THEME:
Cancer immunotherapy has long been a marginal therapeutic option in oncology despite strong arguments documenting the role of the immune system in controlling the proliferation of cancers. The recent successes of immunotherapy result from the fact that the goal is not only to activate the immune system against tumor cells, but also to take into account the tumor-induced immunosuppressive microenvironment. This new way of apprehending it now gives another impetus to the question of cancer therapy. It implies, an implication and a revitalization of the various health and social systems to carry out all activities, of preventive and curative measure for the considerable reduction of the mortality rate related to this affection. It is in this spirit that IUlS and EFIS combine their efforts to motivate and involve all Regional and National Societies to promote the indispensability of immunology research. Thus, every year, during the International Day of Immunology (DoI), organized in April, sensitization campaigns and other activities are brought to the attention of the public. "This is a unique opportunity to educate the world about immunology and the importance of immunity to fight major diseases, improve research and save lives" said Stefan Kaufmann, President out of IUlS at the launch of the first Immunology Day in Europe in 2005. To do this, each participating company is invited to design a unique awareness campaign, using all the media likely to reach a large number of people: in this case, postings, videos, social media, e-mails and e-mails, not to mention interviews, conferences, discussions with stakeholders in the education and family system, etc. Also, this day of April 29, is a privileged springboard to present all the contours of immunology to all social strata and concomitantly strengthen the capacity of the international community of immunologists to work more to improve the health of the populations of the world. whole world.

The theme chosen this year to carry out the various activities is entitled: Immunotherapy of Cancer Through this theme, several sub-themes have been identified to serve as a guideline for the activities that constitute the core of our awareness campaign on the issue of cancer therapy.

SUBTHEMES
The sub-themes here represent the various analytical frameworks we have identified from the general theme. They helped to identify the initial theme of cancer immunotherapy. In this phase of our communication plan, it was a question of highlighting the possible questions and information contained in the general theme, which would help to review the different contours of immunotherapy and the importance of the World Day of the Immunotherapy. 'Immunology. Also, why should immunology be taken into account in the management of cancer? To do this, we had to establish upstream a questionnaire from which, we drew our various sub-themes which include:
- The presentation of the Ivorian Society of Clinical Immunology and Biology of Ivory Coast (SICB-CI);
- the immune system and cancer cells;
- The question of the announcement of the disease which is a real problem in our countries because more than 3/4 of the population is an alphabet and consider this disease like so much else as a spell
THE QUESTION SHEET

The questionnaire is a very important step after the sub-themes. It represents the guiding thread and the central element in the collection of information for the realization of our awareness day. It (questionnaire) was built from the sub-themes that we have identified, with each sub-theme corresponds a number of questions to direct us more towards our final goal. Thus, we have formulated the questions relating to the different sub-themes as follows:

I- The presentation of the SICB-CI
1-Presentation of the Ivorian Society of Clinical and Biological Immunology of Ivory Coast (SICB-CI). Why this day and the choice of this theme?

II-The immune system and cancer cells
1-Why do cancer cells escape the immune system?
2-What are the advances in immunology for the treatment of cancer?

III-The question of the announcement of the disease
1-What is the importance of a quality announcement in oncology?
2-How to announce the diagnosis of cancer to the patient and the entourage?
3-What are the results obtained from your experience at: APAAC "Let's help people who are affected or affected by cancer" And more recently at the Alassane Ouattara Center for Medical Oncology and Radiology?
4-What advice can you give to patients and their entourage?

RESOURCE PEOPLE

Resource persons are people we have selected based on criteria specific to our previously defined work process. They (criteria) include the following stages: the thematic, the sub-themes, the questionnaire. It was necessary for us to solicit people who have sufficient knowledge on the issue of cancer, its care and follow-up of patients. To do so, we thought it would be useful to address us to: doctors, researcher-professor in medical sciences and pharmaceutical sciences.

