



EmotionAid[®]
FIRST RESPONSE TO EMOTIONAL DISTRESS

2-Year Report EmotionAid[®]

February, 2026

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Dear partners, funders, facilitators, trainers, and dear EmotionAid® family,

For more than two years, you have been our support, our ambassadors, and our extended community. This report is an invitation to pause with us and reflect, to share our vision, what we have built together, what we have learned, and where we are headed next. Since October 7th, 2023, individuals, professionals, and entire communities in Israel have faced levels of traumatic stress that were never meant to be carried alone. War, loss, burnout, and uncertainty have become part of daily life for educators, veterans, medical teams, families, and leaders alike. EmotionAid® was created precisely for moments like these. We believe that the ability to regulate the body and mind is not a luxury, but a foundation for resilience, functioning, and the choice to continue living fully.

From the beginning, EmotionAid® chose a clear path: not to “treat trauma” in the classical sense, but to make simple, research-based regulation tools accessible to anyone, exactly when they are needed most. We work through people, professionals, facilitators, and community leaders, so that capacity

spreads beyond us and impact continues to ripple outward. This reflects our core values: responsibility, respect for the individual, and deep trust in the human ability to recover, reorganize, and grow even after profound disruption.

The past two years have been among the most complex we have experienced. They required rapid expansion, refinement of our model, and an unwavering commitment to our principles under pressure. Again and again, we saw that physiological and emotional regulation is not only a personal coping tool, but a cornerstone of systemic resilience, allowing individuals and institutions alike to reset, respond, and remain effective.

EmotionAid® operates at the intersection of neurophysiology, mental health, science, and social responsibility. We are committed to learning, measuring, and improving our work, ensuring it remains effective, ethical, and sustainable. This report reflects not only what we have done, but what we have learned about people, systems, and the possibility of healing and growth even in difficult times.

As we enter the next chapter of EmotionAid®, I feel both deep pride in what we have accomplished together and a strong sense of responsibility for the work ahead. Thank you for walking this path with us.

Warmly,
Dr. Cathy Lawi
Founder & Director, EmotionAid®



2 Executive Summary



50,000

Beneficiaries in 2025

Highlights from the last 2 years:

1

Extremely positive feedback from our strategic partners, with data demonstrating the effectiveness of the method.

2

Improved follow-up with participants trained since 2023, showing a multiplying effect that will accelerate in 2026, as these participants are now training their peers within their own organizations. EmotionAid® supervises them through follow-up sessions. As a result, the total impact reached nearly **50,000 beneficiaries** in 2025.

3

New foundations became actively involved, and we can now count strongly on the Adelis Foundation, the Gerald Ronson Foundation, the Azrieli Foundation, Qualita, Keren Or Caesarea, and the Goodman foundation.

4

New trainers joined the team as independents after completing a highly successful training program. The newly trained participants have already started attending projects as observers and will be able to join the teams as trainers by the beginning of 2026.

5

Work has begun on new digital tools to improve academic monitoring and further accelerate impact multiplication on an e-learning platform as the first step.

6

Finally, we have created new educational tools to maximize impact, such as an Exercise Booklet and a Kid Song, a children's song that encapsulates the protocol in a fun and experiential format.



21,060

Wounded veterans and families



9,180

Educational Sector



11,050

Medical Sector



6,000

Academic Sector

3 Mental Health in Israel

~6M

Israelis above 18

~3M

With trauma-related symptoms

May experience moderate or severe levels of post-traumatic stress, depression, or anxiety symptoms.

~2.5M

With trauma-related symptoms at a moderate level

~580K

With trauma-related symptoms at a severe level



Population over 18

To handle the greatest mental health crisis of our time, we must change the paradigm of action.

Source: *Government watchdog estimate - Feb.2025



Population Under 18

Adolescents (ages 14-18)

~42%

meet the threshold for probable PTSD **one year after** the outbreak of war.

