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PM Netanyahu:

Israel will never agree to Arab Peace Initiative

Barak Ravid

Prime Minister Benjamin Netanyahu told Likud ministers yesterday that he will never accept the original Arab Peace Initiative as a basis for negotiations between Israel and the Palestinians, according to sources at the meeting.

"If the Arab nations grasp the fact that they need to revise the Arab League proposal according to the changes Israel demands, then we can talk," Netanyahu apparently said. "But if they bring the proposal from 2002 and define it as 'take it or leave it' we'll choose to leave it."

The positive part of the plan, he pointed out, was the willingness of the Arab nations to achieve peace and normalization with Israel. On the other hand, its negative elements include the demand that Israel retreat to the 1967 borders in the West Bank, with territorial adjustments, and leave the Golan Heights, as well as the issue of the Palestinian refugees

In fact, in 2002 the League members actually adopted a Saudi Arabia peace proposal, which stated that if Israel reached agreement with the Palestinians – establishment of a Palestinian state based



Netanyahu

on the 1967 lines, with East

Jerusalem as its capital and with territorial exchanges, and in addition to a just, agreed-on solution for the refugees - then all the Arab nations would sign peace accords with Israel and establish normal diplomatic

Two weeks ago, after swearing-in Avigdor Lieberman as defense minister, the prime minister made a statement to the press relating to the Arab initiative in positive terms, but demanded changes.

"I want to clarify that I am committed to achieving peace with our Palestinian neighbors and with all our neighbors," Netanyahu said at the time. "The Arab Peace Initiative includes positive elements that could help revive constructive negotiations with the Palestinians. We are prepared to conduct negotiations with the Arab nations about updating the proposal so as to reflect the dramatic changes in our region since 2002, but maintain the agreed-upon goal of two states for two peoples."

Netanyahu has mentioned the Arab League proposal time and again over the years, but has repeatedly said he hopes it is open to changes.

For example, in May 2015, during a briefing with dipcorrespondents, lomatic Netanyahu called for the initiative to be revised, saying that while he saw some good things in it, it also contained "bad things that have become obsolete – such as the demand for Israel to return the Golan, or the issue of the refugees.

A great deal had changed in the years since the proposal was drafted, the premier added at the time, "but the general idea of an attempt to achieve understandings with leading nations in the Arab world is a good one."

Saudi Arabia Foreign Minister Adel Al-Jubeir, for one, rejects Netanvahu's demand that the Arab nations

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FIRE HITS RAMAT GAN HIGH-RISE: A fire engulfed the top 10 floors of a Ramat Gan residential tower near the Ayalon Highway yesterday. Police said there were no injuries but the blaze in Bialik Street led to traffic lanes being shut on the Ayalon.

JNF to fund parties, organizations in breach of its charter

Zvi Zrahiya

The Jewish National Fund (Keren Kayemeth LeIsrael) board of directors on Thursday allocated 18 million shekels (\$4.65 million) to various religious factions, political parties and other organizations, a huge jump over similar allocations made in 2015. Board members said the allocation paved the way for the passage of the entire JNF budget of 920 million shekels.

The 18-million-shekel allocation contravenes the objectives of the organization as enshrined in the JNF charter. This was known to the board members who voted in favor of it, since retired judge Uri Shtruzman, who heads the JNF's external audit committee, objected to the allocation. The coalition representatives on the board, together with those of Zionist Union and the religious streams, plan to get the charter changed to allow this allocation.

Of the 18 million shekels, 2 million will go to political parties represented in the national institutions, such as Likud, Labor, Yisrael Beiteinu and Meretz. Another 3 million will go to Zionist organizations represented on the board, like WIZO, Na'amat, Hadassah, Maccabi and the Sephardi

International youth movements, including those affiliated with the Reform and Conservative movements, will get 6.5 million shekels, while each of the major religious streams - Orthodox. Reform and Conservative will get between 2 million and 2.2 million shekels

each for a total of 6.5 million shekels. In 2015 the three streams got only 1.5 million shekels each, while in 2012 the three split a million shekels among them.

