



ImMUunity
AN OUNCE OF PREVENTION



PROJECT PORTFOLIO

DATE: MARCH - APRIL 2017

The Mu Sigma Phi Sorority's ImMUunity: An Ounce of Prevention advocates the importance of immunization in safeguarding one's health from vaccine-preventable diseases. It was developed so as to spread awareness and capacitate the Filipino people of all ages and walks of life to be proactive in being immunized.



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Sorority Profile

The Mu Sigma Phi Sorority was formed in August 1934, with the common goals of scholastic excellence, cultural accouterment, self-denying service and camaraderie. Today, as we celebrate 82 years of glorious existence, and with a total membership of more than a thousand female doctors and doctors-to-be, the sorority proves to be a shaping force in the landscape of medical practice, research, and education in the Philippines.

Since our establishment, the Philippine community has greatly recognized the dynamic presence of the Mu Sigma Phi Sorority in the academe, the medical field and the development sector. The Sorority was named **Most Outstanding Organization in UP Manila** for three consecutive years from 1994 to 1997, giving us a spot in the University's distinguished Hall of Fame. We were also voted **Most Outstanding NGO Partner** in 1999. In 2002, we were conferred the **Senate Committee on Health Award for Community-Oriented Medical Education** and, in 2003, the **Gawad ng Dekano Award for Most Outstanding Organization** was similarly garnered by the Sorority. In 2009, the Sorority received the **Ten Accomplished Youth Organizations Award**, and, in 2010 the **Anvil Award of Excellence**.

Background of ImMUnity

Communicable diseases remain to be the 3rd cause of mortality in the Philippines. In the year 2010, 90,591 for every 100,000 Filipinos died due to this. On the same year, acute respiratory infection accounted for the leading cause of morbidity, affecting 1,289,168 Filipinos, while acute watery diarrhea affected 326,551 Filipinos and influenza affected 272,001 Filipinos. These statistics show the gravity of communicable diseases or infectious diseases in the lives of the Filipino people, when in fact; most of the aforementioned diseases may be prevented through vaccination (DOH, 2010).

The sisters of the Mu Sigma Phi Sorority established ImMUnity: An Ounce of Prevention in the year 2009. As of Academic Year 2016 - 2017, it has had 18



legs of vaccination clinics that offered free vaccines to the UP Manila community, including its students, faculty, and staff. Free vaccines ranged from Tetanus Toxoid, Influenza, Hepatitis B, and Typhoid vaccines. It also had several forums on immunization targeting students and practitioners in the medical and allied medical profession. For 8 years and counting, ImMUnity has strived to make its advocacy known of giving importance to immunization from preventable diseases as a priority in our individual health plans and in our health system as a whole. Over 2,000 vaccines have been distributed and over 7,000 individuals have been reached. This year, ImMUnity longs to further extend its reach to Filipinos of different ages and walks of life. This project is in line with the goal of **World Health Organization** to undertake the **Global Vaccine Action Plan 2011 – 2020**, which aims to make vaccination accessible to all communities and prevent millions of deaths from vaccine-preventable diseases by the year 2020 (WHO, 2012).

ImMUnity: An Ounce of Prevention believes that **responsible immunization is key to reducing the morbidity and mortality caused by vaccine-preventable diseases in the Filipino people**. All of this advocacy's efforts will be towards making this known and felt by all.

Rationale

The **Decade of Vaccines (2011 – 2020)**, established by the **World Health Organization** as the resolution made during the 64th World Health Assembly in May 2012, envisions *“a world in which all individuals and communities enjoy lives free from vaccine-preventable diseases.”* Its mission is to *“extend, by 2020 and beyond, the full benefit of immunization to all people, regardless of where they are born, who they are or where they live.”* Thus, the Global Vaccine Action Plan was created as a strategic framework to prevent millions of deaths by 2020 through more equitable access to existing vaccines for people in all communities (WHO, 2013).