Younger Children are also deeply affected

~69%

of children ages 3–7 showed trauma-related symptoms consistent with PTSD risk

~49%

of children ages 8–12 showed trauma-related symptoms consistent with PTSD risk

These symptoms include anxiety, emotional dysregulation, sleep disturbance, hyper-arousal, and difficulty functioning in school.

*Sources: Post-traumatic stress among adolescents following the October 7th attack in Israel: Implications for mental health policy and planning, PubMed, 2025
"Children of War": Examining the Associations between War Exposure, Maternal PTSD, and Continuous Traumatic Stress on Israeli Children's PTSD, PubMed, 2025*

4 Emergency Response In Israel

From Oct. 2023 to June 2024

Helping over

150

members of kibbutzim

in the Otef Aza region, including several programs specifically designed for children. We observed remarkable results.



Kibbutz Alumim with ISLF, Nov 2023

Raising awareness among:



Displaced populations

1,000 people displaced from their homes.



Journalists

Journalists from i24NEWS, who were required, among other things, to collect and process the most dramatic testimonies during the first months.



Therapists

More than 700 therapists (including training for 50 of them)



Veterans

Over 900 veterans

5 Strategic response per pillar in Israel

From June 2024 to Dec. 2025

Pillar 1: Acting for rehabilitation

Beit Halochem Tel Aviv

Objectives

To systematically equip caregivers to reduce acute stress and prevent post-traumatic disorders in veterans. To generalize the EmotionAid® method to all permanent staff and volunteers at the Tel Aviv house (including support functions, security, and mind-body activities).

Activities

From September 2024 to November 2025 (physiotherapists group, maintenance/security group and training of yoga/pilates instructors).

Results

80% of participants described the method as simple, clear, and easy to apply.

~80% stated they gained better self-awareness and regained a connection with their body in the face of stress.



“That is very relevant to an organization like Beit Halochem. It’s a great opportunity to learn how to regulate ourselves.”

Avi Avaskar

Manager of Beit Halochem Tel Aviv

Quantified impact

2025 impact: 16 new participants + multiplier effect of 2024 trainees, i.e., (15 + 12) x 150 (half-year) = 8,850 beneficiaries.



"It's a first-aid tool that works."

Karin Shahar
Head of PTSD & Mental health at Beit Halochem



Pillar 1 - Acting for rehabilitation

Momentum Workshop

Objectives

To raise awareness among caregivers to help reduce acute stress and prevent post-traumatic disorders in veterans. To embed the EmotionAid® approach across all permanent staff and volunteers, fostering a shared language and reflexes for emotional first aid.

Activities

Completed a 3-hour workshop in Dec 2025 - a training is planned for 2026.

Quantified impact

2025 impact: 40 participants
40 X 3 = 120 beneficiaries.

Pillar 2: Acting in the Educational Field

Darca School Network

Training for Supervisors and Teachers

Objectives

To equip educators with tools to better support adolescents in emotional distress and to prevent burnout among educational staff.

Activities

Jan 2025 - Dec 2025: 30-hour training for 30 staff members.

Results

Management and staff **engagement reached 100%**.

Participants reported an average **reduction of about 20% in burnout levels** following the intervention. The method was actively integrated into daily routines – several staff members are already practicing it and requesting additional support.



“Very happy with the training and the opportunity given to me to be trained in a practical program to strengthen resilience. The workshops were conducted professionally. The facilitators are professional and assisted us, individually and as a group, in an empowering manner.”

Participant, counselor



Quantified impact

30 x 300 = 9,000 beneficiaries in one year



Pillar 2: Acting in the Educational Field

Kid Song

Helping Children Self-Regulate Through Music

Objectives

Helping children self-regulate through music and give teachers a pedagogical tool for helping kids and teenagers from 8 to 14 years old.

Why? Because music is an emotional regulator, especially for children. Our catchy, upbeat song, rooted in the EmotionAid® 5-Step Protocol, teaches self-regulation in a fun, memorable way, giving children a routine to counter stress or fear.

