

WEST SIDE STORY

Rotary
Club of Makati West



OFFICIAL NEWSLETTER OF ROTARY CLUB OF MAKATI WEST

Vol. 4, RY 2022-2023 | 2,358th Meeting (since 1969) | August 4, 2022

Thursday Lunch Meeting with Guest Speaker H.E. JANA ŠEDIVÁ July 28, 2022



Czech Ambassador to the Philippines H.E. Jana Šedivá together with RCMW Spouses.

Today's Guest Speaker:

RTN. ROBERT VITO
MANAGING DIRECTOR
RIPPLE8

New RCMW website www.rcmakatiwest.ph

[www.fb.com/RCMWD3830](https://www.facebook.com/RCMWD3830)

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 IMAGINE ROTARY

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GILISM FOR THE WEEK

#GILISM

There is always
a way.





MONTHLY ACTIVITIES



Lunch Meeting

Rtn. Robert "Bobby" T. Vito
Managing Director
Ripple8

Date: August 4, 2022/ Thursday
Venue: Dusit & Zoom Conference
Time: 12nn to 2pm



Lunch Meeting

Mr. Carlo Ople
Founder
Unbox PH

Date: August 11, 2022/ Thursday
Venue: Dusit & Zoom Conference
Time: 12nn to 2pm

Rotary Service Day



Date: August 16, 2022/ Tuesday
Venue: Tejeros Hall, Camp Aguinaldo, Quezon City
Time: 1:00pm to 5:00pm



Lunch Meeting

Ms. Julia Abad
Executive Director
Philippine Business Coalition for
Women Empowerment

Date: August 18, 2022/ Thursday
Venue: Dusit & Zoom Conference
Time: 12nn to 2pm

Club Fellowship



Date: August 25, 2022/ Thursday
Venue and Time: TO BE ANNOUNCED



TODAY'S PROGRAM

12:15PM Call to Order
PRESIDENT GIL CHUA

Invocation
RTN. PAUL DAZA

Philippine National Anthem (video)

12:20PM RC Makati West Hymn

Introduction of Visiting Rotarians and Guest;

Introduction of Personalities at the
Presidential table;

Committee announcements

12:30 PM President's Time
PRESIDENT GIL CHUA

Introduction of Guest Speaker
RTN. AMEL MOTI

12:50PM Speech
RTN. ROBERT "BOBBY" VITO
Managing Director
Ripple8

Adjournment
PRESIDENT GIL CHUA

Moderator
RTN. PATRICK DIONISIO

THIS WEEK'S CELEBRANTS



August 3
SPS. TETCHIE HAGEDORN
Birthday



August 4
SPS. HELEN LIMCAOCO
Birthday



August 5
RTN. CHRISTOPHER NARCISO
Birthday



August 1
RTN. RYAN & CRISTINA KERN
Wedding Anniversary



August 4
PP LOU & SPS. BARBARA DEL ROSARIO
Wedding Anniversary



August 6
PP ROQUE & SPS. MARITONI TORDESILLAS
Birthday



GUEST SPEAKER RTN. ROBERT "BOBBY" VITO MANAGING DIRECTOR, RIPPLE8

Bobby Vito is a seasoned communications professional with 26 years total experience in advertising and creative public relations.

He has handled the top brands in banking, telco, insurance, utilities, fastfood, auto and FMCG. He has also assisted with crisis management for some of the major brand issues in the past decade. With the help of his team, he has grown his agency, Ripple 8, the PR arm of the DDB Group, into one of the most awarded integrated PR solutions agency in the country.



PRESIDENT'S MESSAGE

'Infodemic'

Two-and-a-half years into the COVID-19 pandemic, we have battled a lot of fears and won several victories along the way. If there's anything we should thank this pandemic for, it is that our faith became stronger and we are able to have a deeper appreciation of the things that really matter in life, that is, our health, our loved ones, and our humanity as we care for the less fortunate who are the most affected by this calamity.

But what really happened since January 2020 when we had our first confirmed case was not just about fighting the virus, but also the misinformation that came along with it. I think it's just normal that when people are afraid, they tend to believe the first information they hear and even spread it to others even before they can verify whether it is true or not.

As World Health Organization (WHO) Director-General Tedros Adhanom Ghebreyesus had put it, "the world is not just fighting a pandemic but also an infodemic." Especially at the onset of COVID-19, there had been a lot of misinformation about causes, treatments, and later on, about the vaccines. These "fake news" even spread faster because it did not only travel by word of mouth, but through social media. And as you know, the Philippines is the Social Media Capital of the world.