Shtruzman had warned against the allocation to all these bodies, stating, "The [board's] finance committee cannot and should not approve the transfer of funds that are not for the World Zionist Federation, the Jewish Agency, the Osim Tzionut movement or the Zionist Archives, because it isn't authorized to do so."

Orlando shooting coverage

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In his letter to finance committee chairman Hernan Felman of World Likud, he added, "There's nothing to stop the finance committee from debating any issue that suits it even if it is being discussed by the audit committee ... but to make a decision that contradicts the audit committee's opinion and in our case is also against the law, is in my opinion unworthy and even forbidden, and is liable get those involved mixed up in legal claims."

At a meeting of the board's finance committee, which preceded Thursday's meeting of the full board, committee members also were given a letter from JNF's cochairman Uzi Landau, who also opposed the direct allocation of funds to

See JNF, Page 2

נתרן = מלח

A Health Ministry nutrition poster.

NGO: Ministry forgets Arabs in nutrition campaigns

Jack Khoury

The Health Ministry's campaigns over the past few years promoting nutrition have skipped over Arab citizens, according to the NGO Citizens for the Envi-

ronment. For example, the home page of the Health Ministry's website has nutritional recommendations in

Arabic for the recent Jewish holiday of Shavuot and during the Ramadan month of fasting. However, there is no information in Arabic about the damage that can be caused by sugar, salt or processed food.

Moreover, the ministry's flagship nutritional campaign has not been translated into Arabic at all, nor does it contain content tai-

lored to the Arab population. In a letter to Health Minister Yaakov Litzman, the chairwoman of Citizens for the Environment chairwoman, attorney Jameela Hardel Wachim, wrote: "Exclusion of the Arab public from programs to promote healthy nutrition and from explanatory materials on that subject, especially for children,

leaves this community be-

hind as far as changes in nutrition and consumption, and consequently also leaves it sicker, and the figures al-

ready show." According to Health Ministry figures recently published in TheMarker, children in Israel's Arab community consume more sweetened drinks than their Jewish counterparts — 51 percent of Arab children be-

tween the ages of 11 and 15 drink at least one sweetened beverage a day, compared to 45 percent of Jewish boys and 41 percent of Jewish girls in that age group.

Child obesity is also more severe in the Arab community. According to the figures, nearly 40 percent of Arab seventh-graders are overweight, compared to 30 percent of seventh graders

in the Jewish population. None of the Health Ministry films promoting healthy eating have been translated into Arabic.

"As the mother of two daughters I deal with the problem personally, and the lack of explanatory information in the language my daughters can understand

See ARABS, Page 2

Environmental report warns:

Haifa beaches urgently need more sand to survive

Zafrir Rinat

The beaches north of Haifa Port are in danger of disappearing unless they are supplemented by huge amounts of sand, according to a new report written for the Environmental Protection Ministry.

Structures built in the sea block the natural supply of sand on the beaches and result in waves drawing off the sand still there, the report says. As a result, the beaches have shrunk over the years.

The report was written by Prof. Dov Zviely, an expert on beaches, in the framework of recent discussions at the ministry on the impact of the construction of a new fence at the Petroleum & Energy Infrastructures fuel farm next to the beach in the Haifa Bay

suburb of Kiryat Haim. Last week, the Haifa Magistrate's Court issued a stop-work order for the fence, at the request of the

Haifa municipality. Haifa Bay has 13 kilometers (8 miles) of beaches, some that were already reduced by the construction of the port's breakwater back in 1932. In recent years the situation has worsened

tion by Petroleum & Energy Infrastructures about six years ago blocked the natural flow of sand from the south and, according to Zviely, reduced the width of the beach by 30 percent to 50 percent. Even after the temporary structure was dismantled, the beach failed to return to its previous size.

