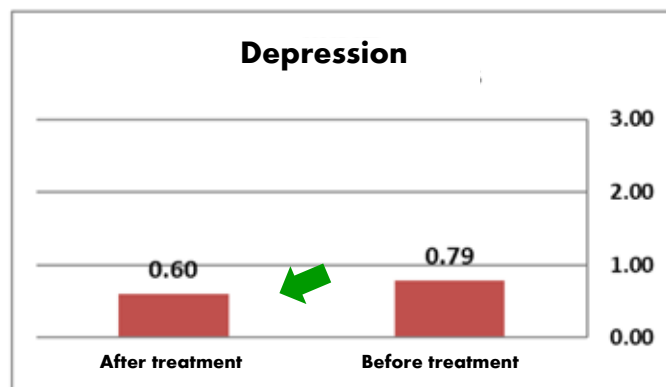
## For Veterans Under 35

Results indicate that clinical treatment is effective and leads to a significant improvement in patients.



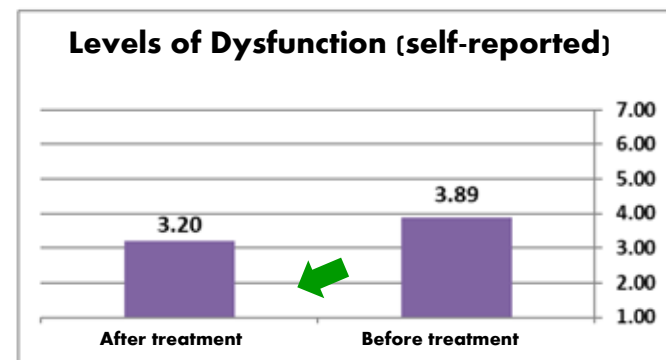
↙ **28%**

**Reduction in the intensity of post-traumatic symptoms among patients**



↙ **24%**

**Reduction in depression among patients**



↙ **18%**

**Decrease in dysfunctional behavior among patients**

\*Based on research conducted between May 2019 and June 2020 on 74 participants.



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# Resiliency Programming



**Resiliency Workshops  
throughout 26  
Municipalities**

**For social services  
personnel**



**470 Medical Staff  
Members**

**Resiliency workshops,  
burnout prevention training  
and promotion of self-care**



**3,800 Pupils**

**Participated in the  
"Safe Place" project**



**"Northern Challenges"**

**In collaboration  
with the  
Emek Medical Center**



**Resiliency Workshops**

**For nonprofits and  
organizations**



**The Video  
Therapy Group**

**For individuals  
suffering from PTSD**



**Parents' Support  
Group**

**Parents of Children  
with PTSD**



**Spousal Support Groups**

**In collaboration with  
"Brothers for Life"**



**"Time is Talking"**

**For teams of combat  
unit veterans**



**Canine Therapy**

**For PTSD patients**



**902 In-home  
Treatments**

**The Mobile Unit project**



**3 Therapeutic  
Running Groups**

**The "Running with Rami"  
project**

In 2020 there was a **100%** increase of hospitals that contacted NATAL for support and guidance for medical teams. Medical personnel are suffering from professional burnout, compassion fatigue, emotional distress, and trauma symptoms as a direct result of prolonged exposure to the overwhelming demands of their workplace.



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# The Multidisciplinary Trauma Studies Center

↑ **20%**

## Increase in Mental Health Professional Training



**2 Training Programs**



**8 courses**



**240 Professionals Received Training**



**IDF Casualty Notification Training Program**



**Treatment Course for Children Suffering from Stress and Trauma**



**Focus-Oriented Therapy A & B**



**Somatic Experience Course**



**"Coping with Grief and Loss" Course**



**Trauma-Focused Psychotherapy Program in Cooperation with Tel-Aviv University**



**EMDR 1 & 2**



**"Gateway to Trauma" Course**

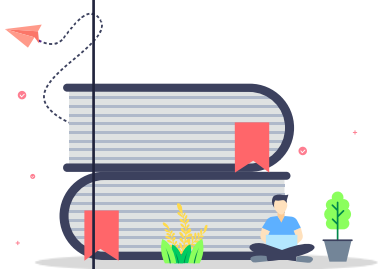


**Mindfulness Course**



**Treatment Course for Victims of Sexual Assault and Incest**

**Multidisciplinary Center Website**





# NATAL's Global Reach

NATAL's international team applies the experience and expertise from trauma treatment accumulated at NATAL over the years to create resiliency programs. These training programs offer practical tools for dealing with stressful situations and have been carried out in organizations and companies worldwide.