Fake news about COVID-19 had exposed individuals and communities to further health risks as people who believe in it tend to self-medicate and not follow health protocols. This had likewise caused panic, anxiety, and other mental health issues among Filipinos.

One profound effect of this infodemic in the Philippines was vaccine hesitancy, which could be traced back to the 2018 controversy over the dengue vaccine Dengvaxia, which turned many Filipinos into being fearful of vaccines. Before Dengvaxia, the Philippines was one of the countries with the highest confidence in vaccines.

Surveys following the Dengvaxia controversy showed that public confidence in vaccines drastically dropped from 93% in 2015 to 32% in 2018.

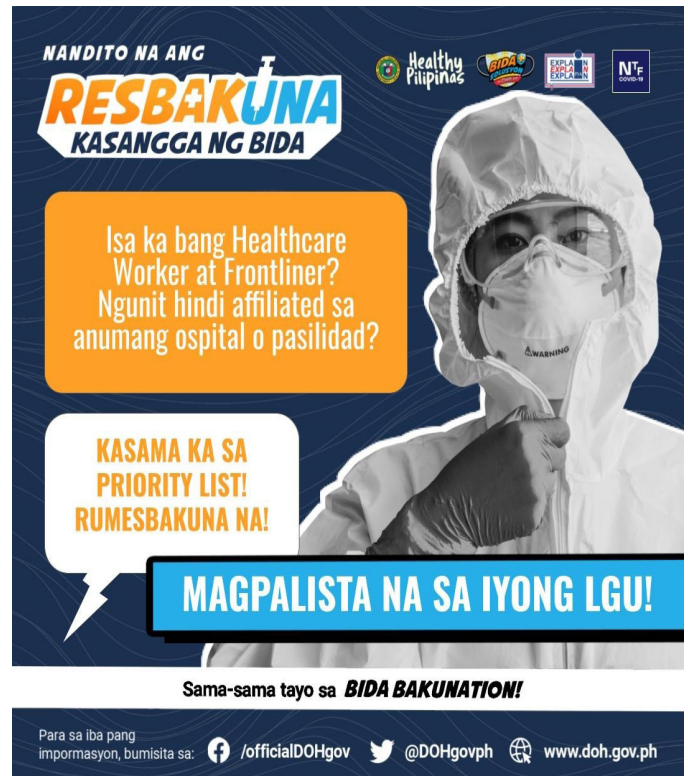
In early 2020, two years after the Dengvaxia controversy, COVID-19 came and there's a huge part of the population still rejecting the idea of getting vaccinated. They fear its side effects, especially those with comorbidities.

A year after COVID-19 came into Philippine shores and right before the vaccines arrived, a Pulse Asia survey released in February 2021 revealed that only 16% of Filipinos were willing to get vaccinated if a COVID-19 shot was available.

Misinformation and conspiracy theories further contributed to making Pinoys fear COVID-19 vaccination. Not being literate enough, combined with no single authority to source and trust, people tend to believe anything they hear from the grapevine.

This vaccine hesitancy became a big threat to the government's COVID-19 counter measures, made more crucial by the fact that the country had one of the worst COVID-19 infection rates in the world.

To address this vaccine hesitancy, the Department of Health (DOH) launched the



NANDITO NA ANG
RESBAKUNA
KASANGGA NG BIDA

Healthy Pilipinas | BIDA | BAKUNA | NTF

Isa ka bang Healthcare Worker at Frontliner? Ngunit hindi affiliated sa anumang ospital o pasilidad?

KASAMA KA SA PRIORITY LIST! RUMESBAKUNA NA!

MAGPALISTA NA SA IYONG LGU!

Sama-sama tayo sa **BIDA BAKUNATION!**

Para sa iba pang impormasyon, bumisita sa: [/officialDOHgov](https://www.facebook.com/officialDOHgov) [@DOHgovph](https://twitter.com/DOHgovph) www.doh.gov.ph

Property of DOH

“RESBAKUNA” campaign in March 2021 to generate acceptance and demand for COVID-19 vaccines among vaccine-eligible sectors of the population. It aimed to establish the government as the “authority” in all information about COVID-19 vaccines and vaccination rollout nationwide.

DDB Group Philippines came up with the campaign's branding, key visuals, and communications strategy. RESBAKUNA came from the words “resbak” and “bakuna”. While bakuna means vaccine, ‘resbak’ is the Tagalog slang for “retaliate”, an apt term when referring to vaccine which is the ultimate weapon against COVID-19. The campaign was aimed at educating the masses that the vaccine is an ally that will give them a fighting chance against the deadly virus.