The same old Netanyahu

Editorial, Page 5

The sand that is left is more sensitive to the impact of storms, with the result that large quantities of sand were swept away in

the storm of 2010. Over the past two years, Israel Ports has begun to construct a new port with a breakwater that blocks the formation of sand, especially at the Kiryat Haim beach. At the same time, Petroleum & Energy Infrastructures has begun build-

ing its fence. The ministry has demanded that Israel Ports artificially provide sand to the beaches, which the

Temporary construc- company has done over the past few months. According to Zviely's report, 120,000 cubic meters of artificially supplied sand are required - a quantity much larger than that supplied so far by Israel Ports.

It is still unclear how Petroleum & Energy Infrastructures and Israel Ports will share responsibility for providing sand. The ministry also de-

manded that Petroleum & Energy Infrastructures divert its new fence eastward, which it has refused to do. It says the fence was approved by the ministry.

The ministry responded that Petroleum & Energy Infrastructures was building the fence "with disregard for its environmental impact," and that "Petroleum & Energy Infrastructures and Israel Ports bear responsibility for increased erosion of the beaches opposite the fence at Kiryat Haim.'

The ministry said it is therefore requiring Petroleum & Energy Infrastruc-tures to pledge to supply and pay for 100,000 cubic meters of sand and believes construction of the fence should stop until this pledge

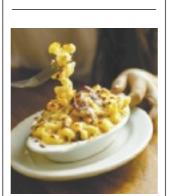
HAARETZ Inside Today

The missing three hours Amos Harel looks at the handling of the Orlando shooting

Analysis, Page 2

The brain and brutality A brain expert explains sadism

and brutality News, Page 3



Israeli mac and cheese in NY

Gallery, Page 8

Orlando: An inevitably politicized massacre in this election year

Chemi Shalev

The massacre in Florida, the worst mass shooting in U.S. history and the worst terror incident since 9/11, is a terrible human tragedy, first and foremost. It will shock even those Americans who have grown numb to the steady recurrence of mass shootings in their country. Orlando, renowned for making children's dreams come true, will now be known for enacting hellish grown-up nightmares as well.

In the coming few days, Americans will get to know the victims and the stories of their lives. Most of them will lament the lives so cruelly and abruptly cut short. They will listen to the harrowing stories of the wounded, be amazed by the courage of everyday heroes, delight in the miraculous survival of those who were lucky enough and recoil from the misfortune of others who shouldn't have been there in the first place. And they will soon grow weary of the endless parade of politicians, experts and analysts who will be interviewed night and day, some without the benefit of prior knowledge.

What will remain is the narrative. It will determine the legacy of the attack and



A couple mourning the victims at Lake Eola Park in Orlando on Sunday

the lessons that it will impart, if any. In an election year, especially one as stormy and scandalous as 2016, the narrative could very well influence who will win and who will lose. If the carnage in Orlando makes Donald Trump president — or if it ensures Hillary Clinton's election this will be its main impact, for generations to come.

In the past two decades, the Narrative, with a capital N, has become the Promised Land of campaign managers and spin doctors. The ability

to weave major events into the overarching worldview that a candidate is trying to impart to voters is of critical importance to his chances for victory, experts say. The battle over the narrative of Orlando won't be clear-cut, however: It contains various, often contradictory elements that play to either side's advantage. As things stand now, it could go either way.

The campaign started almost immediately, even before the initial details became clear. Was the Orlando attack an act of terror, like last December's onslaught in San Bernardino in which a radicalized Muslim couple killed 14 civilians? Or was it a hate crime, like the attack in Charleston by a white racist who specifically targeted African Americans because of the color of their skin? President Obama, in a lackluster appearance on Sunday, weighed in that it was both.

accentuated the Islamic

Trump, on the other hand,

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Tuesday, June 14, 2016 | Haaretz

U.S. authorities keeping silent on how exactly they dealt with Orlando gunman

Analysis Amos Harel

In reconstructing the events of the bloody night in Orlando, information about more than three critical hours is still missing.

So far, American authorities are providing only partial information on what happened in the Pulse club between around 2 A.M. local time, when the murderer, Omar Mateen, began to entrench himself in one part of the club while holding dozens of hostages at gunpoint, and 5:20, when police finally seized control of the club, fatally shot Mateen and rescued those hostages still alive.