ImMUnity: An Ounce of Prevention recognizes WHO's global efforts for the Decade of Vaccines (2011-2020) and **envisions realizing these efforts in the Philippine setting**. For the year 2017 and beyond, the advocacy will not solely



concentrate on the students, faculty, and staff of the University of the Philippines, Manila – being the center of education for the medical and allied medical profession, as it has been doing for many years now, but will further extend to communities outside the campus. One with the Decade of Vaccines, the different projects for ImMUnity 2017 and beyond are set to **reach Filipinos of different ages and walks of life** and **strives to empower and capacitate them to take charge of their health through vaccination.**

Vision

ImMUnity envisions a Philippine nation that is **knowledgeable of the impact of immunization in their health and strives to take charge and get vaccinated.** It envisions a nation that provides vaccination for all, **regardless of age and social background.** It envisions a nation that possesses **zero mortality and morbidity from vaccine-preventable diseases.**

Mission

ImMUnity is committed to **spreading awareness** to all Filipinos regarding the importance of immunization through its various programs and activities. It strives to **extend its reach** to different Filipino sectors, organizations, hospitals, schools, and communities, so as to **give them the correct information regarding immunization and capacitate them to get vaccinated.**

General Objectives

To educate Filipinos on the need for immunization among individuals of different ages and walks of life, instill in them that this is both their right and responsibility, and capacitate them to get vaccinated



Specific Objectives

1. Create educative materials that may be used by schools, households, and communities as a resource of information on immunization.
2. Utilize internet-based technology and social media as campaign platforms in spreading awareness on immunization.
3. Visit a selected local community and educate them on their right and responsibility to be immunized.

Projects



To expand its reach to Filipinos of different ages and walks of life, ImMUnity: An Ounce of Prevention will implement **5 main projects on March to April 2017** and hold its **culminating event on April 28, 2017**, the same week the World Health Organization celebrates its Immunization Week entitled Close the Immunization Gap, Immunization for All Throughout Life.

Theme of ImMUnity Campaign 2017 and beyond
"Bakuna Para sa Lahat, Mula Bata Hanggang Pagtanda"



Projects

A. Aklatang Mu Sigma Phi: ImMUity Leg

DESCRIPTION: Aklatang Mu Sigma Phi is a service project of the sorority wherein books are donated to various communities and school partners. In the past, it has had 3 legs, has donated 2 libraries, and has distributed hundreds of books. For its 4th leg, under ImMUity, we will be creating our very own storybook/coloring book that addresses facts about immunization.

TARGET POPULATION: Children ages 7 years old and above

PROJECT OBJECTIVES

1. To provide the correct information on immunization
2. To encourage families to get their children vaccinated
3. To encourage vaccination even for the pediatric oncology patients

PROJECT METHODOLOGY

1. Mechanics

- a. The authors of the book are Alexis Dinopol and Sondra Lim of $\mu\Sigma\Phi$ 2020 and the illustrator is Roxanne Cruz $\mu\Sigma\Phi$ 2018.
- b. The books will be distributed to the *Kulay Project* of Dr. Marianne Naria $\mu\Sigma\Phi$ 2014. The recipients of the book will be hematology and oncology pediatric patients of the Cancer Institute of the Philippine General Hospital.

2. Stakeholders

- a. Aklatang Mu Sigma Phi Team
 - Maxine Sta. Maria – 0925 622 8544
 - Alexis Dinopol – 0916 293 3391
 - Sondra Lim – 0916 725 7429
- b. Printon Press (publishing company)
 - Teresita Ocampo – tmocampo28@yahoo.com



- c. Kulay Project
 - Dr. Marianne Naria - 0923 108 3734

B. Mobile Application

TITLE: ImMUnity Mobile App

DESCRIPTION: This is a user-friendly health mobile app which has 3 features: (1) an immunization record and tracker, (2) an information atlas on all vaccines available in the Philippines, and (3) Frequently Asked Questions (FAQs) and myths on vaccination.

TARGET POPULATION: android users

PROJECT OBJECTIVES

1. To facilitate vaccination-seeking behavior among its users
2. To increase awareness on the relevance of vaccination
3. To debunk myths about vaccine-preventable diseases and vaccination
4. To encourage higher rates of download and usage

PROJECT METHODOLOGY

1. Mechanics

- a. The ImMUization Record and Tracker are based on the following: (1) previous immunization records; (2) age; (3) special conditions (e.g., pregnancy, immunocompromised state, etc.); and (4) the DOH Expanded Program on Immunization.
- b. The Information Atlas on Frequently Asked Questions and Myths and Misconceptions will be based on the references of DOH, WHO, and CDC.
- c. These are reviewed and counterchecked by experts in immunology, vaccination, and infectious diseases.