- Professor SIRANSY Kouabla Liliane
  Associate Professor of Immunology and Allergology of the Faculty of Medical Sciences of the University Felix Houphouet Boigny of Abidjan,
  Coordinator of Transfusion Laboratories
  Member of the Executive Board of the SICB-CI

- Professor INWOLEY Kokou André
  Titular Professor of Immunology,
  Head of the Immunology Laboratory at the Faculty of Pharmaceutical Sciences of the Felix Houphouet Boigny University of Abidjan,
  Head of the Immunology Unit at the Center for Diagnosis and Research on AIDS and other infectious diseases at the University Hospital of Treichville, Abidjan, Ivory Coast.

- Professor AKA DAGO-AKIRIBI Hortense
  Associate Lecturer in Psychology,
  Department of Psychology, Félix Houphouet-Boigny University,
  Clinical Psychologist.
THE TARGETS
Our target is all the people to whom the awareness campaign is directed. It extends to all social strata, as any person of any age is likely to develop cancer. However, we split our entire target population in two, namely: people who regularly connect to at least one social network and the one outside the social network.

MEDIA
This section of our work is essentially based on a TV report. It was for us to interview our resource persons from pre-established questionnaires based on our different sub-themes. A video of 7 minutes that we mounted with the different interventions of the interviewees.

MEDIA AND MULTIMEDIA
To carry out this campaign and reach a large number of our target, we chose the social networks namely: facebook, whatsapp, youtube and some websites of our partners and also a projection on the day of the international immunology day.

EXECUTION
This phase of our communication activity brings together the whole process, the different stages, their implications and the campaign itself. At first, we started from the general campaign theme, the sub-themes were subsequently identified, questionnaires were drawn from them, the choices of the resource persons came from these first three phases to come to an end. target, media and media and multimedia for dissemination of results.

This campaign on the management of cancer by immunotherapy was initiated in order to show people a new method of treatment in our country. It was for us to present to them the affection that is cancer, its origins, how is it propagated in the body of man, its physiological and social impact. Through various interviews with professors in medicine and pharmacy, we have been able to provide answers to the concerns of our populations.

Thus, based on the lighting of the speakers we were able to mount a video of 7 minutes published on facebook, whasatpp, youtube and on websites to allow all of our target to know some contours of cancer. The video was posted on the media selected 2 days before the International Day of Immunology on April 29, it is up to date on some media. Initially, the release deadline was set based on other activities that take place on these social networks. The targets directly found the video on their social network and a link for the visualization was given to allow each other to easily access the element. The viewer link also serves as a point of contact between the initiators of the campaign and the target audience.

It should be noted that one of our partners has kept the announcement on its website until today. It is about the National Order of Doctors of Côte d'Ivoire (ONMCI) which seduces by this approach of the setting every year a theme to promote Immunology across all continents and in particular in Côte d'Ivoire did not hesitate through its President Dr AKA KROO to seize this great opportunity to sign on Wednesday 17 April an agreement with the SICB-CI. Regarding the returns of the broadcasts or the reactions of the target audience, we indicate them in the APPENDIX. We are always on the alert for better monitoring. However we regretted that the projection of the film could not be made in room with the direct participation of the public, on the date of the international day for reasons of availability of our speakers.
APPENDIX

Diffusion to the WHATSAPP Group "Guinean Society of Immunology" co-opted by the SICB-CI and composed of 26 Pharmacy students from Gamal Nasser University of Conakry in GUINEA
Diffusion to the Groupe mail of the 105 researchers and research professors of the Institut Pasteur of Côte d'Ivoire
Diffusion on the website of the National Order of Doctors of Côte d'Ivoire (about 8000 Doctors enrolled according to ONMCI 2018 statistics) and 2617 Facebook subscribers of ONMCI
Signature of convention between the SICB-CI and the National Order of Doctors of Côte d'Ivoire (ONMCI) before the Immunology Day, 17 April 2019
Diffusion to the 123 members of the WHATSAPP group of the Association of Women Researchers of Côte d'Ivoire (AFEMC-CI)
Diffusion to the 50 members of the WHATSAPP group of Ambassador Immunopedia of Côte d’Ivoire, Dr. Aka Ayebe Edwige