We still don't know if any kind of negotiations were conducted with Mateen over the hostages. We also don't know if the 49 people killed were shot by Mateen or got caught in the crossfire between terrorist and rescue personnel. It's generally very hard to end hostage situations "cleanly," capturing only the attacker without killing or wounding innocent people. Local police forces in the United States generally have trained rescue units, but they tend to deal with criminal kidnappings or domestic violence cases. Terror kidnappings and

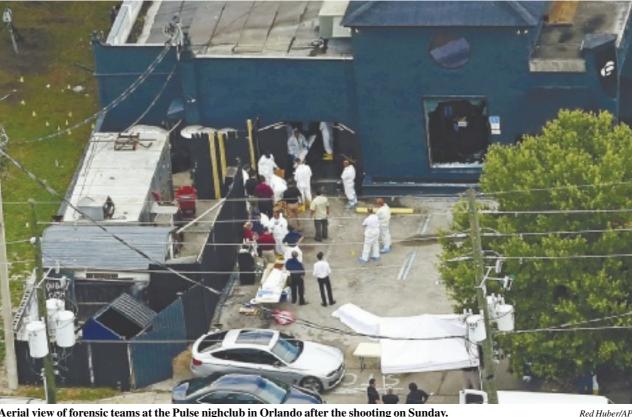
massacres are far rarer. It seems that a new terror pattern has emerged that governments and security forces in targeted countries are only beginning to understand — a movement from terror for bargaining purposes to spectacular attacks almost for their own sake, with an aim to lengthen the drama for as long as possible.

In the past, kidnapping and hostage-taking generally had a clear objective to conduct negotiations to free the terror group's prisoners or fulfill other demands. In recent years this has changed; hostages are no longer taken to achieve anything, but just to buy time. Hostage-taking lengthens the terror attack, increases the dramatic atmosphere surrounding it, ensures heavy media coverage and enhances terror's psychological effect.

Moty Cristal, an Israeli expert on negotiating who for many years was part of defense establishment teams that dealt with such incidents, told Haaretz yesterday that there seems to be a mismatch between the way Western security forces deal with such hostage situations and the new modus operandi.

"The approach in the past was that the event must be contained; either to resolve the crisis with the kidnapper by negotiating and if that didn't work, to break in and rescue the hostages by force. The period of contact is utilized to prepare and organize [an attack] should it be needed," he said.

Cristal believes that the increase in the number of similar attacks by "lone wolves" or small cells inspired by radical Islamist groups but not actually affiliated with them will force a change in operational doctrine. "It seems



Aerial view of forensic teams at the Pulse nighclub in Orlando after the shooting on Sunday.

that the negotiating component in such crises will be reduced proportionately and there will be a need to develop the ability to strike as quickly as possible," he

Meanwhile, the debate in America continues over what Chemi Shalev described as the narrative used to describe the Orlando attack. It's not just "political correctness" or the Obama administration's hesitant Middle East policy that's making it difficult for administration officials to admit the radical Islamist background of the attack, despite the mounting evidence. The fact that

Republican presidential candidate Donald Trump is exploiting the attack to campaign wildly against Democrats and Muslims is making it hard for the administration to own up to the facts, because doing so plays into Trump's hands.

Viewed from afar, however, that debate seems somewhat forced. Mateen expressed solidarity with radical Islamist groups in the past and admitted that he had sworn allegiance to the Islamic State (ISIS) in a call to the police hot line. There doesn't seem to be any difficulty in describing the attacks as Islamic terror directed at an LGBT

club out of homophobic motivations, and that the terrorist exploited weak gun laws to arm himself with deadly weapons (far more deadly that those at the disposal of the terrorists who murdered four people at the Sarona market last week, for example).

