



HADASSAH
the power of women who **DO™**

March 24, 2016

Dear Chaverim,



You Can Start Planning Now!

From celebrities to Israeli statesmen and women...to authors and activists...to the guest speakers at the **Hadassah 98th National Convention** will be inspiring and unforgettable. And they are just part of this Convention's 4 powerful days. Equally exciting—the opportunity to spend time again with your Hadassah friends, exchanging creative ideas and insights, memories and laughter. At plenary sessions, receptions, dinners and workshops, you will be **empowered, motivated and inspired**. **Registration will open in April**, but you can book your room at the beautiful Atlanta Marriott Marquis today at special Hadassah rates. (Book an extra day or two to take advantage of Atlanta's spectacular restaurants, golf courses, and tour "Jewish Atlanta.")

Convention will be 4 POWERFUL DAYS that will challenge you, teach you and entertain you.

Book Your Hotel Room Today



Every Step Counts: Hadassah's Walking Program for heart health

April 11-July 21, 2016. We're walking from Hadassah Medical Organization all the way to Hadassah National Convention in Atlanta.

Join us today! Visit myHadassah.org to sign up.



HMO and Hebrew U Students Invent Device to Save Terror Victims

At a time when waves of stabbings are rampant throughout Israel and many victims are experiencing life-threatening chest trauma, the BioDesign: Medical Innovation team of the Hadassah Medical Center and Hebrew University have invented a device that shortens the procedure time of inserting a life-saving chest tube from about 15 minutes to less than 30 seconds. See complete story at myhadassah.org



President Reuven Rivlin Celebrates Purim at Hadassah Hospital Ein Kerem with the children at Hadassah Hospital Ein Kerem.



Urge Ambassador Power: Stop Iran's Missiles! Last week, the Iranian government launched several missiles; two of them, according to the Iranian Fars News Agency, were marked in Hebrew with the words "Israel must be erased." These recent launches are just the most recent of Iran's repeated violations of UN Security Council Resolution 2231, which specifically bans the country from testing ballistic missiles that are capable of carrying nuclear warheads. In response to the tests, the US imposed sanctions in January on eleven people and

companies involved in the ballistic missile program, but, so far, they haven't deterred the Iranian government. These missile launches are clear provocations and threats to Israel. They must stop.

SAMPLE LETTER

Subject: Stop Iran's Missiles!

Dear _____

I am writing to you today in response to the recent ballistic missile tests conducted by the Iranian government. These missile launches are clear provocations and violate UN Security Council Resolution 2331. They must stop. We ask you to urge the Security Council to impose immediate sanctions against the Iranian regime.

Resolution 2331 "calls upon Iran not to undertake any activity related to ballistic missiles designed to be capable of delivering nuclear weapons, including launches using such ballistic missile technology." These launches threaten the entire region, especially Israel. According to the Iranian Fars News Agency, two of the missiles were marked in Hebrew with the words "Israel must be erased." Threatening any state with total annihilation is a violent and hateful act, but calling for the destruction of Israel -- a state whose inhabitants know all too well what it means to destroy a people -- demonstrates a savage contempt for human decency.

The United States must take the lead to show Iran that these types of destabilizing actions will not be tolerated. Please stand with us in condemning Iran's behavior, which threatens Israel -- and the entire global community.

Thank you,



ZIONISM

"17" OR "18" WAYS TO COUNTER BDS AND PROMOTE THE LEGITIMACY OF ISRAEL

1. Use the messaging provided in How to Talk About Israel to speak out for Israel and against BDS messaging whenever possible.
2. Run a How to Talk about Israel training in your community to teach others about effective messaging and other ways to counter BDS. How to Talk About Israel Scenarios have been created for your use in this guide.
3. Monitor your professional associations for Anti-Israel resolutions or measures to divest from Israel, and contact Hadassah and the Israel Action Network if a BDS campaign arises.
4. Help Hadassah and IAN create a list of professors and college or university personnel that can be mobilized to counter delegitimization in academics.
5. Contact your alma mater and local colleges or universities that need to hear from you about how Israel on campus is being portrayed.

6. Review your children's and grandchildren's textbooks for Anti-Israel and Anti-Semitic bias. If you encounter any concerns, complete the Hadassah Curriculum Watch online form. Learn more about the program at <http://www.hadassah.org/advocate/israel-advocacy.html>.
7. Show support for artists and musicians who do go to Israel, and urge others to resist pressure to boycott, through social media and other campaigns.
8. Buy Israeli goods!
9. Thank your local stores for carrying Israeli products, and request they stock Israeli products they aren't carrying.
10. Write letters-to-the-editor or op-eds for your local newspaper in response to a BDS campaign, or in support of Israel more generally.
11. Promote Israel's successes and your personal stories when speaking with family, co-workers, friends, neighbors, even strangers.
12. Share information about Hadassah Medical Organization (HMO), which treats over one million patients a year without regard to race, religion, or nationality.
13. Be an Israel social media ambassador, frequently sharing posts with your networks.
14. Advocate for Israel to your elected officials via email or in-person lobby visits.
15. Attend pro-Israel rallies and events in your community.
16. Encourage elected officials and community leaders to visit Israel and HMO through Hadassah's Influentials-to-Israel (I2I) program.
17. Travel to Israel – and bring Jewish and non-Jewish friends!
18. Participate in Hadassah's Defining Zionism in the 21st Century online speaker series and help expand the conversation about Israel. www.hadassah.org/definingzionism



Shabbat Shalom and Chag Purim Sameach,

Susan

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