



Sagol Center  
for Brain and Mind

Muda Institute for Mindfulness,  
Science and Society



# Muda Institute for Mindfulness, Science and Society

Harnessing Brain and Mind Sciences  
towards Social Resilience



## About & Vision

Muda Institute was founded in 2009

by Dr. Nava Levit-Binnun, a neuroscientist and head of the Sagol Center for Brain and Mind, at the Interdisciplinary Center (IDC), Herzliya.



Muda's vision:

To harness the new science of brain and mind in order to promote resilience and mental health in Israeli society, especially in peripheral and marginalized communities. This is achieved by disseminating community-based mindfulness programs that are low-budget, scalable and evidence-supported, and cultivating local mindfulness leaders.



# The mental health challenge and how Muda can help

Mental health  
needs

- **Active cultivation of mental health** and constructing emotional resilience in adults and children are essential skills, considering stressors impacting modern societies in the 21<sup>st</sup> century

Israel's  
challenges

- Israel's unique socio-political situation along with Covid-19 challenges, are making **emotional resilience a necessity**

Where it's  
most needed

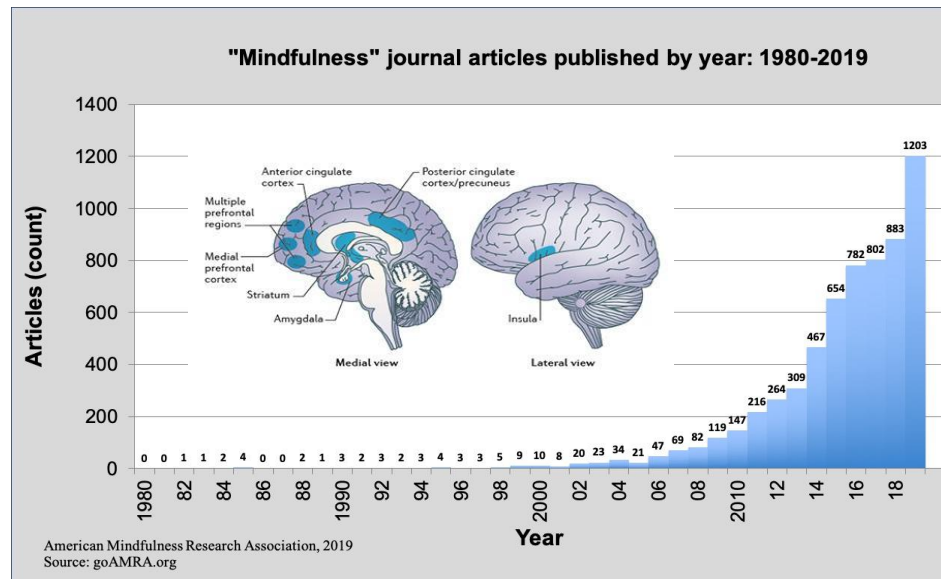
- Emotional and resilience skills are essential to educational and **economic mobility of marginalized and peripheral communities**, where mental health services are less accessible

How Muda  
can help

- **Mindfulness-based interventions** serve as a low-cost community based means to reduce stress, anxiety and depression and increase resilience and mental health

# Mindfulness & Science

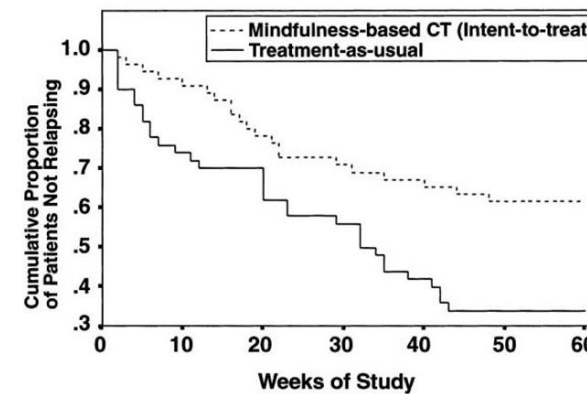
Mindfulness is a set of brain training techniques that foster optimal attentional, emotional and self-regulatory capacities



*Mindfulness interventions affect brain, epigenetic and immune systems. They have been shown useful in improving stress, anxiety and depressive symptoms, and increasing resilience and wellbeing in adults and children.*

# Mindfulness Based Stress Reduction (MBSR) and Mindfulness Based Cognitive Therapy (MBCT): The “Gold Standard” world renown basic Mindfulness trainings

- 8-week protocols developed in UMASS, Oxford and Cambridge
- Evidence based
- In 2014 Muda imported international teacher-training protocols from Bangor University, UK
- Hundreds of courses throughout Israel



Graph shows that less people relapse to depression after MBCT compared to the usual pharmacological treatment.