Activities

1

We've already written child-friendly lyrics and composed a joyful, upbeat melody inspired by the style of classic Israeli children's music.

2

We have successfully completed the first part of our journey: finalizing the choreography, recording it with the children, filming the video, and completing the editing.

We're delighted to share with you the result here:

[Click here](#)



Eric Cohen Books workshop, Nov 25

Pillar 2: Acting in the Educational Field

Mehinot

Objectives

- To provide an emotional toolbox for students in preparation for their military service.
- To expand the reach of emotional regulation programs within pre-military academies

Activities

- Tzofim Garin Tzabar :
- 3 hours for 18 people
- One workshop around boundaries : October 2025
 - One workshop about resilience - November 2025

Quantified impact

18 x 10 = 180 beneficiaries

Pillar 2: Acting in the Educational Field

Eric Cohen Books

Teachers community workshop

Objectives

To equip educators with tools to better support adolescents in emotional distress and to prevent burnout among educational staff.

Activities

During November 2025, completed a workshop of 3 hours.

Quantified impact

3 x 30 = 90 beneficiaries in one workshop

Pillar 3: Acting for helping the helpers

Schneider Hospital

Clinical research and support for medical staff.

Objectives

To reduce stress among hospital staff to prevent burnout. To scientifically analyze the impact of EmotionAid® with results expected by late 2026.

Activities

July - Oct. 2025: General Medicine Department: 19 staff members with 6 individual sessions per person. Planned for 2026: two additional departments: "Aleph" and "Ichpouz Yom" (Day Hospitalization).

Quantified impact

19 x 300 = 5,700 beneficiaries.



Pillar 3: Acting for helping the helpers

Barzilai Hospital

Reduction in stress levels among the management team.

Objectives

To strengthen the emotional regulation of leadership teams and the impact on their teams.

Activities

Nov. 2024 to March 2025: 6 individual sessions per person supported. Number of people: 17.

Results

75% of participants from Barzilai Hospital highlighted the simplicity and effectiveness of the method, describing it as clear, concise, and easy to apply. Nearly 80% reported gaining a deeper understanding and better awareness of the process they undergo in their work. Although many were already very attentive to their bodies, they acknowledged that, under current circumstances, they had partially disconnected from their body awareness. The method helped them reconnect and better understand what they were experiencing.



Numerical impact

Impact: $17 \times 300 = 5,100$ beneficiaries.

Pillar 3: Acting for helping the helpers

Mercaz Hosen

Workshop for the staff

Objectives

To strengthen the emotional regulation of leadership teams and the impact on their teams at Sha'ar HaNegev.

Activities

October 2025 - Completed a workshop of 3 hours.

Numerical impact

Impact: $40 \times 3 = 120$ beneficiaries.



Pillar 3: Acting for helping the helpers

United Hatzalah of Israel

Workshop for the staff

Objectives

To strengthen the emotional regulation of leadership teams and the impact on their teams.

Activities

May 2025: Completed a workshop of 4 hours with 25 people.

February 2025: Private session for 2 people.

Numerical impact

$25 \times 10 = 250$ beneficiaries



6 Evaluation and Research

Throughout 2024-2025, EmotionAid® ensured that its growing activity was accompanied by ongoing evaluation and research, reflecting a clear commitment to responsibility, learning, and impact. As outlined earlier in this report, evaluation processes and research initiatives were integrated across the programs supported by our partners and donors.

These efforts were designed to ensure that resources invested translate into meaningful, real-world impact. Evaluation and research focused on understanding how brief emotional first aid interventions function within demanding professional environments, support sustained functioning under emotional load, and strengthen resilience at individual, team, and organizational levels.

Across the initiatives described above, consistent indicators of value emerged, including improved self-regulation, reduced burnout and overload, and the creation of a shared professional language **that legitimizes attention to the well-being of those who care for others.**

Together, the evaluation and research work presented throughout this report reinforce EmotionAid's® approach: that focused, context-sensitive interventions, combined with continuous learning, can generate lasting impact and provide a solid foundation for responsible growth and future development.