The campaign hinged on a transparent and well-informed educational campaign on the science of the vaccine that is crucial for Filipinos to trust in the nationwide COVID-19 vaccination rollout. It harnessed social mobilization, advocacy, social and behavior change communication activities to disseminate information about the vaccines



RESBAKUNA
KASANGGA NG BIDA

ALAMIN ANG TOTOO
UKOL SA COVID-19 VACCINES
AT RISK NG BLOOD CLOTTING!

BLOOD CLOT RISK
0.18%
1,763 sa bawat 1 million
na naninigarilyo

BLOOD CLOT RISK
0.1%
1,000 sa bawat 1 million
na naglalakbay sakay ng eroplano

BLOOD CLOT RISK
0.0004%
4 sa bawat 1 million
na nabakunahan ng AstraZeneca vaccine

RUMESBAKUNA SA UNANG DOSE NG COVID-19 VACCINE?
ALAMIN KUNG KAILAN ANG SCHEDULE NG SUSUNOD MONG DOSE!

Ang mga bakunang Sinovac CoronaVac at Oxford-AstraZeneca ay ibinibigay ng dalawang (2) doses. Kailangan mong makuha ang parehong dose para makuha ang pinakamataas na lebel ng proteksyon mula sa COVID-19!

Sinovac | CoronaVac
BILANG NG DOSE NA KAILANGAN AT PAGITAN:
2 doses, 28 days
(4 na linggo) ang pagitan

Oxford | AstraZeneca
BILANG NG DOSE NA KAILANGAN AT PAGITAN:
2 doses, 4-12 linggo
ang pagitan

TANDAAN... MASK HUGAS IWAS AIR FLOW

Para sa iba pang impormasyon, bumisita sa: /officialDOHgov @DOHgovph www.doh.gov.ph DOH Philippines

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and the government's ongoing vaccine rollout.

RESBAKUNA would eventually help cultivate Filipinos' trust in the COVID-19 vaccines, make them recognize the role of vaccination in the country's COVID response, and rely on government-initiated platforms as the lead source of vaccine-related information.

Several months into the campaign, survey results clearly indicated that more Filipinos had come to trust COVID-19 vaccines administered by the government with vaccine acceptance and demand among the country's eligible populations steadily increasing.

According to a survey released by Pulse Asia in July 2021, four months after campaign launch, 43% of respondents said "yes" to getting inoculated with a COVID-19 vaccine, a big jump from 16% from the earlier February 2021 survey.

Moreover, in a later survey conducted by SWS in September 2021, 64% of adult Filipinos were already willing to get vaccinated against COVID-19, twice as high as the 32% in May 2021, when SWS first surveyed about it.

When RESBAKUNA marked its first anniversary last March 2022, over 63 million Filipinos have already been fully vaccinated against COVID-19.

This resulted in continuous decline in cases given the extensive national vaccination coverage in addition to the observance of minimum public health standards. Our health system's capacity is no longer overburdened, and COVID-19 related restrictions are now at a minimum under Alert Level 1.

As you can see, this pandemic has not only been an exercise in handling a public health problem, but also a drill on fighting fake news. But I guess, as long as the government and the private sector are willing to collaborate to come up with solutions, we are all assured that we can win over any pandemic and infodemic in the future.

Still, we have to always remain vigilant to be safe. Read only from reliable sources of information like the DOH public service announcements, and follow health protocols, especially for senior citizens like some of us who are more vulnerable health-wise.

Keep safe!

Gil G. Chua
President, RY 2022-2023
Rotary Club of Makati West



THE WEEK IN REVIEW

July 28, 2022



PP Lou del Rosario as Moderator



Rtn. Judd Balayan as Invocator



President Gil G. Chua during his President's Time



Rtn. Zdenek Jankovsky Introduces the Guest Speaker



H.E. Jana Sediva giving her Speech



H.E. Jana Sediva receives a Gift of Life certificate from the club





District 3830 Governor Mildred Vitangcol attended the July 28 RCMW lunch meeting. (L-R) PP Lou del Rosario, PRID Guiller Tumangan, DG Mildred Vitangcol, H.E. Amb. Jana Sedova, Rtn. Zdenek Jankovsky, and Pres. Gil Chua.



