



INTERNATIONAL DAY OF IMMUNOLOGY 2023

REPORT

IMMUNOLOGY

TALKS TO

PUBLIC HEALTH



**International day of
immunology**

APRIL 29, 2023



IUUIS

EFIS

#ThankYouImmunology
dayofimmunology.org

Table of Contents

01

Executive
Summary

02

Introduction

03

Promotional
Material +
Campaign

04

The Program

05

The Sponsors

06

Goals

07

Measuring
Progress &
Performance Goals

08

Conclusion



The UBC Immunotherapeutics Research Cluster



ImmunoT aims to establish an
interactive & networked
community that accelerates the
development & delivery of new
immunotherapies

Immunotherapeutics for all!



Basic Research
Scientists



Precision Medicine
Clinicians



Biotech/Pharma &
Health Policy



Patient Care &
Delivery



Visit: www.immunot.ubc.ca | [@Immuno_T](https://twitter.com/Immuno_T)

At a glance



1

• Day



3

• Organizers



5

• Panelists



5

• Activity Tables



50

• Volunteers



120

• Free Tickets



???

• Countless Questions



∞

• Enjoyment



Executive Summary



The UBC ImmunoTherapeutics Cluster (ImmunoT) made it their mission to make immunology accessible to all audiences. This year, ImmunoT celebrated the Day of Immunology by hosting an event to inform the public about immunotherapeutics. In partnership with Science World, and sponsored by local and international biotech companies and faculties/departments from UBC, ImmunoT harnessed the power of volunteers and leveraged the expertise of scientists to take over the city!

In alignment with their commitment to equity, diversity and inclusion, ImmunoT procured free tickets and collaborated with equity-seeking community groups to donate them, opening the door for many families to access Science World and the event. This unprecedented gesture will hopefully serve as an example and catalyst to make science and immunology accessible to all.

ImmunoT is
committed to
cultivating a
culture of equity,
diversity, inclusion,
and accessibility!

Introduction

The University of British Columbia ImmunoTherapeutics Cluster (ImmunoT) is a community of investigators committed to developing the next generation of immunotherapeutics for promoting health by preventing and treating disease. One of the cluster's objectives is to create a research-to-practice continuum that facilitates this process by connecting basic researchers with clinical disease specialists, industry partners, health-care policy experts, and patients.

ImmunoT is committed to cultivating a culture of equity, diversity, inclusion, and accessibility. As part of that commitment, The cluster collaborated with several organizations and individuals across British Columbia and Canada to bring the event to life. The public-facing celebration, “All About Immunotherapeutics: From Bench to Bedside”, took place in person at the Science World on April 29th, 2023.

In alignment with their commitment, ImmunoT collaborated with the Immigrant Service Society, Science 101, and Cedar Cottage Neighbourhood House to distribute free entrance tickets to TELUS World of Science. These tickets were given to equity-seeking families and individuals who may face financial barriers to accessing the venue. A one-day family admission package (2 adults, 2 children) is approximately \$100, which may be costly for families with low resources. Our partners at Science World graciously provided 30 free tickets for volunteers and panelists, a 25% discount on the 130 tickets that ImmunoT purchased for distribution, and allowed participants to explore the venue all day.

Promotional Material + Campaign

Event Poster:

UBC IMMUNOTHERAPEUTICS
CELEBRATES
THE DAY OF IMMUNOLOGY

A family friendly event to learn all about
IMMUNOLOGY & IMMUNOTHERAPY
with videos, Q&A with scientists, & hands-on activities!

COME & MEET THE EXPERTS

Dr. Megan Levings
Professor

Dr. Diana Canals-Hernaez
Scientist

Dr. Kelly McNagny
Professor

Dr. Peter Zandstra
Professor

Dr. Amanda Li
Pediatric Oncologist

Dr. Yanet Valdez
Immunologist

#ThankYouImmunology 

For more info:



 April 29th, 2023
12 - 2 PM

Purchase a general admission
ticket for Science World and
come say hi!

Hosted at
**SCIENCE
WORLD**

Twitter Campaign:

ImmunoT ran a modest Twitter campaign, beginning April 14th, to advertise their Day of Immunology public outreach event.