7 International Community

EmotionAid® implemented programs across three continents, engaging with diverse professional groups and vulnerable populations.



Europe

Switzerland (8 projects)

Vocational schools, Red Cross, Emergency medical services, police forces, fire departments, sports teams

Germany (3 projects)

SE (Somatic Experiencing) community, WHH emergency response teams, Caritas organization

France (2 projects)

Educational teams in Jewish schools, therapists and professionals

Czech Republic (2 projects)

Police forces and firefighters

Romania (2 projects)

HIAS Project 1: Support for Ukrainian refugees.
HIAS Project 2: Training for local humanitarian aid workers and volunteers.

Ukraine (1 project)

Therapist training (focused on conflict zones)

Africa

Burundi (2 Projects)

Physiotherapists and psychologists and factory workers

Rwanda (1 project)

Genocide survivors support

Democratic Republic of the Congo (1 Project)

WHH project in Goma

South Africa (1 project)

ORT International collaboration

Asia

Syria (1 Project)

Support for formerly incarcerated women

03 continents

11 countries

24 projects

7 International Community



8 Communication Plan Assessment

Communication Plan Overview

1

Targets

- Israeli market
- Future strategic partner organizations

2

Activity

Collaboration with an Israeli PR agency.

3

Objective

To increase EmotionAid®'s visibility and credibility within the Israeli market.

4

Results

The outcome is highly promising. We achieved 16 high-quality media appearances in both English and Hebrew on several strategic topics, including education, through a variety of formats such as articles and podcasts.

75%
Website



12.5%
Radio



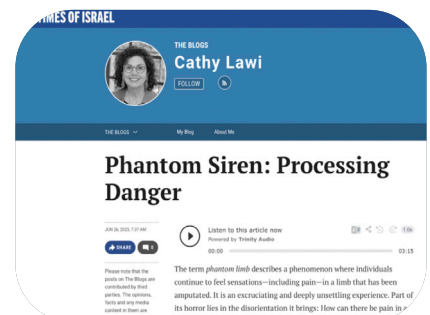
6.3%
Newspaper



6.3%
Podcast



Here are a few examples of our publications (PR):

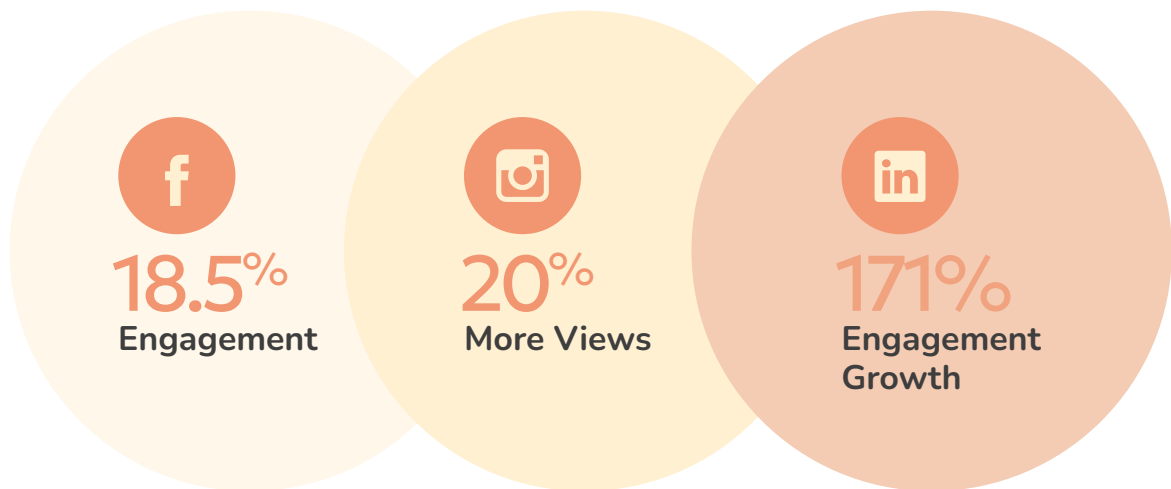


Social Media

Links:



Building a High-Impact Community.
Rapid Organic Traction (Past 90 Days)
The metrics presented reflect a 3-month period of purely **organic activity**, without paid promotion.