But the $U.\bar{S}$. political atmosphere is so charged that even agreement on clear facts is not possible. Thus the debate starts deteriorating into twisted arguments, like the one claiming that Mateen's act is actually evidence of the failure of the U.S. health system to deal with the mental health problems of

nonwhite citizens. In other words, that radical Islam had nothing to do with what

happened. Nevertheless, describing the terrorist as an ISIS operative also seems to be an exaggeration at this point. Like the attack in San Bernardino in December, this looks to be an act that was inspired by ISIS, not managed by it directly. The ISIS way of doing things does not necessarily require a clear chain of command, particularly in the United States, with its intolerably weak gun laws. Online incitement is enough; the terrorist can take it from there

Shin Bet eases stance on questioning of political activists

Sharon Pulwer

The Shin Bet has told political activists they no longer have to come in for questioning under caution when asked to, the security service has informed the High Court of Justice.

The Shin Bet was responding to a petition by the Association for Civil Rights in Israel against its practice of calling in political activists for questioning under caution - as people who might be charged with a crime.

Instead, activists will be reminded of their rights, and the Shin Bet will have to consult with its legal counsel before calling anyone in.

These changes are only valid for activities the Shin Bet considers might be "subversive" - they do not apply for suspected terror

activity or spying. Still, the Association for Civil Rights in Israel is not satisfied with the change. Ahead of a hearing on the matter, it says the Shin Bet repeatedly oversteps its legal authority and violates constitutional rights including freedom of ex-

pression. "These talks have a repeating pattern," ACRI lawyers wrote in the 2013 petition, stating that people questioned by the Shin Bet are asked about their political activities, jobs and acquaintances, as well as about other activists.

Also, they are told that the Shin Bet knows many personal details about them and is following their activities. In many cases, they are asked to supply names and phone numbers of relatives or acquain-

"Calling in political activists for friendly chats 'over a cup of tea' with the security service is not a practice that characterizes a democratic regime,' the Association for Civil Rights in Israel stated in the petition. It maintained that the practice is meant to "deter citizens from participating in protests that the regime does not like."

The petition cited the case of a field-worker in the Negev Coexistence Forum who in June 2012 received a call from a policeman who asked him to come to a police station, from where he was referred to a Border Police base. He was put in a room with someone who told him he was a member of the Shin Bet.

According to the Association for Civil Rights in Israel, the field-worker was asked about his studies, work, friends, family and position on the Prawer Plan on resettling Negev Bedouin.

He then received another invitation, this one unsigned, to come to the police station. After the association sent an inquiry, the Shin Bet responded that he was not obliged to come in.

"This response attests to the urgent need for the honorable court to stop this harmful practice,' the association wrote. The petition mentions similar cases, including that of a left-wing activist at the Weizmann Institute of Science in Rehovot.

The state, in its response submitted ahead of the hearing, said the Shin Bet was still operating within

Ministers urge dropping word 'retarded' from legislation

Lee Yaron

The Ministerial Committee on Legislation yesterday advanced a bill to replace the term "retarded" to "person having an intellectual developmental disability' in legislation.

The change, proposed by MK Merav Ben Ari (Kulanu), will apply to the law governing the treatment of intellectually impaired individuals.

The proposal came up after Haaretz reported in February that the Tel Aviv Magistrate's Court had criticized the use of the word "retarded" to describe people with intellectual disabilities, although the Social Affairs Ministry had pledged four years ago to replace the term.

Judge Oded Maor said at the time: "The definition 'retarded' to describe a person whose functioning and behavior is limited because of diminished or deficient development, which may



Merav Ben Ari

lation in the 19th century, must also march forward toward our times.'

In 2009 a public committee was established, headed by retired District Court Judge Saviona Rotlevy, to choose an alternative term, as has been done, for example, in the United States. However, the committee's recommendation to replace the term retarded with the term "person with intellectual retardation" was rejected.

which has been used in legislation, is a humiliating and insulting term and therefore it must be corrected," Ben Ari said yesterday, adding that her suggestion of "persons with an intellectual developmental disability" would not humiliate people

with such a disability.

