



PROJECT
ROZANA

פרויקט רוזנה مشروع روزانا

WOMEN 4 WOMEN



Three projects with the ability to transform maternal and child healthcare for underserved Palestinian communities while building cross-border trust.

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Acknowledgment

Project Rozana + Rotary



We are grateful for the unwavering support of Rotary clubs, districts, and Rotary International in our ATLS project. The project, which took place in 2022-23, was a resounding success, bringing together 100 Palestinian and Israeli physicians over two days to receive advanced training in trauma care. Thanks to the joint efforts of Project Rozana and Rotary, the region's trauma capacity was significantly improved, and the participants gained a deeper understanding and empathy for each other's experiences.

As the region faces increasing political and social turmoil, it is more important than ever to prioritize initiatives that promote cross-border dialogue and understanding. The projects outlined in the following pages, which address both maternal and child health and peacebuilding and conflict prevention, are concrete examples of how we can work together to make a tangible difference in the lives of Palestinians and Israelis alike.



Above: Israeli and Palestinian participants in the Rotary funded ATLS project.

Top right: Rotarians from sponsoring Israeli clubs join Project Rozana CEO, Ronit Zimmer, to visit the ATLS training

Project One

Fostering Cooperation Via Cross-Border Virtual Maternal/Child Health Clinics in Remote Communities in Area C of the West Bank.



Our cross-border health initiative focuses on fostering cooperation between Israelis and Palestinians while promoting better health outcomes and building trust between the two communities. It also aims to bridge critical health education and healthcare delivery gaps for Palestinian women and children living in remote rural communities of Area C.

The Issue

The ongoing conflict between Israelis and Palestinians has limited cross-border interaction, which deprives both sides of positive opportunities to meet and build trust. However, there has been a history of effective cooperation between Palestinian and Israeli health professionals, with thousands of Palestinians studying and training in Israeli healthcare institutions. Unfortunately, these links are mostly opportunistic and lack strategic and systemic consideration for how to improve relations between the two peoples by leveraging care delivery systems.

Solution & Outcomes

Project Rozana has partnered with Sheba Beyond, a virtual hospital associated with the Sheba Medical Center, Israel, to support a team of young Palestinian women healthcare professionals in delivering a holistic range of health services and education to women and children in remote communities of Area C of the West Bank. Our pilot program, launched in early 2022, has been successful in delivering healthcare services to three communities with the help of cutting-edge remote care technologies.

Through this proposal, we aim to continue training our team in delivering health services based on the needs that surface in the field. We also plan to strengthen cross-border ties by providing **ongoing training and clinical supervision** by Israeli health professionals to the multidisciplinary team of local Palestinian women healthcare professionals.

Our **people-to-people approach** between Palestinians and Israelis builds local capacity at the individual and systemic levels. Addressing women's healthcare needs and promoting gender equitable access to training has been shown to improve overall quality of life indicators, social cohesion, and the possibilities for regional peace.

Project Budget: \$140,000

Project Two

Increasing Access to Primary & Reproductive Healthcare for Women in Remote Communities in Area C of the West Bank



This project focuses on the lack of access to primary and reproductive healthcare, for women living in remote communities in Area C of the West Bank. It is designed to raise health awareness and deliver services to women of different age groups.

The Issue

In rural area C of the West Bank, ~114,000 Palestinians - mostly women and children - have been identified as being 'at risk' by the World Health Organization due to limited access to healthcare*. The absence of proper infrastructure connecting rural and urban centers compounded by traditional societal structures and gender roles have created barriers to healthcare access which have been further complicated by the worsening political and economic situation.

Solution & Outcomes

A multidisciplinary team of young women healthcare professionals from the Hebron region, trained in the use of remote care technologies and supported remotely by specialist practitioners, are deployed to strengthen the healthcare workforce at the community level .

By improving local accessibility to reproductive healthcare through accurate and timely diagnosis and delivery of primary healthcare services, this project will significantly reduce antenatal complications, among other ailments, and enable women and girls to make informed decisions about their health. Moreover, it has the potential to positively shift the way healthcare is delivered in remote areas of the West Bank and promote agency for women.