# Muda's mindfulness training platform is based on international, evidence-based protocols

MBSR – mindfulness for stress reduction and wellbeing (8-week)

MBCT – mindfulness for anxiety & depression (8-week)

AMT - Advanced mindfulness training to deepen mindfulness skills (1 year)

TTR1 - MBSR & MBCT basic teacher-training (1 year)

TTR 2 – MBSR & MBCT advanced teacher-training (1 week)

MBITAC – International teacher's certification process





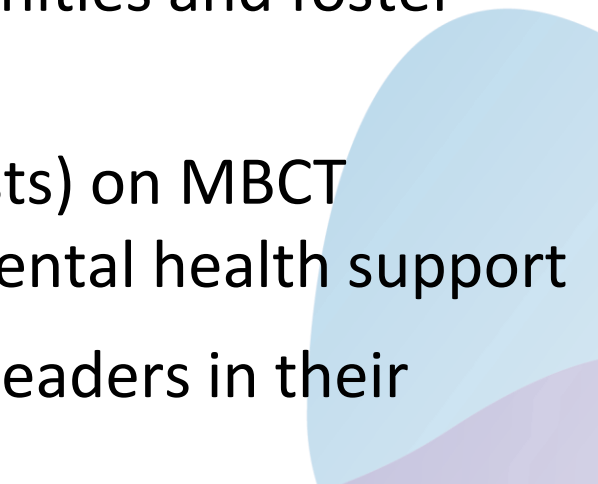
## Muda's achievements to date

- Branding “MBSR” as an evidence-based practice in Israel
- Developing a full training platform
- Translating international training protocols to Hebrew
- 175 MBSR and 25 MBCT instructors working throughout Israel
- Thousands of people in Israel trained in mindfulness by Muda’s instructors
- Cultural adaption of MBSR courses to Ethiopian and Jewish-orthodox participants
- Distributing ~100K ₪ of scholarships to students from peripheral communities
- Training Arab mindfulness instructors
- "Purple Schools Project": more than 2,000 Arab and Jewish teachers, in 60 schools
- Published studies on the effects of MBSR protocols
- Developing assessment tools to increase implementation and fidelity



# Harnessing Muda's training platform to cultivate mindfulness leaders and create sustainable impact in peripheral communities

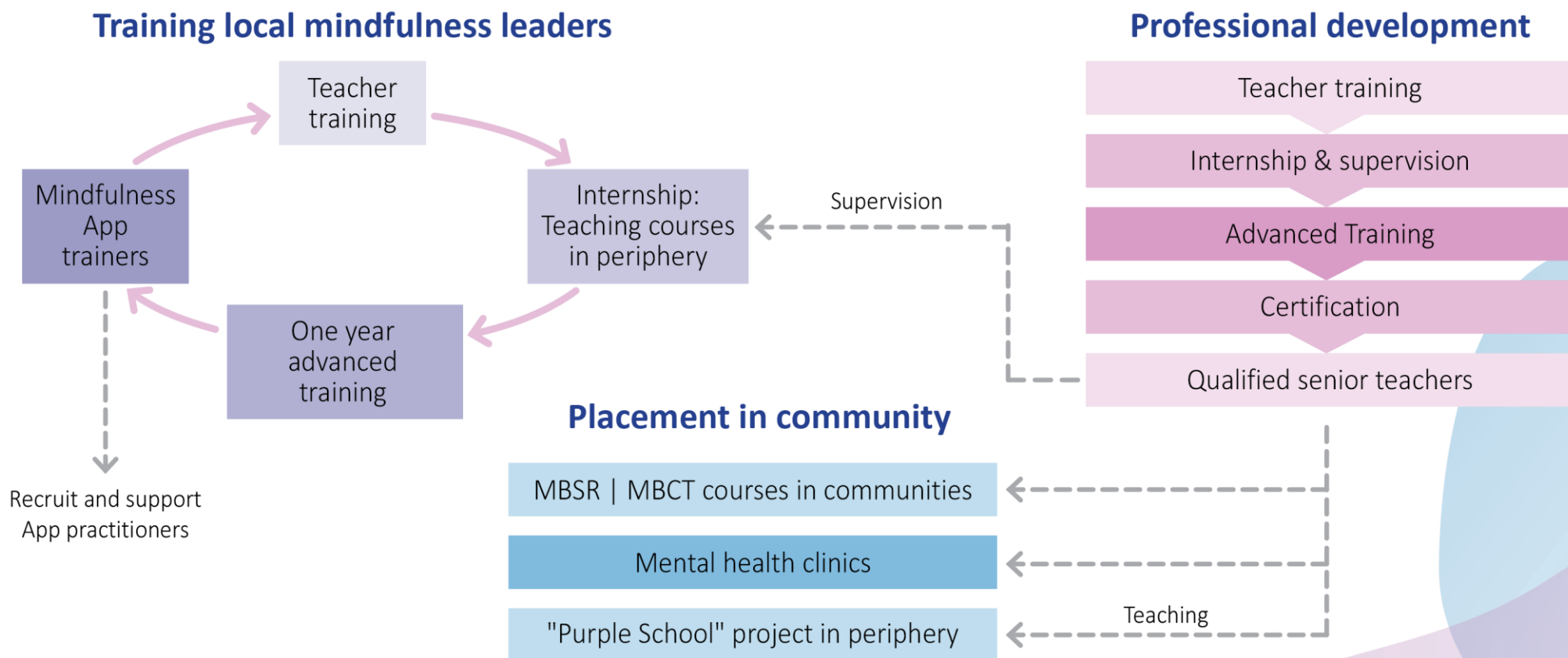
## Goals for the next 5 years:

1. **Provide mindfulness skills to 10,000 people** in peripheral communities (Ethiopian, Arab, Bedouin and Jewish-orthodox)
  2. **Train 50 local MBSR leaders** from peripheral communities and foster their professional development
  3. **Train 50 local professionals** (social-workers, therapists) on MBCT protocol to provide low-budget community-based mental health support
  4. **Ensure placement and impact** of these mindfulness leaders in their communities
- 



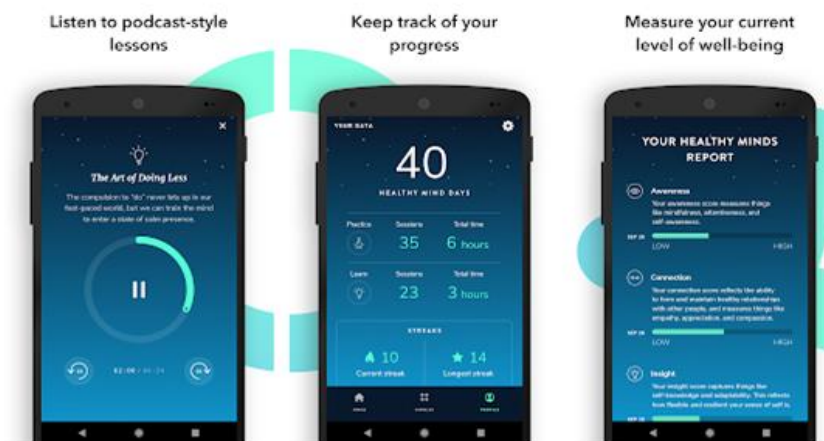


# Harnessing Muda's training platform to cultivate mindfulness leaders and create sustainable impact in peripheral communities



