



PHILIPPINE MEDICAL ASSOCIATION

THEME: "PMA: WORKING TOGETHER AS ONE"

Member : World Medical Association
Co-Founder : Confederation of Medical Associations in Asia and Oceania (CMAAO)
Medical Association of South East Asian Nations (MASEAN)
Secretariat : Philippine Medical Association Building, North Avenue, Quezon City 1105
Telephone Numbers: (02) 8929-7361; 8929-6366; 8926-2447 • Fax: (02) 8989-6951
Mobile Numbers: 0917-8221357; 0918-9234732 (Secretariat)
0927-5806903; 0961-5823069 (Membership)
Emails: philmedas@yahoo.com; philmedas@gmail.com • Website: www.philippinemedicalassociation.org

NATIONAL OFFICERS 2020-2021

BENITO P. ATIENZA, MD
President

CHRISTINE S. TINIO, MD
Vice President

DURES FE E. TAGAYUNA, MD
National Treasurer

HECTOR M. SANTOS JR., MD
Secretary General

MARIA CHRISTINA H. VENTURA, MD
Assistant Secretary General

BOARD OF GOVERNORS

ROSA LINA M. BALOT, MD
Northeastern Luzon

JOSE MANUEL VICENTE C. BELLO JR., MD
Northwestern Luzon

AUGUSTO F. ABELEDA JR., MD
Central Luzon

ALEJANDRO Y. TAN, MD
Manila

MA. MERCEDES V. AGUSTIN, MD
Quezon City

ELISA O. TIU, MD
Rizal

JOSE ARNEL G. MANALILI, MD
Central Tagalog

ROSALINA S. CARAAN, MD
Southern Tagalog

RICARDO D. ISIP JR., MD
Bicol

JAPHET G. FERNANDEZ DE LEON, MD
Western Visayas

KAZAN BENIGNO S. BALUYOT, MD
Central Visayas

GLENDA G. OSERRAOS, MD
Eastern Visayas

JOHN HERNANI V. ANACAN JR., MD
Western Mindanao

LESTER LLOYD C. LEOCADIO, MD
Northern Mindanao

LUZ P. ACOSTA-BARRIENTOS, MD
Southeastern Mindanao

JACQUELINE L. ASENTISTA, MD
Northcentral Mindanao

MANOLITO C. GO, MD
Caraga

MEMORANDUM CIRCULAR NO: 2021-01-07-036

**TO : NATIONAL OFFICERS, BOARD OF GOVERNORS, PRESIDENTS
OF COMPONENT SOCIETIES, SPECIALTY DIVISIONS, SUB-
SPECIALTY SOCIETIES, AFFILIATE SOCIETIES**

SUBJECT : COVID-19 DEMAND GENERATION AND COMMUNICATION

DATE : JANUARY 7, 2021

New year's greetings from the Philippine Medical Association!

The Demand Generation and Communication Task Group of the Covid-19 Vaccine Cluster, spearheaded by the Philippine Information Agency, together with the DOH, NTC, and DSWD as members, is inviting the PMA to attend the discussion on **Covid-19 Demand Generation and Communication** via **Zoom** on **January 14, 2021, Thursday, from 4:00PM to 7:00PM** (please see attached letter). This task group is responsible for the design of demand and risk communication plan, social mobilization, and community engagement and social preparation of target population and geographical areas prior to vaccination.

We request the President or an official representative of each society to attend this meeting. Zoom link details to follow. Please contact Mr. Rizalito Santiago, Jr. at 09771035146 should you have any questions.

Thank you for your usual cooperation!

Respectfully,

HECTOR M. SANTOS, JR., MD, MMHA
Secretary-General