The **target beneficiaries** of this project are the women and girls living in remote villages and five rural communities in the Hebron Governorate in the West Bank, with 1,000 direct beneficiaries receiving primary and reproductive health services and 5,000 indirect beneficiaries impacted by this improved access.

Project Budget: \$140,000

*World Health Organization Regional Office for the Eastern Mediterranean, Right to Health 2018

Project Three

Providing Paediatric Preventive Medicine in Remote West Bank Communities



The project aims to improve the health and well being of Palestinian children living in remote communities in Area C of the West Bank through a multifaceted approach encompassing education and nutrition, early-stage diagnostics, and identifying environmental hazards.

The Issue

The ongoing conflict in the West Bank has had a profound impact on the health and well-being of children living in Area C which is under Israeli control. Children in these communities face a range of health challenges, including malnutrition, poor mental health, and limited access to healthcare services due to barriers such as checkpoint restrictions and lack of transportation. Additionally, violence and trauma associated with the conflict have had long-term physical and psychological effects, further exacerbating existing health challenges.**

Solution & Outcomes

Utilizing local women healthcare professionals is an effective way to improve access to paediatric preventive healthcare in the community, providing regular educational activities and consistent, accurate and timely diagnosis through the use of remote care devices such as GE portable ultrasound and Datos Health (capturing and sharing data) which help bridge the gap in access to diagnostic imaging, allowing for earlier detection and treatment of various conditions. This is especially important for paediatric patients, as early intervention can greatly impact their long-term health outcomes.

The project **targets approximately 3000 children who will directly benefit from the holistic educational and diagnostic activities** being delivered by a multidisciplinary team of young Palestinian women healthcare professionals. It also provides an effective model for increasing the reach of the Palestinian healthcare system to vulnerable populations outside of existing urban centered, facility-based care.

Project Budget: \$140,000

** Waterston T, Nasser D. Access to healthcare for children in Palestine. BMJ Paediatrics Open, 2017



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ABOUT PROJECT ROZANA

Welcome to Project Rozana, an international organization dedicated to improving healthcare access for Palestinians and promoting empathy and cooperation between Israelis and Palestinians. Our mission is to cultivate understanding through joint initiatives that close health development gaps and provide equal access to healthcare.

Our organization was inspired by the remarkable story of Rozana Salawhi, a four-year-old Palestinian girl who sustained life-threatening injuries after falling from the ninth floor of her family's apartment in the West Bank. Thanks to the efforts of her mother, journalist Maysa Abu Ghannam, Rozana was treated at Hadassah Medical Center in Jerusalem, a world-renowned hospital that saved her life. This experience highlighted the stark difference in healthcare standards between Israel and Palestine, despite their close proximity, and prompted the creation of Project Rozana.

Established in 2013 in Australia and now incorporated in Switzerland with affiliates in Canada, Germany, Israel, the UK, and the USA, Project Rozana works to close healthcare gaps in Palestine by supporting training for Palestinian healthcare professionals in Israeli hospitals, funding regional NGOs that facilitate volunteer drivers and coordination of services to transport Palestinian patients (mostly children) to hospitals within Israeli borders, and providing treatment options for Palestinians where access to specialist and/or quality healthcare is limited.

Our organization values respect, empathy, inclusivity, equality, and integrity, and we work to promote these values in every interaction we engage in and every initiative we facilitate. We believe that healthcare has the power to engender goodwill between people, and we are committed to creating a reality where Palestinians and Israelis coexist peacefully, with a sense of mutual respect, dignity, and safety for all.

We invite you to join us in our mission to improve healthcare access for Palestinians and promote empathy and cooperation between Israelis and Palestinians. Together, we can make a difference in the lives of those who need it most.

For more information about our projects and to discuss ways in which Rotary can partner with Project Rozana to create impact, contact Rosemary Carrick: rosemary@projectrozana.org



Peacebuilding through health

www.projectrozana.org