

## 2016 International Day of Immunology in Spain

As every 29<sup>th</sup> of April, the Day of Immunology took place. And we are really happy with the outcome! This year we have made a great effort to spread this amazing field among all the people we could. That involved not only researchers or science-related environments (hospitals, universities), but also to other audiences: schools (under 18), general audience (above 18) and, of course, social media (Facebook & Twitter) and press (printed and online newspaper and magazines).

### Schoolchild audience

Covering 6 really important Spanish cities (Bilbao, Cáceres, Madrid, Vigo, Valencia and Castellón de la Plana) we have reached more than **1000** scholars. The activities were focused mainly in introducing them how the immune system works, why it is important for us, how vaccines work, how can we “teach” our immune cells for using them in immunotherapy...

Although all them important, we have to point out the event that took place in Majadahonda (Madrid), where we had the support of the local Education Council and more than **350+ scholars** received a little dose of immunology (Supplemental Figure 1, extract from the local newspaper).

### Scientific-medical-university specialized audience

Taking place in 4 cities (Barcelona, Córdoba, Madrid und Valencia), several talks took place where scientific for all fields could access to the newest treatment and advances in the immunology field. It covered scientific institutes, hospital and Universities. We are sure that more than **200+** assistants were present in the conferences.

From this section we wanted to highlight the activity in Valencia, where 60+ students from the Biotechnology Bachelor were invited to create YouTube videos about the immune system, pointing out the role of immunotherapy. Examples of these videos can be found [here](#) and in this [YouTube channel](#). In Valencia the activity was so intense that some online blogs and local newspaper wanted to share the info and spread the news of Immunotherapy to locals:

- [Naukas website](#)
- [Local Newspaper](#)

Although we cannot say how many people we reached with these articles, we can speculate. Naukas is a popular online site with more than **41,000** followers on twitter, so the impact of this article could be of great importance. Moreover, the Levante newspaper is one of the most read one in Valencia.

## General audience

Together with the schoolchild audience, the general audience section was a complete success. Activities in Madrid, Valencia, Valladolid and Bilbao tried to reach audience from 18 onwards. We have to point out here two main activities: the one that took place in Madrid and the one that was carried out in Valladolid.

In Madrid, a total of **100** persons joined one of the planned activities: our ImmunoRace (also allowed with dogs!), Yoga Session, children-plays and general talks for parents. Some balloons were also released in order to commemorate Immunodeficiencies. We attached some of these pictures in *Supplementary Figure 2, 3 and 4*.

On the other hand, in Valladolid, and as every year, the social event “A beer with your immune system” was a complete success. In these events some [videos](#) are projected to the assistants, who learn immunology in a really relaxed environment. Within the event more than **30** assistant can be found!

## Extra: Facebook & twitter audience

And finally social media. We wanted to share this immunological day to all the people that could not attend the events or, living outside of Spain, wanted to be aware of immunology. We have created 3 posts talking about immunotherapy: how it works, new advances and how it could improve lifespan of cancer patients (as well as other immune diseases). We have to admit: we believe it was a complete success! Our statistics showed an average of **5000+ reached people, peaking to 10.000+** (see supplementary figure 5) at the end of our contest. Yes! We also carried out a small contest in order to verify the knowledge of our followers.

## Summary

This year the Spanish Society for Immunology has made a great effort in order to spread and consolidate the Day of Immunology among the Spanish population (and also Spanish-speaking country through our social media). As far as we know, we have reached more than **20,000** persons, if we sum the statistics from our Facebook page. We are sure we have reached more people due to the high amount of articles that were published in local newspaper and online blogs thanks to the effort of all our members, who personally contacted to all of them. Our mission was clear: **reach as much as we can!**

## Supplementary information

All the links below correspond to articles and news were either the Spanish Society for Immunology or the Day of Immunology (or both) were mentioned due to the efforts of our organizers:

1. More articles, newspaper, online-blogs and more that we contacted with in order to spread Immunology:
  - [Newspaper in Badajoz](#), one of the most important information sites for locals.
  - And another [newspaper](#) in the same city
  - An [online blog](#), talking about the importance of vaccination.
  - A [local newspaper in Vigo](#), where the gluten-free breakfast was prepared

## Supplementary pictures



The image shows a newspaper clipping from 'EDUCACIÓN' magazine, issue n.º 26, April 2016, from Majadahonda. The main title is 'Más de trescientos alumnos participan en un proyecto de divulgación científica en el Instituto Carlos III'. Below the title is a photograph of the Instituto Carlos III building complex. The text discusses the 'Jornadas de Inmunología... hablando de ciencia' project, its objectives, and its continuation in the next school year.