The Social Affairs Ministry pledged to change the terminology after Maor's ruling, in which he also said that "as many as 20 years ago the legislature determined that the dignity of people with disabilities must be maintained, and enshrined this right in egalitarian and active participation in all aspects of life," and that "these rights and society's obligation to them are based on the recognition of the principle of equality, recognition of the value of a human being created in [God's] image, and the principle of dignity for all human beings." But the need to

News in Brief

Shas still demanding Sadan's firing

Shas announced yesterday that it would continue to demand the dismissal of the newly appointed head of Channel 10 News, following his alleged disparaging remarks about the party, its leader Aryeh Dery and Mizrahi Jews. Interior Minister Dery told Shas MKs yesterday that at a second meeting with Prime Minister Benjamin Netanyahu, he had reiterated his demand to have Rami Sadan removed from his post. (Jonathan Lis)

Lieberman appoints old-new chief of staff

Defense Minister Avigdor Lieberman yesterday announced the appointment of his close aide Sharon Shalom as his chief of staff. This is Lieberman's first appointment since taking office. Sharon was Lieberman's chief of staff when he was foreign minister. Sharon was questioned during Lieberman's investigation in the front companies case, which was closed by the attorney general. (Gili Cohen)

Panel to probe enforcement of marijuana

Public Security Minister Gilad Erdan has ordered the establishment of a committee to examine enforcement policy against marijuana users. The panel will be led by representatives of the Public Security Ministry and include members from the Justice Ministry and the Anti-Drug and Alcohol Authority. MK Sharren Haskel (Likud), who submitted a bill on decriminalizing cannabis, has agreed to shelve it until the committee submits its recommendations. Haskel, who is to be part of the committee as well, said it would examine various aspects of cannabis use "without changing existing social norms on the use of cannabis and drugs in general." (Jonathan Lis)

IDF lawyer warns of 'bacterial environment' among Palestinians

Chaim Levinson

An Israeli military prosecutor recently asked an army tribunal to reincarcerate a prominent Palestinian activist to distance him from his "bacterial environment." The unusual remark was made at an army court about two weeks ago, during a hearing in an appeal against the release on bail of Abdullah Abu Rahma, the leader of the Bil'in village's struggle against Israel's West Bank separation barrier.

Abu Rahma was arrested in May at a protest by villagers during which they tried to bicycle to their land beyond the fortified fence. At his first court hearing, a judge rejected officers' claims that Abu Rahma resisted arrest after viewing footage that purported to show that the officers beat the activist without provocation.

However, evidence was produced that allegedly shows Abu Rahma refusing

influenced by what they see

on YouTube and social me-

Health Ministry, and it is

the ministry's obligation to

provide its services equally

to the entire population,'

"We don't have another

dia, Hardel Wachim said.



Abdullah Abu Rahma at a protest.

to comply with the officers' order to disperse, and an indictment was filed against him for obstructing a police officer.

At the June 1 hearing, military prosecutor Vital Hausman appealed Abu Rahma's release, claiming he had to be kept behind bars to distance him from his "bacterial environment.'

The chief military prosecutor in the West Bank was in the courtroom when Hausman spoke, but made no comment about the remark.

The judge rejected the prosecutor's appeal, ruling that Abu Rahma isn't dangerous enough to warrant being held in custody through the end of his trial.

"It would be better if the representatives of both sides keep their composure ... and be careful in their wording and style," the judge said.

have been suitable to legis-"The term 'retarded', ALL BOOKS FROM ISRAEL ALL PUBLISHERS Tel: 972-2-642-6576 Fax: 972-2-643-3580 www.jerusalembooks.co.il **Proud suppliers** of all Israeli books to UNIVERSITIES, LIBRARIES, **FACULTY & STUDENTS** for over 30 years **Jerusalem Books Ltd.** P.O. BOX 26190 Jerusalem Israel 91261 E-mail: Jerbooks@netvision.net.il

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${ m JNF}$

Continued from page 1

had been forgotten.

these groups over Shtruzman's objections.

change the term "retarded"

920-million-shekel budget represents a cut from last year's 1.125 billion shekels. There is apparently a plan to make an across-the-board cut of 39 million shekels from various ventures.

