The Argentine Society of Immunology (Sociedad Argentina de Inmunología, SAI) designates the current President, Norberto Walter Zwirner, PhD, as Ambassador for the campaign that we will implement for the Day of Immunology 2016.

The campaign for this year will involve activities in different cities of our country.

In Cordoba city, the members of SAI are organizing educational interactive activities oriented to the general public to celebrate the International Day of Immunology on April 29th. Programmed activities include short talks by immunologists and physicians about the importance of vaccination and national immunization coverage schedule, as well as the basics of immunotherapy. In addition, the main activity consist in open-air informal sessions in which Immunologists and Immunology PhD students will discuss with the general public several topics of vaccination and immunotherapy, e.g.: myths and facts of vaccination, vaccines in elderly, new licensed vaccines, etc. The discussion will be guided with posters and flyers containing the main take-home messages. All these activities will be held at the esplanade of the Historical City Hall, a very crowded area in Cordoba Downtown. Approximately 40 Immunologists, MDs and PhD students are going to participate in the programmed activities. Finally, a Facebook page (https://www.facebook.com/diainmunologiacba/?ref=aymt_homepage_panel) has been created to advertise these activities and disseminate the basics about vaccines and immunotherapy to the general public. In addition, a link to this page has been created on the webpage of SAI (in Spanish only as it is intended for the local community).

In Buenos Aires city, the members of executive board of SAI will give a special talk at the 42nd International Book Fair (42° Feria Internacional del Libro; http://www.el-libro.org.ar/). This is a yearly event that is visited by a large and a heterogeneous public from all over the country, including elementary and high school students, teachers and public in general. After the success of the last year event, when SAI had a small space at the fair, this year we obtained a central space in a bigger room (up to 200 persons) to show our activities. For the upcoming event, that will take place on April 25th from 16:30 to 18:00 hs, we are organizing educational interactive activities oriented to the general audience to celebrate the International Day of Immunology on April 29th. Programmed activity will consist of one main talk by immunologists of our executive committee (including physicians and researchers dedicated to immunology) to discuss two main topics: 1) impact and safety of vaccination; 2) immunotherapy. The selection of these topics is based on the fact that, in our country, there are many parents that still believe that vaccines are not safe and induce autism. We want to take the opportunity of having a special scenario in this traditional fair with high attendance of general public to explain how this mistaken idea was installed in the mind of the people and what the truth behind this story is. In addition, we are going to educate and inform about “immunotherapy” and which are the currently available options for patients. After the audiovisual presentations, we will open the session for questions and discussion with the audience, in order to give the chance to any attendant to ask whatever he/she knows and considers relevant about these topics or about any other topic related to immunology.
In Rosario, La Plata and San Luis cities, the members of SAI are also organizing educational activities oriented to the general public such as expert’s interviews at local radios, short talks by immunologists and physicians at the local National Universities, all of them focused on the same topics: vaccination and immunotherapy.

In summary, the SAI is organizing educational activities oriented to the general public in the four biggest cities of our country.
The campaign in Argentina was held in the 5 most populated cities of the country (Buenos Aires, Córdoba, Rosario, La Plata and San Luis). The selection of the topics (vaccination and immunotherapy) was based on the fact that there are many parents that still believe that vaccines are not safe. We took the opportunity of the special scenario provided by the DoI to explain that vaccines are safe and save lives, as well to explain the novel immunotherapeutic opportunities for oncologic patients.

**Buenos Aires:**
SAI had a dedicated lecture during the 42nd International Book Fair (42° Feria Internacional del Libro; [http://www.el-libro.org.ar/](http://www.el-libro.org.ar/)), where members of the executive board addressed the selected topics. The audience included high school students, teachers and public in general. After the speech, the session was open for questions from the audience. SAI also participated in a special place (“Zona Explora”) during the same Book Fair where a trivia about the immune system was held with the public. During this activity, people (mostly high school students) were invited to answer some questions about our immune system and where the attendants had the chance to win some prices. This activity was held together with our National Research Council (CONICET) and the Institute of Biology and Experimental Medicine (IBYME).

**Córdoba:**
In this city, the campaign was centered at the esplanade of the Historical City Hall (downtown, pedestrian street) in order to reach the general public. Educational interactive activities and short talks by immunologists and physicians about the importance of vaccination and immunotherapy were developed. In addition, other activities were open-air informal sessions in which Immunologists and Immunology PhD students, who discussed with the general public several topics of vaccination and immunotherapy. These discussions were guided with posters containing the main take-home messages. Also, dedicated flyers were prepared and provided to the public. About 40 Immunologists, MDs and PhD students participated in these activities. A Facebook page was created to advertise these activities and disseminate the basics about vaccines and immunotherapy to the general public. A link to this page has been placed on the webpage of SAI. Link: [https://www.facebook.com/diainmunologiacba/?ref=aymt_homepage_panel](https://www.facebook.com/diainmunologiacba/?ref=aymt_homepage_panel)

**Rosario:**
A dedicated article was written by the immunologist Oscar Bottasso, MD, PhD from Rosario and placed on the Rosario’s branch website of National Research Council (CONICET): [http://www.rosario-conicet.gov.ar/ver-noticias/item/341-dia-internacional-de-la-inmunologia](http://www.rosario-conicet.gov.ar/ver-noticias/item/341-dia-internacional-de-la-inmunologia).

**La Plata:**
Educational activities oriented to the general public were organized at the National University of La Plata, a high school, an elementary school and a kindergarten. For kindergarten and elementary schools, a board game was prepared and children had to demonstrate their knowledge to play (and win) the game.

**San Luis:**
Educational talks oriented to the general public were organized at the National University of San Luis. Moreover, there were interviews with experts in 3 TV channels and a radio of the city, diffusion of the DoI through the webpage of the National University of San Luis and allusive flyers for the attendants to the activities. The attendants were mainly high school students and general public. Interestingly, some other schools requested to the speakers that they should repeat the topics in those schools.

In summary, SAI organized a wide variety of educational activities oriented to the general public in the five most populated cities of our country. We estimate that, all together, these activities reached about 1000 persons. These activities involved a personal effort and dedication of our members in the 5 major cities of the country.

**Major results:** we estimate the we spread the word about the two major aspects that we intended to cover during this campaign: the safety of vaccination, and the novel immunotherapeutic possibilities especially for oncologic patients. According to the questions received and discussions generated, we conclude that people demonstrated to be interested in these topics.
Supplemental material: Photos illustrating the activities held in the different cities.

Location of the cities in which we held activities for the DoI 2016

Buenos Aires: trivia about the immune system

Córdoba: flyers for the public
Córdoba: open sessions/discussion with the public at the esplanade of the city hall
La Plata: board game with children

San Luis: educational talks