ROTARY SERVICE DAY

THE POWER OF ENGAGEMENT

AUGUST 16, 2022 · 1:00 PM-5:00 PM
TEJEROS HALL, CAMP AGUINALDO, QUEZON CITY
DRESS CODE: SMART CASUAL

Organized by:
ROTARY VILLAGE CORPS FOUNDATION INC.
ROTARY ACTION GROUP FOR COMMUNITY ECONOMIC DEVELOPMENT (RAGCED)



R. Gordon R. McInally
RI President Elect



Guiller E. Tumangan
Past RI Director
Chairman, RVC Foundation Inc.



PDG Jim Louttit
RAGCED Head



PDG Jose Francisco "Jess" Cifra
President, RVC Foundation Inc.

Hosted by: District 3780, 3800 & 3830
A collaboration of the Ten Rotary Districts in the Philippines

For registration scan the QR Code or follow the link
<https://bit.ly/3OMgRme>



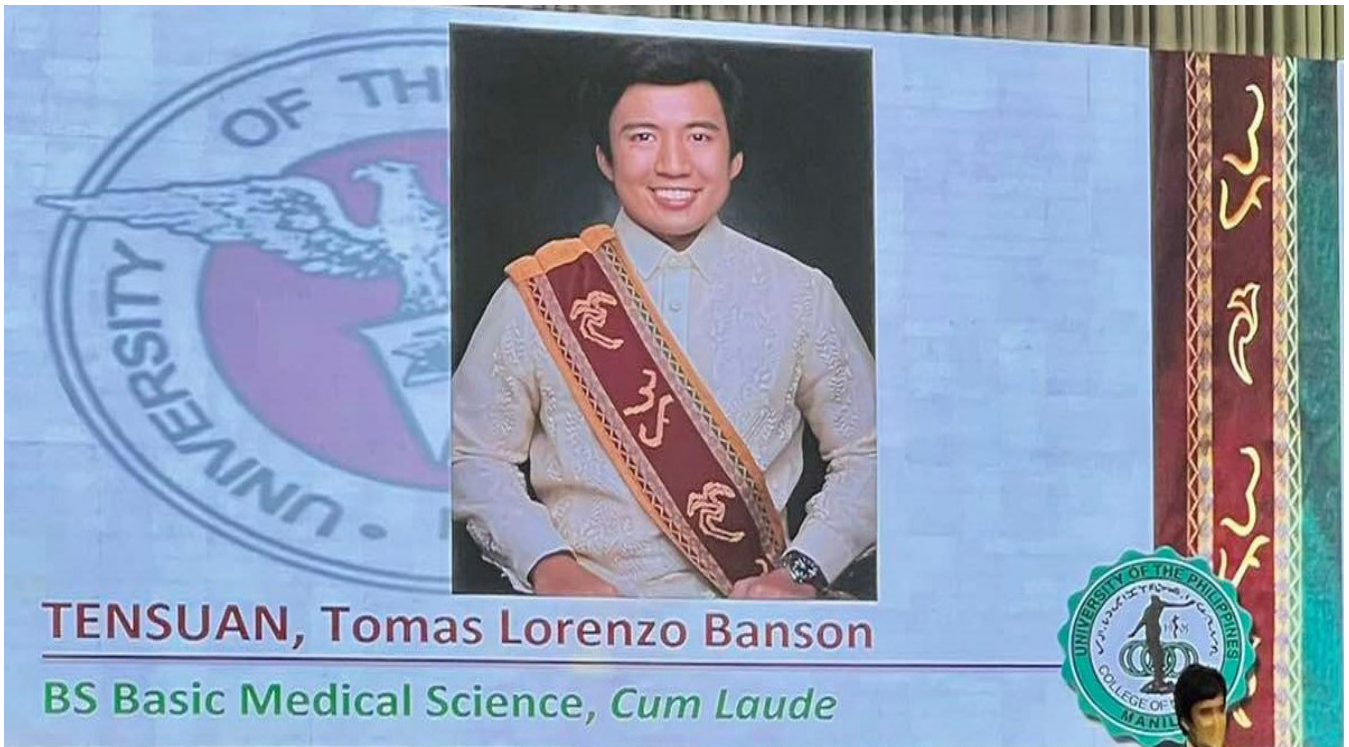
Assessment Fee: P700.00
For more information and payment kindly contact your respective DGE



Property of DOTr

Transportation Secretary & RCMW Vice President Jaime Bautista led the oath-taking of PP Roberto "Bobby" Cecilio Lim as the new Undersecretary for Aviation and Airports last Friday, July 29, 2022.

Congratulations PP Bobby Lim!



PP Eric Tensuan & Sps. Fides witnessed the Commencement Exercises of their son, Tobi Tensuan, graduated from University of the Philippines Manila with Latin Honors (Cum Laude) on August 2, 2022 at PICC.