22 EDUCACIÓN Majadahonda · n.º 26 · abril 2016

## Más de trescientos alumnos participan en un proyecto de divulgación científica en el Instituto Carlos III



El Centro Nacional de Microbiología, perteneciente al Instituto de Salud Carlos III, colabora con la Concejalía de Educación, Cultura y Juventud en un proyecto educativo de divulgación científica durante el curso 2015-16.

A lo largo del mes de abril y en torno a la celebración del Día de la Inmunología (29 de abril), un grupo de científicos e investigadores del citado instituto desarrollarán en los centros educativos de Majadahonda un proyecto de talleres y conferencias

bajo el título "Jornadas de Inmunología... hablando de ciencia". El objetivo de estas jornadas es divulgar entre los alumnos del último ciclo de Educación Primaria y en Secundaria temas tan importantes como conocer cuáles son y cómo se pueden prevenir y tratar las principales enfermedades del sistema inmune; entender los conceptos de salud y enfermedad en la sociedad actual y valorar la importancia que tiene el cuidado de nuestro cuerpo para prevenir las enfermedades.

En esta primera edición del proyecto participarán 350 alumnos de los colegios Antonio Machado, Santa Catalina, S. Pío X, Federico García Lorca y de los centros de secundaria José Saramago, Carlos Bousoño, Margarita Salas y Caude.

La colaboración con este interesante proyecto de divulgación científica entre el área de Educación del Ayuntamiento y el Instituto Carlos III tendrá continuidad durante el próximo curso escolar, ampliando la participación en el mismo a alumnos de todos los centros educativos de la localidad.

**Supplemental Figure 1 Extract from the local newspaper where they talked about the Day of Immunology and the activities covering school audience.**



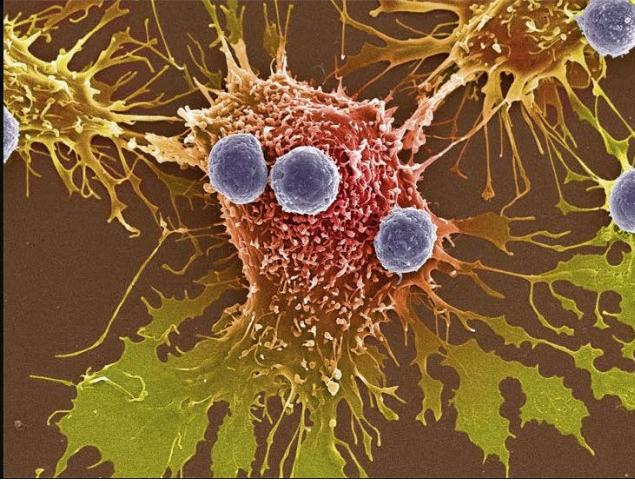
*Supplemental Figure 2. Some of the participants running our ImmunoRace in Madrid.*



*Supplemental Figure 3. Kids, with or without their parents, enjoyed a Yoga session in Madrid*



Supplemental Figure 4. Celebrating Immunodeficiency day



**Sociedad Española de Inmunología**

Publicado por Jesús Gil P [?]

Me gusta · 13 de mayo · Edifado · 48

¡Fin del concurso!

Con motivo del día internacional de la inmunología, que se desarrolla cada 29 de abril, desde la SEI quisimos que todos los que nos seguís lo celebrárais con nosotros. Y tenemos que decir que: ¡ha sido todo un éxito!

En la imagen que os mostrábamos podíamos ver como nuestros guerreros más agresivos, los linfocitos T CD8+, estaban atacando a una célula tumoral, que intentaba pa... Ver más

