

ORGANIZATION NAME : PHILIPPINE FOUNDATION FOR VACCINATION (PFV)

PROJECT TITLE : HATAW GALAW LABAN SA PULMONYA: A “FIGHT AGAINST PNEUMONIA” DANCE COMPETITION

DATE : November 21, 2011

BRIEF DESCRIPTION:

This is an interpretative dance contest for all government health care workers (HCWs) aimed at integrating the Filipinos’ passion for music and dance with the HCWs commitment to the fight against pneumonia. The campaign is a call to action against people’s lack of awareness on the extent and gravity of pneumonia as a life threatening illness. It sought to engage health workers all over the nation to actively participate in the drive to disseminate information to each and every barangay in the country and eventually implement actions/, projects embodying the key message “PROTECT AGAINST, PREVENT AND TREAT” PNEUMONIA.

The HCWs danced to the music Sapul sa Pulmonya which was written and created for the event by award-winning composer, Mr. Jungee Marcelo. The participating dance groups were judged on the bases of their dance video performances, their on-going and proposed projects and programs to combat the disease and the number of votes they received during the conference and online via You Tube.

THE TARGET MARKET

All government Health Care Workers (HCW) employed in a public health facility, such as a local health center, a city hospital or a provincial medical facility, in the Philippines were eligible to form a dance group composed of 10 to 20 members, at least 50% of which are HCWs including doctors, nurses, midwives, nursing aides, barangay health volunteers and other health officials.

THE OBJECTIVES

1. Information Dissemination
2. Small Grant for Pneumonia-related Projects
3. Promotion of Preventive Means such as Vaccine, proper nutrition and avoidance of indoor pollution;
4. Work towards MDG4 accomplishment

THE OUTCOME

The response to the Competition is indeed overwhelming. However, although many people expressed their intention to join the competition, due to time constraints, only 11 entries were able to make it. Nevertheless, the entries represented the different types of health facilities such as medical centers, city health offices, municipal health offices and even a satellite health center, from Mindanao, Northern Luzon, and Metro Manila.

THE WINNERS:

1. **First Place** - National Center for Mental Health <http://youtu.be/W6t5RZYmdbg>
2. **Second Place** - Mariveles Health Center and Mental Hospital
<http://youtu.be/NcEJQlf2ch0>
3. **Third Place** - Northern Mindanao Medical Center <http://youtu.be/2PkgMhn17ZU>

THE OTHER PARTICIPANTS:

4. Amang Rodriguez Memorial Hospital <http://youtu.be/Eczy1qvF-Wc>
5. Manila Health Center <http://youtu.be/2m1XvP3h3nY>
6. Our Lady of Remedies Vicariate Health Center <http://youtu.be/K5gYQ4c1Lil>
7. Quezon City Health Center, V.O.B <http://youtu.be/zkBzc39UtlU>
8. San Pablo Health Center <http://www.youtube.com/watch?v=rn3DPs84IAQ>
9. Up-PGH <http://youtu.be/clIV7py3a7M>
10. Valencia City Health Center, Bukidnon <http://www.youtube.com/watch?v=mjsMDMJ5Lu8>
11. Valenzuela City Health Center http://youtu.be/3lhLKtpW_Tw

The participation of health workers from all levels and ages is an indication that the campaign is on the right track. More importantly, the objective of the Competition, which is to disseminate information and to arouse participation in and passion for the fight against Pneumonia has already been achieved. **BUT THIS IS JUST THE BEGINNING!**

The competition simply started the ball rolling. The real effects and the true success of this project are seen in the following:

1. **MASSIVE CAMPAIGN AND INFORMATION DISSEMINATION** – The online voting component of the competition has awakened the competitive spirit of the participants. A look at the video entries will show the tremendous amount of views and interest each video entry has generated. By campaigning for their respective entries, the participants actually put the issue of pneumonia in the consciousness of the people. Every person who views the video is exposed to the message of the campaign which is to “PROTECT, PREVENT AND TREAT”. Any reaction elicited is even much better as it makes the issue a part of the discussion which gives it the multiplier effect. By the time the competition ends, thousands and thousands of people had been reached. By World Pneumonia Day, the entries had generated combined views of more than 25,000 on You Tube.

The distribution of the music and competition materials in itself had already given the Pneumonia issue a considerable mileage. The download sites registered more than 100 downloads, the invites sent reached more than 100 recipients, the CDs and brochures were distributed to more than 300 people, and the Facebook Page generated more than 2000 views.