AUGUST IS



**MEMBERSHIP
& NEW CLUB
DEVELOPMENT
MONTH**

"Rotary's strength lies in the sincerity of purpose of its members."
Estes Snedecor, Rotary Club of Portland, Oregon - 1921 Rotary Convention

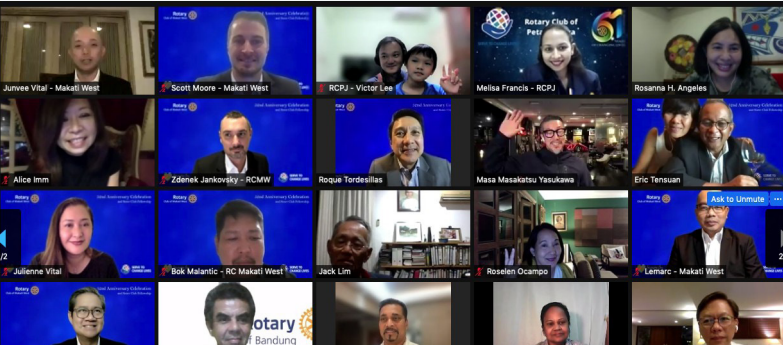


**EACH ROTARIAN:
REACH ONE, KEEP ONE**

www.rotary.org



Missed out on past events?
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access in just a few clicks.



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53rd INDUCTION & HANDOVER

[Click to explore >](#)

**WEST SIDE
STORY**

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**Fireside Chat &
All-Cluster Meetings**

[Click to explore >](#)



THE FOUR WAY TEST OF THE THINGS WE THINK, SAY AND DO

ROTARY INTERNATIONAL

- I. Is it the **Truth**?
- II. Is it **FAIR** to all concerned?
- III. Will it build **GOOD WILL** and **BETTER FRIENDSHIPS**?
- IV. Will it be **BENEFICIAL** to all concerned?

ROTARY CLUB OF MAKATI WEST

- I. Is it **RECOGNITION**?
- II. Is it **RETENTION**?
- III. Is it **RECRUITMENT**?
- IV. Is it **FUN**?





RY 2022-2023

Officers, Directors & Club Advisers

President	Gil Chua
Vice President	Jaime Bautista
Secretary/ PE	Juan Antonio Carlos
Treasurer	Gerardo Laperal
Director	Tristan Choa
Director	Leonardo Cuaresma, Jr.
Director	Paul Daza
Director	Epifanio Delos Santos
Director	Elmer Francisco
Director	Scott Moore
Director	Charles Bernard Reyes
Sgt.-At-Arms	Javier Berenguer-Testa
Ex-Officio Dir.	Franco Del Rosario
Club Adviser	PRID Guiller Tumangan
Club Adviser	PP Carmelino P. Alvendia, Jr.
Club Adviser	PP Dennis Decena
Club Adviser	PP Noel Laman
Club Adviser	PP Teodoro Limcaoco
Club Adviser	PP Amando Jesulito Jimenez
Club Adviser	PP Larry Ocampo
Club Adviser	PP Roque Tordesillas
Club Adviser	PP Antonio Tambunting III
Club Adviser	PP Enrico Angeles
Club Adviser	PP Ramon Guerrero
Club Adviser	PP Edgardo Balois
Club Adviser	PP Aurelio Paulo R. Bartolome
Club Adviser	PP Victor L. Vital
Club Adviser	PP Ruy Moreno
Club Adviser	PP Dave Caldwell
Club Adviser	PP Luis Del Rosario, Jr.
Club Adviser	PP Enrico B. Tensuan
Club Adviser	PP Alasdair Thomson

Honorary Members

Hon. Secretary Albert del Rosario and
Mr. Rob Raylman

THE WEST SIDE STORY STAFF

Secretariat: Shekinah Yarra
Jameson Manlangit



Thank you for
your continuous service.
[Click here to see the list of payees.](#)

Remain part of our cause by
sending your dues to:

ROTARY FOUNDATION
OF MAKATI WEST, INC.

ACCOUNT NO: 001680053572
BRANCH: PHILAM TOWER VALERO
BANK NAME: BANCO DE ORO

If you have paid but don't see your name on
the list of payees, please send proof of
deposit to the Secretariat:

jamesonrcmw@gmail.com
kai.rcmw2@gmail.com

Stay up to date with club happenings via

<http://rcmakatiwest.ph>
www.fb.com/RCMWD3830
rcmakatiwest2020@gmail.com
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