2. Stakeholders

- a. ImMUnity Mobile App Team



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- Spearhead the realization of the mobile application – from conceptualization, to development, launching, and promotion
- b. Doctors who are experts in immunology, vaccination, and infectious diseases
 - Check the contents of the app
- c. Outsourced Application Developer
 - Make and program the app
 - **Roovette Santos – 0915 964 2295**
- d. Googleplay store

C. Multi-media Awareness Campaign

TITLE: ImMUnity Multi-media Awareness Campaign

DESCRIPTION: This is a three-pronged information campaign utilizing the internet, television, and print media

TARGET POPULATION: general population

PROJECT OBJECTIVES

1. To nurture a better understanding of the importance of immunization for the prevention of various diseases.
2. To provide an overview of vaccination
3. To create a video on immunization that will be televised and released in the internet
4. To create an informative exhibit that will be placed in different strategic locations for passers-by to notice, visit and read

PROJECT METHODOLOGY

1. Mechanics

- a. Create a 2-3 minute infomercial to be televised nationwide.
- b. Create a mobile exhibit that will rotate around municipalities and universities in the Pampanga and Manila area. The chosen universities



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will display the exhibit for one week, then this will be transferred to the next location the following week. The following are dates and venues for the rotation of the mobile exhibit:

Date	Venue
March 26 – April 1, 2017	Jose B. Lingad Memorial Regional Hospital (JBL), Pampanga
April 2 – 8, 2017	Minalin Municipal Hall, Pamapanga
April 9 – 15, 2017	University of the Philippines Manila, College of Arts and Sciences
April 16 – 22, 2017	University of the Philippines Manila, College of Public Health
April 22 – 27, 2017	Philippine General Hospital Lobby
April 28, 2017	University of Sto. Tomas

2. Stakeholders:

- a. ImMUnity Multi-media Awareness Campaign Team
- b. Partner Colleges / Government Sectors (as stated above)
- c. **UPCM Collective c/o Toby Paulino**
 - Edit the infomercial video

D. Vaccine Clinic

TITLE: *"Turok Purok: Kontra Bangis ng Rabies"*

DESCRIPTION: This is a half-day event for the benefit of Minalin, Pampanga community. This will consist of lectures for the following topics:

1. Immunization across lifespans: Infants and children, teen, pregnant women, adults – by Mu IDS Consultant (Dr. Nina Berba, Dr. Sonia Salamat)
2. Animal Bite Management – by Sanofi Pasteurs Representative
3. Rabies Prevention through Responsible Pet Ownership – by Provincial Veterinarian



VENUE: Municipal Hall of Minalin, Pampanga

DATE AND TIME: April 8, 2017, Saturday 8AM – 12NN

TARGET POPULATION: barangay health workers, barangay officials and pet owners of Minalin, Pampanga

PROJECT OBJECTIVES

1. To enhance the awareness of the target population on responsible immunization across a lifespan
2. To encourage the target population to take a proactive stance against rabies
3. To promote good health through vaccine administration

PROJECT METHODOLOGY

1. Mechanics: A half-day event divided into two segments:

- a. Three public health lectures (PHL) on
 - Immunization across lifespans: Infants and children, teen, pregnant women, adults – by Mu IDS Consultant (Dr. Nina Berba, Dr. Sonia Salamat)
 - Animal Bite Management – by Sanofi Pasteurs Representative
 - Rabies Prevention through Responsible Pet Ownership – by Provincial Veterinarian
- b. Anti-rabies vaccine administration for dogs

2. Stakeholders

- a. ImMUnity *Turok Purok* team
- b. Minalin Municipal Hall, Pampanga – barangay health workers, barangay officials, and pet owners c/o Anna York Bondoc-Sagum (0917 535 4765)



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E. Culminating Event

TITLE: “Bakuna para sa Lahat, Mula Bata Hanggang Pagtanda”

DESCRIPTION: This is the commencement activity for ImMUnity Week 2017 to be held at the Museum of a History of Ideas for the launching of the story book from Aklatang Mu Sigma Phi: ImMUnity Leg and ImMUnity mobile app, as well as serve as a venue for promoting awareness through short talks and videos.

