

Another Successful Campaign during Goiter Awareness Week 2010

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For decades our Society has been committed to the improvement of thyroid health and dissemination of information to our colleagues as well as to the patients and their families. These have been made possible through the annual convention, thyroid weekend courses, brochures and the trimedia.

Over the past four years, the Philippine Society of Endocrinology and Metabolism has joined the Philippine Thyroid Council (PTC) which consists of local/international, government/non-government, medical/non-medical organizations whose advocacies include prevention and improvement in the quality of care for patients with thyroid diseases in the country.

Presidential proclamation 1188 declared the 4th week of January as “Goiter Awareness Week” (GAW). And since its proclamation in 2006, the council has been working on a common annual theme to create a greater impact in their advocacies. The first theme in 2007 was “*Check Neck Mo, Now Na*” was a campaign to increase awareness about the thyroid gland, goiter, hyperthyroidism and hypothyroidism. This was then followed by “*Iodine sa Asin, Isip Patalinuhin*” in 2008 and “*Sa Thyroid ng Nanay, Isip at Talino ng Anak Nakasalalay*” in 2009, where PSEM was the lead organization.

In mid-2009, preparations for the 2010 GAW were on the way to make it the biggest event ever yet. Dr. Josephine Raboca, chair of the PSEM Thyroid Working Group, attended and participated in countless meetings during the planning stage. This year’s theme aimed to intensify efforts of the previous GAW, thus “*Goiter Agapan-Thyroid Pangalagaan sa Wastong Kaalaman*” .

The highlights of this year’s GAW opening include a presentation of the iodine deficiency status of the Philippines by Dr. Mario Capanzana, Director of FNRI-Department of Science and Technology, and the launching of the Philippine Thyroid Council logo on January 23, 2010 at the Diamond Hotel. The officers of PSEM and members of the PSEM Thyroid Cancer Support Group joined a 3-kilometer PTC Funwalk on Janu-

ary 24, 2010. New brochures / information materials on clarifying “Myths and Fallacies” and a new set of lecture slides were prepared by the thyroid working group, mostly by Dr. Aimee Andag-Silva, for dissemination to PSEM members and other members of the PTC for use throughout the year. Through its regional working group and its members, we were able to successfully deliver multiple lay fora nationwide. Lecture series for doctors were also provided especially in areas where a thyroid specialist may be lacking. Active campaign was also done successfully through radio and TV appearances. Thanks to the PSEM Information Technology committee, the Society’s website www.endo-society.org.ph provides downloadable patient education materials on goiter, hypothyroidism and hyperthyroidism.

“*Congratulations and good job everyone.*”