

Leading National Change at Family and Child Health Clinics

The Family and Child Health Clinic (Típat Halav) Initiative to support parents in providing optimal care for their children in early childhood and beyond, is now in its second phase. A national leaders training program for Típat Halav nurses has been launched with 34 nurses countrywide. Chosen from hundreds of applicants, these nurses will spearhead the change process in Típat Halav. The specialized training will develop and improve leadership skills and expand and consolidate the professional expertise needed to effectively support parents and lead to better outcomes for children. The group will engage in in-depth learning of four selected developmental-psychosocial topics and develop and design tools, solutions and practices for working with parents that will upskill and transform the Típat Halav national network. This Initiative is a partnership between the Ministry of Health, the Bernard van Leer Foundation, Yad Hanadiv Foundation, Lotem Strategies Group and Goshen.



[Click here to meet the nurse leaders >>>](#)

First Goshen Training Course in Arabic



Goshen developed and delivered the first-of-its-kind nurses training course in Arabic. At the request of the Jerusalem Municipality and the Jerusalem Foundation, Goshen tailored the course to 30 Family and Child Health Clinic (Típat Halav) nurses in East Jerusalem who can influence the quality of early child health and development in families and close critical gaps in this field. All of the Arabic-speaking lecturers were trained by Goshen staff, and all Goshen content, including videos, presentations, handouts and experiential learning tool kits were in Arabic.

"This training was the best we ever had," said Pharihan from Beit Hanina. "I feel that I am sharper and more aware of what I can give to the parents, and I have a deeper understanding of the children's needs."

Tami Malka, Director of Típat Halav at the Jerusalem Municipality says, "The cultural and linguistic adaptation of the content was very successful and the participants were very involved in the training. Now, nurses in western Jerusalem are requesting similar training."

The Ministry of Health has expressed interest in expanding the course to other communities in the Arab sector and the nurses' course will continue for the next two years in Jerusalem. The program was so successful that the Jerusalem Municipality requested to incorporate Goshen's content into a 10-hour course in Arabic for pediatricians and family doctors in East Jerusalem, run by Clalit, Israel's largest health care provider.

[Press here for more pictures >>>](#)

Pictures are Worth a Thousand Words

At Goshen, frontal lectures are out. Peer-to-peer, interactive group learning is in. Goshen's development team has reimagined its professional course content for more effective training. One method is using originally designed drawings to depict different situations and have early childhood healthcare professionals discover and analyze what is happening in the picture. They then use these drawings to work with parents to support high quality early learning and development.

Professor Frank Oberklaid, internationally renowned pediatrician and Founding Director of Australia's Centre for Community Child Health at the Royal Children's Hospital Melbourne says, "This is changing the whole paradigm of training. It is innovative and brilliant. I've never seen anything like this."

Getting ready for bed. What is wrong in this picture?

It's bedtime. Can you find what is wrong in the picture below? There are at least eight issues that need attention here. You'll be surprised to learn that some healthcare professionals still have a way to go in finding them all.



New Social Media Campaign



Goshen is working with Smartfish, a digital and social media marketing firm, to reach out to parents and create awareness of, and traffic to, Goshen's "How You've Grown" website; a comprehensive online child development resource for Hebrew and Arabic speaking parents throughout Israel. The goal is an 80% increase in exposure across social media channels.

After initial research on parent websites and their social media habits, Smartfish recommended reaching out to parents through Facebook, Instagram, YouTube and Organic Google search engine optimization. Goshen is now gearing up for its first social media marketing campaign, under the theme, "There is no manual for raising children". Six informal YouTube videos, starring leading personalities and featuring different ages and situations in which parents cope with their children, are now in the production stage. Stay tuned to see the final product!

A Tribute to Sam Smorgon (z"l)

The Goshen board and team deeply mourn the passing of Sam Smorgon (z"l), patriarch of the Australian Smorgon family. Sam was not only an extraordinary businessman; he was one of Australia's and the Jewish people's greatest philanthropists. Sam was a visionary who was committed to the Jewish people and to Israel. Throughout his long life he did so much for so many, while passing his values to his children and grandchildren.

Sam and Minnie Smorgon, and their three children and their spouses, Graham and Annette Smorgon, Barbara and Barry Landau and Marilyn and Barry Braun, are major Goshen supporters. In the organization's founding years, it was the Smorgon's belief in our mission, and their desire to impact early childhood health and wellbeing in Israel, especially for disadvantaged children, that enabled Goshen to grow and flourish. The offices of the Goshen National Center for Community Child Health on the Hebrew University's Haruv Campus were made possible by the Smorgon family.

The Jewish world and Israel have lost a great man. May the family be comforted among the mourners of Zion.