The current metrics reflect a solid foundation for scaling professional outreach in 2026



When the body remembers what the mind wants to forget - how do we teach the body that the danger has passed?

Increase in the annual number of diagnoses of people with post-traumatic stress disorder (PTSD)

HMO / Year	2022	2023	2024
Maccabi	3,400	6,245	8,232
Leumit	2,350	3,039	3,692
Meuhedet	2,367	3,046	3,454

*Harvest Information and Knowledge Center Report: Two Years After October 7, October 2023.



Our Team

Our Israeli managing team



Dr. Cathy Lawi

Founder and CEO of EmotionAid®



Eva Layani

VP Strategy & Fundraising



Maskit Gilan Shochat

Deputy CEO of EmotionAid®



Dr. Laurence Tolub

Director of Clinical Development



Shirrel Hadar

Field project management
& International community
coordinator



Amit Olami

Research Coordinator



Maya Less

Project Manager, Marketing, and Organi-
zational Development



Elana Godley

EA Trainer & Organizational Psychologist



Isabelle Kandel

EA facilitator, Psychologist, Feuerstein
educator



Déborah Tolub

EA facilitator, lawyer



Emanuelle Girsowicz

Advisor

Our International managing team

Germany



Petra E. Zimmermann

EmotionAid trainer



Tanja Rübeck-Hanse

EmotionAid trainer

Czech Republic



Tereza Koryntová

EmotionAid trainer



Zlata Koštejnová

EmotionAid trainer

Switzerland



Céline Schwok

Managing team



Nadia Schwok

Managing team



Anne Matiatos

EmotionAid trainer



**Véronique Schmidt
Cuérel**

EmotionAid trainer

Poland



Marta Targonska
Lagodnie do zycia

EmotionAid trainer



Romi Kaplan

EmotionAid trainer



Karen Cohen

EmotionAid trainer

S.Africa

Our main partners

Supported by leading foundations



Our partners in Israel



Our partners abroad





Imagine a world where the ability to regulate emotional stress is a fundamental and accessible skill.

Our vision is a world where emotional regulation is integrated into education, healthcare, and communities. A world where professionals are not worn down in silence, and where communities know how to support one another in times of crisis and recovery.

We seek to shift the mental health paradigm from crisis response and pathology to emotional regulation as a basic, preventive, and learnable skill, treating stress and trauma as injuries that can heal. In this paradigm, regulation becomes the foundation for recovery, functioning, and resilience, rather than a response only after breakdown occurs.

To realize this vision, EmotionAid® works to embed emotional regulation as core infrastructure within education, healthcare, and communities. Our approach moves away from one-off interventions toward long-term, multi-year institutional partnerships. We scale impact through a multiplier model by training professionals and resilience ambassadors within existing systems, ensuring that knowledge and capacity continue to spread long after programs conclude.

We aim to normalize emotional regulation as a professional competency, reducing stigma, silence, and burnout, and supporting those who care for others to remain effective and well. Our overarching goal is to help helpers perform at the best of their ability and carry regulation forward into their teams and communities.

We are committed to strengthening research, measurement, and evaluation to ensure effectiveness, accountability, and continuous learning. At the same time, we are investing in digital infrastructure to expand access, continuity, and reach, particularly in emergencies and in peripheral or underserved areas.

Together with partners, EmotionAid® is building a long-term mental health infrastructure. We thank all the donors, partners, and individuals who have chosen to walk this path with us. Together, we are shaping a future where resilience is not the exception, but the foundation.

Winning the war for resilience together.

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