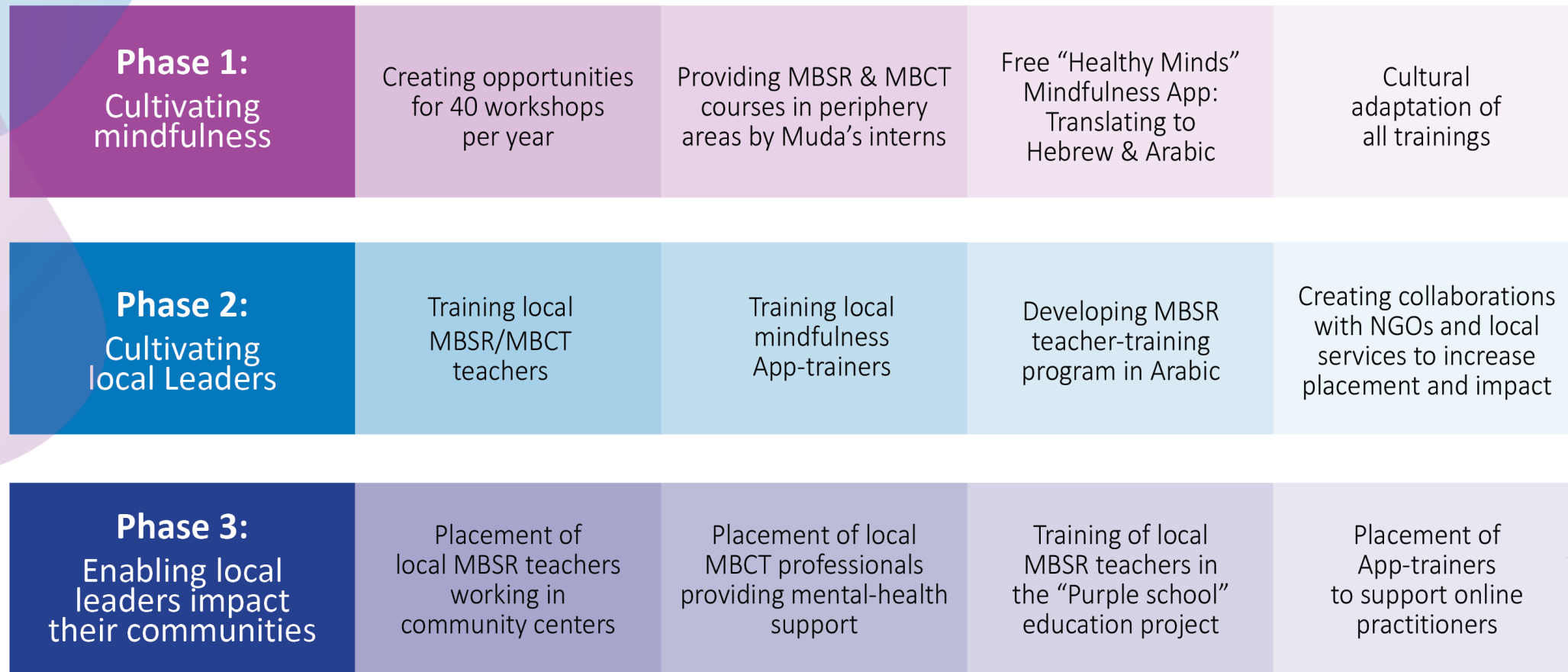
# Increasing impact with technology: translating the free “Healthy Minds Program” App to Arabic and Hebrew

- Tools for wellbeing and resilience based on pioneering Neuroscience research
- Developed by Prof. Richard Davidson’s team, University of Wisconsin, Madison
- Training App-trainers from graduates of AMT (Advanced Mindfulness Training)





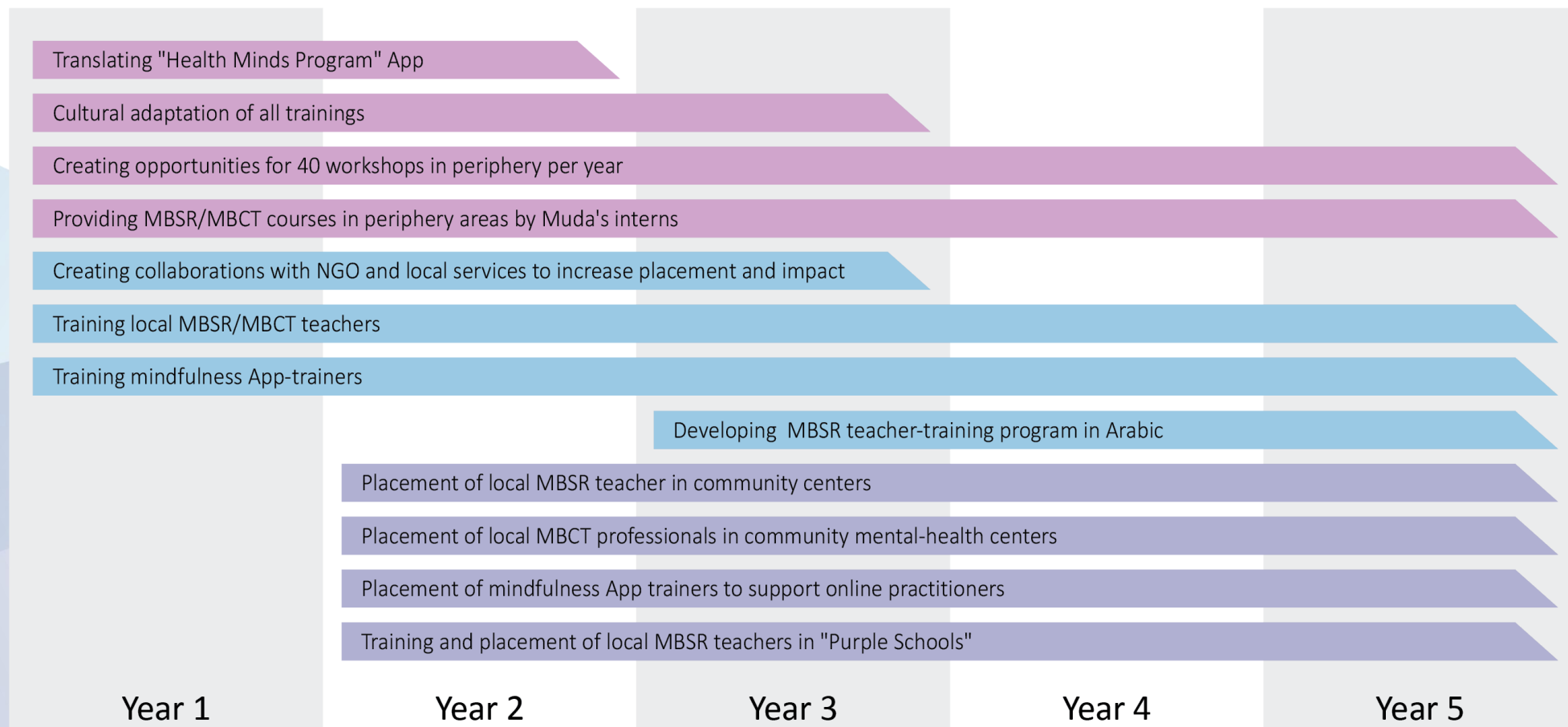
# 5-years program to achieve Muda's goals: Beginning once funding is secured



