2016 International Day of Immunology in Spain

As every 29th 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 placed 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

**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.

Jesús Gil Pulido, Ambassador of the Spanish Society for Immunology (SEI)
Supplemental Figure 4. Celebrating Immunodeficiency day

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

Jesús Gil Pulido. Ambassador of the Spanish Society for Immunology (SEI)
Supplemental Figure 7. Students from Bilbao learning how immunotherapy will change the future of the cancer treatments!