**10 Training programs carried out in Washington schools**



**Resiliency and wellness training in 5 Jewish communities in the USA, Brazil and Turkey**



**Professional training for 580 First Responders –law enforcement, EMS personnel, and firefighters in New Jersey**



**Resiliency and wellness training for teams from social organizations in Milwaukee and Chicago**

**The NATAL Global First Responders Website**

## NATAL Global Partners



**SCALING WELLNESS IN MKE**







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# CROWDFUNDING

**NATAL launched its first crowdfunding campaign**



**236,830 NIS**  
Through JGive

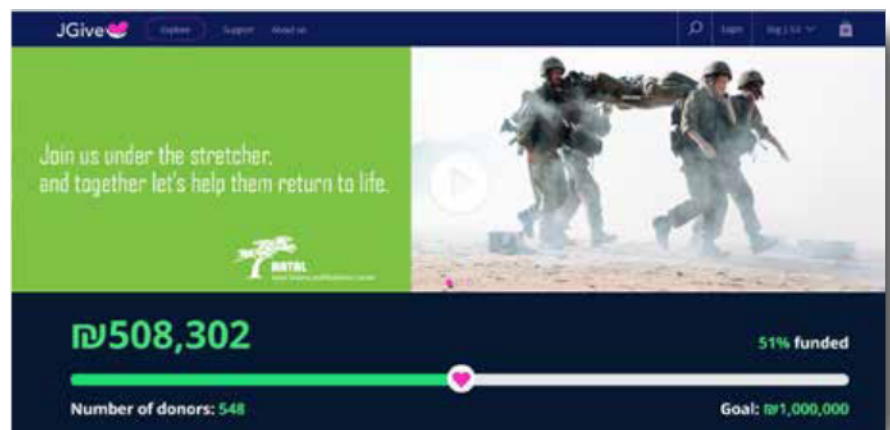


**1,071,120 NIS**  
Through the  
Business Sector

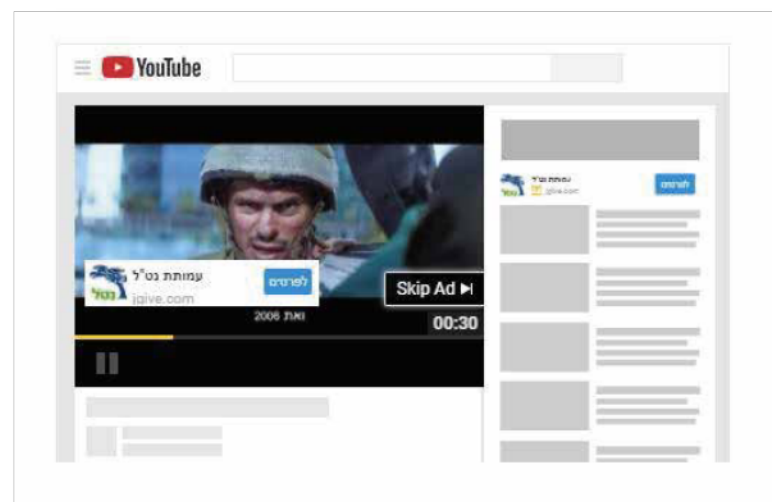


**1,307,950 NIS**  
Total Donations

**Link to the  
Crowdfunding  
Campaign**



**Watch the  
Campaign  
Video**





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# The Crowdfunding Campaign

## The "Together Under the Stretcher" Campaign

We would like to thank all of our donors, employees, professional staff, volunteers, and supporters who enabled us to provide assistance to thousands of patients during this challenging year.