3  
cycles



# Timeline





# Impact and success measures

## 5 years

- 3,600 MBSR and MBCT local graduates
- 50 local MBSR instructors
- 50 local MBCT mental-health professionals
- 170 Mindfulness-app trainers
- At least 6,000 people using the mindfulness-app with the help of app-trainers
- All materials are translated to Arabic
- All protocols adapted and tested for Arabic, Bedouin, Ethiopian, Ultra-Orthodox groups

## 7 years

- 100 Local MBSR/MBCT leaders independently teaching at least 2 courses per year
- Local senior Arab TTR1 experts are training new Arab MBSR instructors





# Improving and assessing implementation, fidelity and success

- Harnessing our scientific lab for ongoing assessment
- Short cycles of implementation-evaluation-adaptation to improve implementation
- Randomized Controlled Tests (RCTs) performed by our research lab to:
  - Assess culturally-adapted protocols
  - Measure increase in mental health, wellbeing and resilience
- Annual reports of implementation success





# Sustainability model

- Local community leaders and mindfulness “ambassadors” become part of Muda’s team and advisory board; they lead and create new initiatives in their communities
- Translations and cultural adaptation of advanced training programs to Arabic will enable continuous training of new teachers by local senior mindfulness leaders
- Network of partnerships and collaborations with local NGO’s, local governmental councils and community centers will:
  - Support placement of mindfulness leaders and continuous implementation of mindfulness in communities
  - Support local mindfulness leaders to become independent and initiate their own programs
  - Support local professional trained on MBCT to open local mental-health clinics
- Healthy Mind Program app will support graduates of local programs and will be accessible in times of stress



## Current partners

- Muda resides at the **Interdisciplinary Center (IDC)**, Israel's first private university, recognized by Israeli, US, UK and German non-profit authorities
- Muda belongs to the **Sagol Center for Brain and Mind**, a neuroscience and psychology research center at IDC, that is part of the **Sagol Neuroscience Research Network**
- Muda has received over 7M ₪ from **The Beracha Foundation, Yad Hanadiv Foundation, Mind & Life Foundation and Sagol Foundation**, for its educational projects.
- Muda has a signed agreement with **Bangor University, UK** for translation of international protocols to Hebrew and Arabic
- Muda has scientific collaborations with the **Center for Healthy Minds, University of Wisconsin-Madison**, a renowned center for Mindfulness research - Recently **signed an MOU** to translate the "Healthy Minds Programs" App to Hebrew and Arabic.



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# THANK YOU

Dr. Nava Levit-Binnun

052-4567168, [navalb@idc.ac.il](mailto:navalb@idc.ac.il)