TARGET POPULATION: college students, families and their children age 7 years old and above; Infectious Diseases and Hema-Onco patients and consultants from the Philippine General Hospital; partner foundations and organizations

PROJECT OBJECTIVES

1. To formally commence the activities during the ImMUnity 2017 through a program presenting the different events and their respective accomplishments
2. To promote awareness on the importance immunization to all ages to a wider audience by holding a talk on immunization in a public venue
3. To launch the book and ImMUnity mobile app

PROJECT METHODOLOGY

1. **Mechanics:** The following will be the program of the event:

Time (PM)	Activity	Person-in-Charge
5:30 – 6:00	Registration	
6:00 – 6:05	Opening Remarks	Anne Asis (SECC), μΣΦ 2019
6:05 – 6:10	Invocation	Hosts
6:10 – 6:15	Presentation of the World Health Organization Video and Immunization Week Advocacy	Patrisha Quema, μΣΦ 2019
6:15 – 6:20	Presentation of ImMUnity 2017 Four Main Projects	Maxine Sta. Maria, μΣΦ 2019
6:20 – 6:30	Turok Purok: Kontra Bangis ng Rabies	Karol Tablante, μΣΦ 2020
6:30 – 6:50	Aklatang Mu Sigma Phi: ImMUnity Leg – presentation of storybook (short skit)	Maxine Sta. Maria, μΣΦ 2019



6:50 – 7:00	Acknowledgement of book authors and illustrators	Hosts Alexis Dinopol, μΣΦ 2020 Sondra Lim, μΣΦ 2020 Roxy Cruz, μΣΦ 2018
7:00 – 7:10	Distribution of books to partners: <ul style="list-style-type: none"> • Kulay Project • 	
7:10 – 7:25	Break Distribution of Food	
7:25 – 7:30	MAC Video	Soraya Escandor, μΣΦ 2019 Ruth Eusebio, μΣΦ 2020 Ajina Carampel, μΣΦ 2020
7:30 – 7:45	Immunization across lifespans: Infants and children, teen, pregnant women, adults	
7:45 – 7:55	Open Forum	Hosts
7:55 – 8:00	Mobile Exhibits (where they rotated – Pampanga and Manila)	Soraya Escandor, μΣΦ 2019 Ruth Eusebio, μΣΦ 2020 Ajina Carampel, μΣΦ 2020
8:00 – 8:05	ImMUnity Mobile App: How to Use this (video)	Maxine Sta. Maria, μΣΦ 2019 Patrisha Quema, μΣΦ 2019
8:05 – 8:15	ImMUnity Mobile App Launching	Maxine Sta. Maria, μΣΦ 2019 Patrisha Quema, μΣΦ 2019
8:15 – 8:20	Closing Remarks	Anna San Pedro, μΣΦ 2017
8:20 onwards	Book Signing	Alexis Dinopol, μΣΦ 2020 Sondra Lim, μΣΦ 2020 Roxanne Cruz, μΣΦ 2018

2. Stakeholders

- a. ImMUnity Team
- b. Media Partners
- c. Guests
 - partner colleges and student organizations
 - families and children from partner schools, foundations and organizations (i.e. Hema-Onco patients from Philippine General Hospital)
 - *Kulay Project*



Contact Persons

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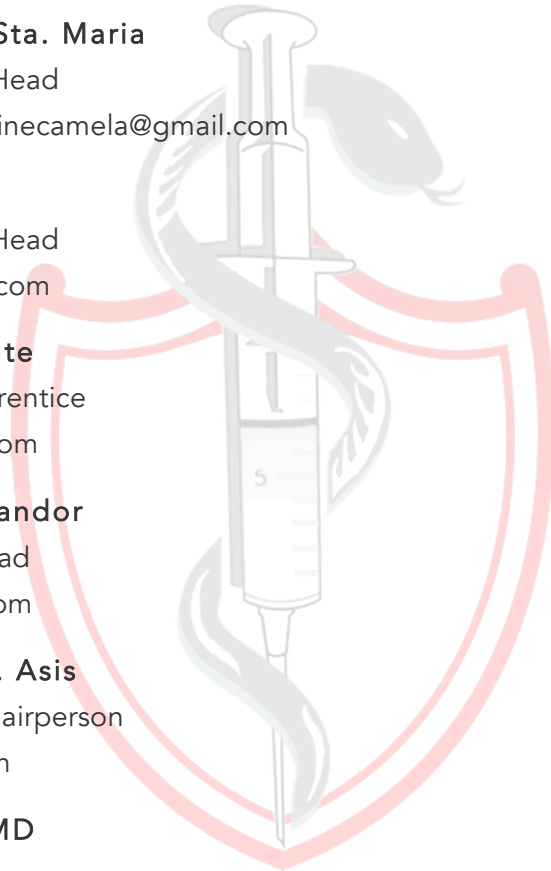
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