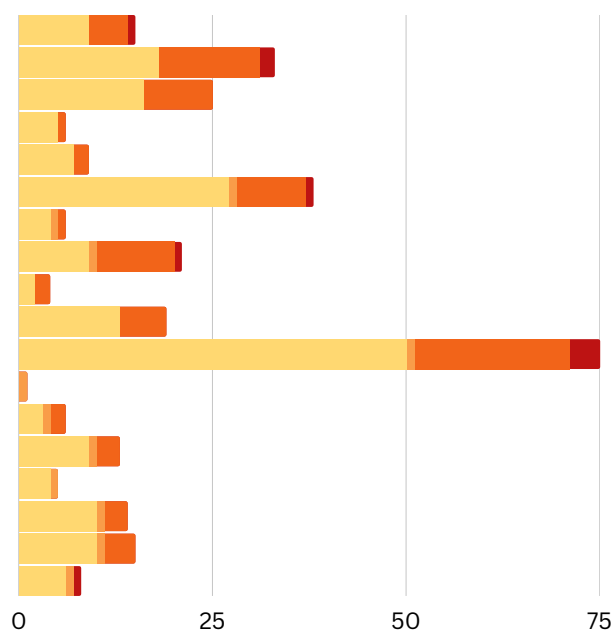
Their Twitter account, @Immuno_T, currently has **585 followers**. The campaign promoted the event by engaging with media outlets, partners, sponsors, cluster members, and immunological societies online. This campaign, focused on media and the scientific community, was designed to complement the organization-based outreach to the general public.

The data below is collected from original and quote tweets from the campaign, and does not include retweets.

Fig. 1: Table - Twitter Data

Tweet:	Likes:	Comments:	Retweets:	Quote Tweets:	Views:
1	9	0	5	1	2397
2	18	0	13	2	3180
3	16	0	9	0	1660
4	5	0	1	0	464
5	7	0	2	0	811
6	27	1	9	1	4099
7	4	1	1	0	511
8	9	1	10	1	2295
9	2	0	2	0	190
10	13	0	6	0	1077
11	50	1	20	4	16.5k
12	0	1	0	0	292
13	3	1	2	0	397
14	9	1	3	0	410
15	4	1	0	0	326
16	10	1	3	0	710
17	10	1	4	0	784
18	6	1	0	1	527

Fig. 2: Twitter Data Visualized



The Program

1. Video and Q&A Session

The celebration began in the Science Theatre, where attendees gathered to watch a short film (4 mins) about Immunotherapeutics and a video introduction of the panelists. The panel of health and science experts from across BC did a fantastic job answering the public's questions, especially the incredible questions from the kids! The Q&A session was extended from 50 mins. to 65 mins. to accommodate the deluge of questions.

The experts were:

Dr. Peter Zandstra

Dr. Kelly McNagny

Dr. Megan Levings

Dr. Amanda Li

Dr. Diana Canals

The panel was moderated by Dr. Yanet Valdez Tejeira



2. Hands-On Learning Tables

Five tables were set up along the 2nd floor of Science World. At these stations, volunteers explained several different concepts to the public and guided them through engaging activities. Below is a summary of the topics discussed and corresponding activities.

Group	# of Volunteers	Topics	Activity & Design
<u>UBC Dept. of Microbiology & Immunology</u>	6	<ul style="list-style-type: none"> ✓ Types of Immune Therapies ✓ Monoclonal Antibodies ✓ CAR T Cells ✓ Clinical Trials 	<ul style="list-style-type: none"> • Poster explaining different aspects of immunotherapy (vaccines, car-t cell therapy, antibody therapies) • Made fridge magnets of immune cells • Games and activities for kids
<u>SFU Dept. of Molecular Biology & Biochemistry</u>	3	<ul style="list-style-type: none"> ✓ Immunotherapy & Cancer ✓ Cancer Mutations ✓ Immunotherapy Outcomes 	<ul style="list-style-type: none"> • Poster explaining mutations in cancer and immune interventions • Designed and 3D printed T-cells & specific antigens for kids to match an antigen to its respective T cell
<u>UBC BC Cancer Agency & Dr. SamFox</u>	8	<ul style="list-style-type: none"> ✓ Types of Immune Cells ✓ Role of PD-1 & CTLA4 in Immunotherapy 	<ul style="list-style-type: none"> • Create stickers of immune cells • What type of immune cell are you? Quiz + background info
<u>UBC Dept. of Microbiology & Immunology</u>	5	<ul style="list-style-type: none"> ✓ Immunotherapy ✓ Autoimmunity ✓ T-Cells ✓ MS & Diabetes 	<ul style="list-style-type: none"> • Interactive Game: teaches how t-cells develop, tolerance, etc • Spin the Wheel: one person spins to be assigned a condition, volunteers teach about different diseases and their treatments • 50 mL tube with candy to take away as their treatment + a sticker
<u>UBC Dept. of Microbiology & Immunology</u>	2	<ul style="list-style-type: none"> ✓ Play and Learn 	<ul style="list-style-type: none"> • Colouring pages, crafts, and origami