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46

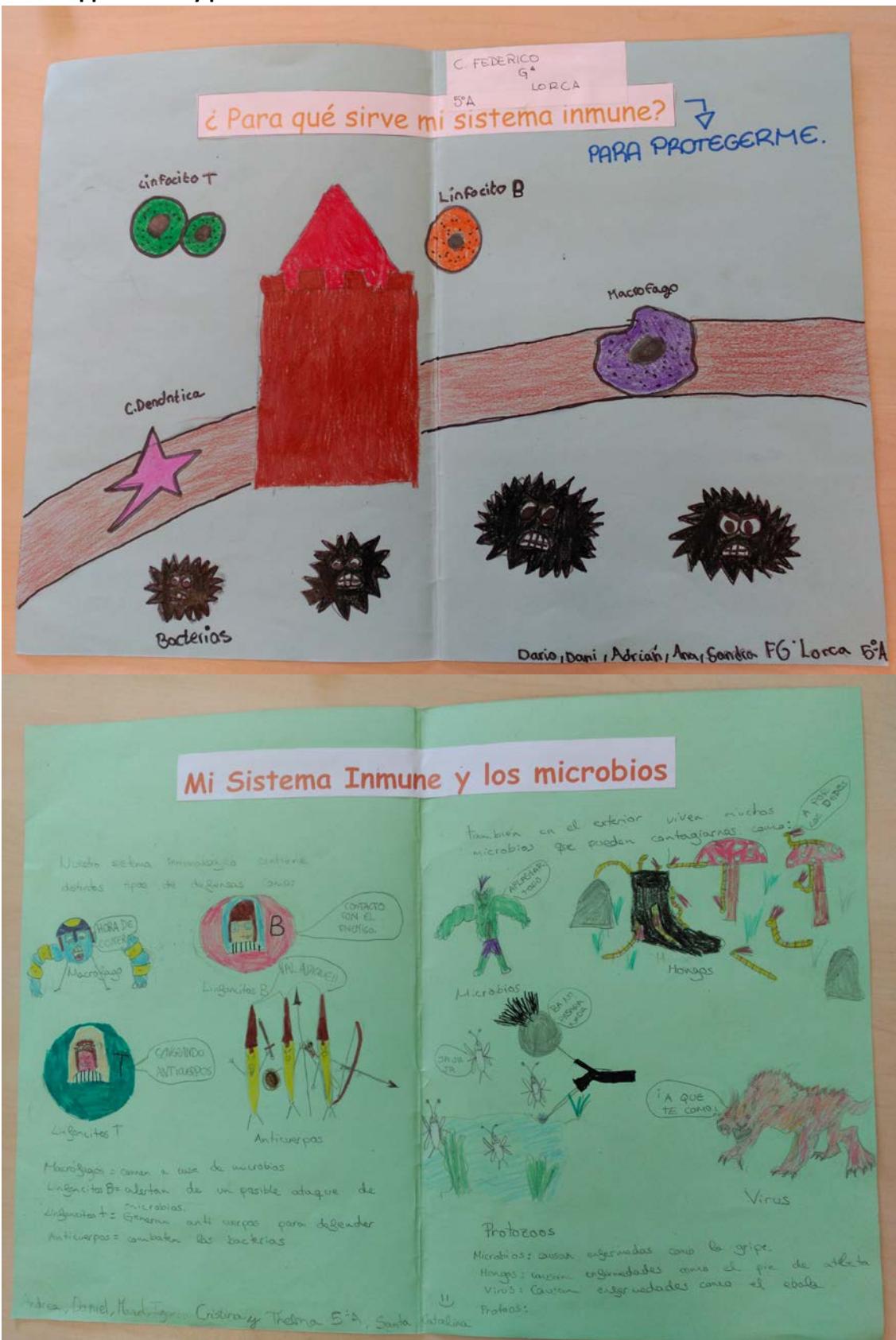
2 veces compartido

Escribe un comentario...

Foto	¡Fin del concurso! Con motivo del día internacional de...	2141	179	13 de mayo de 2016 a...
<input type="checkbox"/>	Del 5 al 7 de mayo estuvimos en el 39 Congreso de la ...	918	41	10 de mayo de 2016 a...
<input type="checkbox"/>	Para cerrar este dia y descansar de esta incansante se...	3636	193	29 de abril de 2016 a la...
<input type="checkbox"/>	¡Plazo cerradol !Hoy es el dia a 29 de abril, el dia intern...	9792	736	29 de abril de 2016 a la...
<input type="checkbox"/>	Continuamos la semana con la segunda parte de la in...	4626	310	27 de abril de 2016 a la...

Supplemental Figure 5. Our Facebook publications and the contest was a huge success!

Extra supplementary pictures



Supplemental Figure 6. Some of the poster that the scholars from Majadahonda created telling us what is the immune system. The three best posters were awarded with a copy of the "Our amazing Immune System".



*Supplemental Figure 7. Students from Bilbao learning how immunotherapy will change the future of the cancer treatments!*