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