More importantly, even after the celebration of World Pneumonia Day on November 12, 2011, many pneumonia-related activities have adopted the music Sapul sa Pulmonya as their anthem. The music is continuously being used in different exercises and dance campaigns.

Likewise, several media outfits gave the event coverage in different levels such as news write-up, television, internet blogs, online news publications and even a continued publication in magazines for the coming year.

2. **ANTI-PNEUMONIA PROJECT PRIORITIZATION** – The pneumonia related programs evaluation portion of the criteria compelled the participants to think and formulate projects for the campaign. Considering that planning for 2012 is made at or around this period, win or lose these projects will most probably be implemented already. This event gave the participants an opportunity to come up with activities that could already be part of their plans for the coming year. By incorporating this item in the criteria, the Hataw Galaw competition has successfully given the campaign a long-term effect by putting anti-pneumonia on top of the health facilities' plans and programs for the coming year.

Additionally, since the release of the cash awards is dependent on the progress of programs proposed, the continuation of these activities are assured.

3. **MORALE BOOST FOR HCWs** – By opening the competition exclusively for health facilities, health care workers (HCWs) were placed at the forefront of the anti-pneumonia campaign. They were given a platform not only to showcase their talents but their efforts as well. HCWs are among the most neglected public servants, their work unnoticed, facing every conceivable challenge as funding, logistics, infrastructure, and even lack of knowledge support. Through the competition, PFV, in cooperation with IVAC and the World Pneumonia Day organization and the grant from John Hopkins, has shifted the focus on HCWs and has demonstrated that these HCWs are not alone on this fight. The dance competition has not only rejuvenated them physically but more importantly, revitalized and heightened their spirits.
4. **KNOWLEDGE SHARING** – The Competition has given the PFV an insight on the innovative ways adopted by these health facilities in delivering public health service to their constituents. By presenting it to both the national and international stage through advocacy, the PFV will be able to give an opportunity to all other concerned sectors to replicate these programs and/or innovate as well, and adapt to whatever unique circumstances they are in. It further strengthens our resolve that IT CAN BE DONE. As the saying goes, "If there's a will, there's a way", and if we simply embrace this attitude, the fulfillment of MDGs is well on its way.
5. **CHILDREN ARE THE REAL WINNERS.** Ultimately, the real winners in this competition are the children. All participants, still being high from the outcome of the competition and with refreshed knowledge on the dangers of pneumonia, will find new strength to pursue their programs and plans. The competition winners will have the necessary funding for their activities. The other participants will have the inspiration to work harder and better. The short and long term effect of this activity will be renewed efforts towards the fight against pneumonia and overall reduction in mortality and morbidity, most especially in children under-five, through vaccination, proper nutrition and environmental consciousness which shall in turn translate to a

happy, healthy society.

REACTIONS:

The PFV activities in the observance of the World Pneumonia Day such as the Dance Competition and the Philippine National Immunization Conference have indeed made an impact on those who participated. Let us share some of the reactions, to wit:

1. A PNIC participant, Ms. JD Agapito, was so inspired that she even wrote a poem and sent it via email to Dr. Lulu Bravo, and we quote:

“Dear Jd,

Thanks for sharing that poem. We can upload this on the WORLD Pneumonia Day website if you agree. We realize though that international audiences may not understand the poem as it is in Filipino. Nonetheless it is worthwhile to include this among the events for WPD. Someone wrote a poem for WPD. This means we have a song, a poem and lots of dances to inform people about pneumonia , a killer disease of all age groups.

See you in our next advocacy activities..
Lulu

From: JD Agapito <jd_agapito@yahoo.com>
To: Lulu Bravo <lulubravo@ymail.com>
Sent: Thursday, November 10, 2011 9:21 PM
Subject: Sharing this relevant poem.....

thanks dr. lulu,

i was able to attend the conference at the crowne plaza and i would like to share with you my poem as an output of that conference.

i must say that you can count count of me as an staunch advocate of your cause being a public health person myself.

take care always,

jd (i am the one who greeted you last year on your birthday with a poster of last supper).

