

November 25, 2021

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Subject: **The FitMAP Newsletter - 3rd and Last Issue for 2021**

Dear MAP Members,

It took a pandemic to turn the world's attention to the glaring reality that society cannot survive without a good healthcare system. And as leaders in the business community, we are tasked with the responsibility of steering our companies and stakeholders to the right direction. To do this, we need to keep abreast with developments through information -- whether it be scientific news, clinical studies, or emerging data that may provide insights for problem solving, or simply to combat disinformation.


The FitMAP Newsletter was given new life at the time when information was our best weapon against something that we did not yet fully understand. We launched FitMAP in March by focusing on Filipinos' sentiments on vaccines, shining a light on the need to break down barriers to vaccination so that the country can start rebuilding the economy. In June, we dived into the effects of the lockdown and asked how Filipinos feel, how their behaviors have changed, and what they look forward to. These two editions captured a vivid snapshot of the Filipinos' psyche during the pandemic and offered MAP members the chance to glean into the prevailing realities of many of our stakeholders.

Fittingly, the third and last issue of FitMAP will close the loop and revisit the questions we had in March by checking whether sentiments on vaccines have changed now that more information is available on both COVID-19 and the vaccines. It will be good to see whether the barriers to vaccination have been eliminated, especially since this is the only sustainable way to a new normal.

As I end my chairmanship of the Health Committee, I extend my profound thanks to my friend and Vice Chair, Miss ALMA RITA JIMENEZ for her valuable wisdom and support, to the Committee members for the opportunity to serve, and to the MAP Secretariat headed by ARNOLD SALVADOR for all the patience and assistance. It was a quick but very fulfilling experience to lead the committee at a time when health is top priority.

May we continue to carry the torch during the darkest days and always lead with facts. I wish everyone good health and may we all one day soon celebrate together.

Sincerely,



JUNIE S. DEL MUNDO
Chair
MAP Health Committee