**1,071,120 NIS**

Was donated to the "Together Under the Stretcher" Campaign

**THANK YOU** 

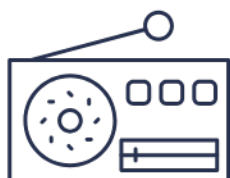
# RAISING AWARENESS

In conjunction with the screening of the series "Valley of Tears" and in collaboration with Channel 11, NATAL initiated a strategic public awareness campaign targeting viewers of the series.



## From the infomercial that aired after every episode of "Valley of Tears"

This TV series, about combat on the Northern front of the Yom Kippur War, contributed to an **88%** increase in the amount of calls to NATAL's Helpline during the period that it aired. As many in Israel continue to suffer from post-traumatic stress, especially those who have served in combat, the series had the effect of triggering trauma symptoms such as flashbacks and anxiety.



**Radio Broadcasts**



**TV Broadcasts**

# Marketing and Publicity

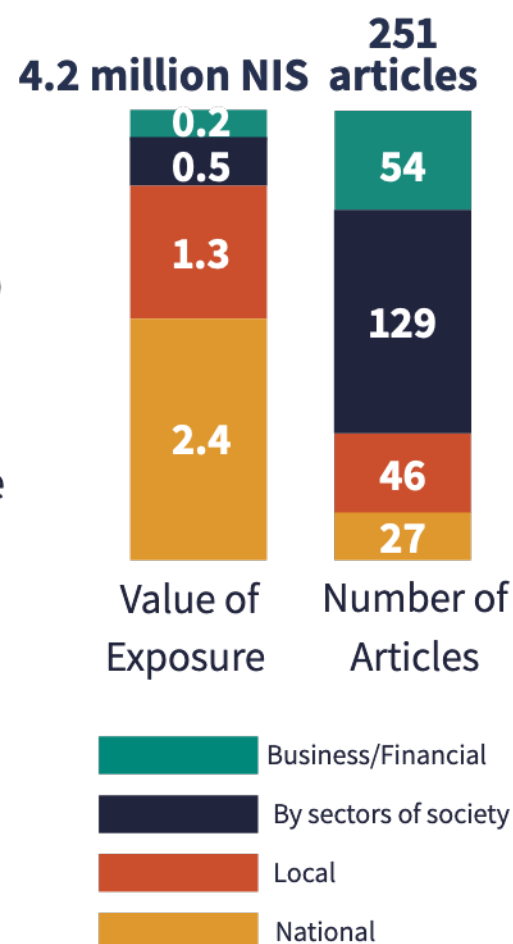


NATAL received media coverage valued at **4.2 million NIS** via **251 articles** and reports in 2020. Most of this coverage focused on the Coronavirus and featured NATAL's data on the impact of the lockdowns on mental health.

This trend indicates that the increase in Coronavirus waves and related events led to a peak in media coverage of the organization during this year.



Throughout 2020, NATAL launched media initiatives related to COVID-19 such as the release of relevant research and data, interviews by NATAL spokespeople and representatives, and coverage of the organization's contribution in dealing with the effects of the pandemic and more.



**An interview with Dr. Hana Himi, Director of NATAL's Clinical Unit, was featured on a special broadcast dedicated to the COVID-19 crisis by Channel 13**

**Watch a Report on the Campaign by Channel 11.**

# Thank You

We would like to thank all of our donors, employees, professional staff, volunteers, and supporters who enabled us to provide assistance to thousands of patients during this challenging year.

An especially heartfelt thanks to NATAL's Founder and Chairperson, Jude Yovel Recanati, for her ongoing annual donation to support the organization's operating costs and internal expenses. Her generous support enables us to dedicate all donations to NATAL's programs and therapeutic services.

[Full list of NATAL's donors](#)

**Igul L'Tova Round Up**



[Donate to NATAL](#)

**NATAL's Helpline**  1-800-363-363



Ibn Gvirol Street, Tel Aviv 10



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