**Serye ng tula na inilalathala
Tungkol sa pampublikong kalusugan ang paksa
Ibabahagi ang impormasyon sa madla
Dahil maayos na kalusugan ay yaman sa lupa**

Sapul sa Bakuna ang Pulmonya (Pneumonia)
Sinulat ni Josephine "JD" Dionela

Ano nga ba ang sakit na pulmonya ? (**Pneumonia**)
Di ba't бага ang siyang puntirya
Pag naimpeksyon ay talagang problema
Kukulangin sa **oxygen** na napakahalaga

Karaniwan ito sa edad na 65 mahigit (**older persons**)
Maaari din itong sa bata ay kumapit
Walang sini-sino ang problemang sakit
Kaya naman dapat solusyonang higit

Kaya't ang pulmonya'y alaming tunay
Di basta -bastang sakit dahil nakamamatay
Kapag бага ang sumama ang lagay
Pag-iwas sa komplikasyon ay malaking bagay

Virus o bacteria sa daluyan ng dugo
Likido o tubig ay naipon sa бага mismo
Nagka-lung abscess o nana sa organ ding ito

Sadyang problema at napakadelikado

Acute Respiratory Distress Syndrome ang tawag (**ARDS**)

Kung saan malaking bahagi ng baga ang bagsak
Kaya ang daloy ng **oxygen** ay hindi na sumasapat
Nanghihina ang katawan at delikado itong utak

Kaya't dapat ay sadyang alerto
Sintomas ay dapat na kabisado
Lagnat, pagpapawis pati na pag-ubo
Sakit ng kalamnan kasama ang ulo

Dagdag na sintomas ay hirap sa paghinga
Pangangatog at parang pagod na talaga
Na ang inaakala ng iba ay trangkaso lang pal
Mas mabilis itong makapanghina at mas malala pa

Kaya kung matagal nang mayroong sintomas
Kumunsulta sa doktor kaagad
Para alam kung ano ang nararapat
Kaya't sa paggaling ay nakatitiyak

Mas kinakapitan kasi ang mga naninigarilyo
O yung mayroong ibang sakit mismo
Depensa ng katawan ay huminang todo
Kaya't ang impeksyon ay mas delikado

Kalimitang gamot ay ang antibiotic
Tuloy-tuloy ito at dapat walang patid
Sundin ang reseta ng doktor na nakababatid
Kung anong mabuti para sa inyong sakit

Kung ang pulmonya naman ay dulot ng virus
Hindi antibiotic ang sadya ngang sagot
Anti-viral na reseta rin ng manggagamot
Tiyak na gagaling at may ginhawang dulot

Pero kung nais na huwag dapuan
Pagpapabakuna ang mabisang paraan
Mas mabilis kasi na magkahawahan
Nararapat talaga na may pananggalang

Kaya't sa **Bakuna Sapul ang Pulmonya**
Sa kampanya ng DOH ay sadyang sumama
Pag-ibayuhin ang mga adbokasiya
Taong bayan nawa'y makinig na

Ang badyet sa kalusugan ay dapat ding pataasin
Para ang bakuna ay di na bibilihin
Pupunta na lamang sa Center kung naisin
Mataas na kalidad ng pamumuhay ay kaya nang abutin

November 9, 2011 6:00 pm JD's computer room, JD's place"

2. Several commitment from participants to continue pneumonia-related advocacy:

- a. "The Board of Directors

Phil. Foundation for Vaccination

Thanks so much! Rest assured that this will not be the end of our continuing efforts to fight pneumonia and other vaccine preventable diseases.

Dr. Danilo V. Velasco

MHO

Mariveles, Bataan

From: Hataw Galaw <hatawpfv@yahoo.com>
To: "danny.velasco@ymail.com" <danny.velasco@ymail.com>
Sent: Thursday, November 10, 2011 9:20 PM
Subject: Hataw Galaw Laban sa Pulmonya"

LIST OF WORKS PRODUCED:

1. Original Music – Sapul sa Pulmonya
2. Music Video
3. Competition Brochure
4. Facebook Page
5. Youtube Video entries

MEDIA COVERAGE

1. Newspaper publications
 - a. Business Mirror
 - b. The Daily Tribune
 - c. Manila Bulletin
2. Online health magazine coverage
 - a. Medical Observer <http://www.medobserver.com/article.php?ArticleID=553>
3. Online newspaper coverage
 - a. Abante Online <http://www.abante.com.ph/issue/nov1111/istayl05.htm>
 - b. The Daily Tribune <http://www.tribuneonline.org/metro/20111112met6.html>

Attachments:

- a. Pictures
- b. News articles