The proposal to amend the charter of the JNF, which is a public benefit corporation, broadens the objectives of the organization to setting up tourism initiatives and allowing the transfer of funds to religious streams and organizations.

The JNF responded by saying it is "in the midst of an in-depth process of streamlining the organization and increasing transparency, [of passing] a budget that for the first time in history will be transparent and will reflect only the values of Zionist education and core values championed by KKL-JNF, and of conducting ourselves on the basis of clear and strict regulations and criteria.

"As such, every decision that relates to the KKL-JNF budget is made on a solely

professional basis aimed at instilling responsible financial management. "Unfortunately there are

those who are not pleased by the changes and are doing all they can to put sticks in the wheels of the rehabilitation process led by the new management under Chairman Danny Atar. These people, among other things, are feeding the media partial and false information.'

Gilad Kariv, the executive director of the Israel Movement for Reform and Progressive Judaism, was supportive of the alloca-

"For the first time it was decided to transparently transfer budgets to all the streams, organizations and [political] alliances, and an effort was made to stop making payments only to those who were close to the kitty," he said. The funding "was for educational activities by the streams and the organizations both in Israel

and abroad.' The JNF budget gives Atar's bureau 3 million shekels for seven employees and three vehicles, while Landau's bureau is budgeted at 1.4 million shekels for three employees and two vehicles.

ARABS

Continued from page 1

makes things very difficult," Hardel Wachim said. "My girls, ages 3 and 9, like most of the Arab children, are not exposed at all to the films the Health Ministry has produced in recent years, especially about the damage of salt, sugar and processed foods," she added.

Because the information is not found in Arabic in schools or the media, children could greatly benefit from these Health Ministry films is they were translated, because they are very

she said. The lack of information available in Arabic on health issues is apparently symptomatic of a broader malaise.

A search of the Israel Government Advertising Agency shows that from among all the advertising campaigns the agency implements for various government ministries. none are in Arabic. In the category of health and the

environment, for example, there are 15 campaigns, all in Hebrew only. In 2015, investment in

Arabic media was 3.5 percent, up from 4.2 percent in 2014. The Health Ministry does not have a spokesman in Arabic or a liaison to work with Arab-language media.

The Health Ministry responded that it does have campaigns in Arabic, including its flagship nutrition campaign, with a number of Arab communities participating in a pilot project of that campaign. According to the ministry, since January 2016, out of 99 ads placed in newspapers, 23 ads on healthy

eating were placed in Arabic-language weekend newspapers. The ministry said its information on sugared drinks was translated into Arabic and published on YouTube but the clip has not yet been posted on the ministry's website. The ministry has recently approved two positions for Arabic speakers on the subject of public health.

However, according to experts on media in the Arab community, the ads in three weekend Arabiclanguage newspapers do not convey the message in an age of electronic and social media, and so such an investment is minimal and lacking impact.

PEACE

Continued from page 1

"update" the original proposal due to changes in the

Middle East in the interim. Answering a query from Haaretz at a press conference 10 days ago, following the foreign ministers' summit in Paris, the minister said, "Why should the Arab Peace Initiative be

changed?" He added that he didn't support the approach that the proposal be diluted so it suits Israel.

never withdrawn their support of the initiative, Jubeir noted; they have even re-ratified it a number of times since 2002, and it remains a stable basis for ending the conflict. Moreover, the Arab countries and the rest of the world believe that the proposal is still the best option for

a resolution, and can only hope that Israel accepts

The Arab initiative is in The Arab nations have compliance with various international resolutions, contains all the elements necessary to end the conflict - and provides Israel with many incentives, Jubeir said, adding that the Israelis are the ones who should be accepting it.

(On another front, during the Likud meeting Monday, Netanyahu said that he did

not agree with an article 10 days ago in Haaretz by his former bureau chief, Nathan Eshel, in Haaretz, claiming that Netanyahu had been about to enter a coalition agreement with the Zionist Union, prior to making a diplomatic move, but that such a decision was thwarted due to opposition in leftist circles to sitting in a government with Likud. Eshel's article does "not reflect my position," Netanvahu said.)