← [ALL EVENTS](#)

INTERNATIONAL DAY OF IMMUNOLOGY WITH UBC

Details

Date

Saturday, April 29,
2023

Time

12–2pm

Location

Science World

Tickets

Free with admission

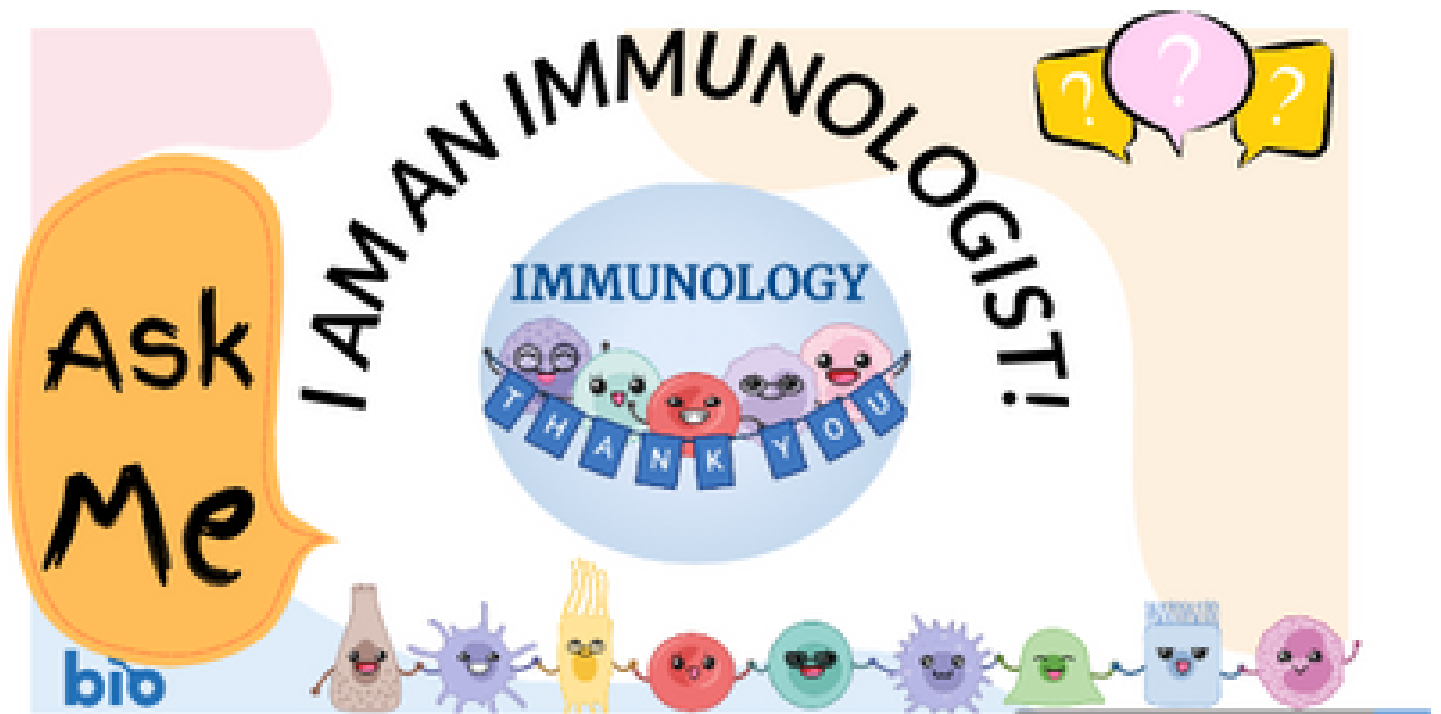
Have you ever wondered what immunology really is? What do immunologists do? Or how their findings help cure diseases and save lives? The the UBC ImmunoTherapeutic Cluster wants to tell you all about it!

Join us at the Science Theatre for the screening of a short video describing immunotherapies, followed by a panel discussion and Q&A session.

You'll also be able to interact with volunteer scientists and visit kid-friendly activities in an inclusive, comfortable and welcoming environment.

Guests are encouraged to dress up as scientists or superheroes. Prizes will be given to the most enthusiastic participants!





The Sponsors

The following sponsors kindly contributed money and merchandise to the event,.



Goals



This year's campaign was:

Immunology Speaks to Public Health

With that in mind, the cluster set the following goals for their event.



Goal 1

To make immunology more accessible to the public



Goal 2

To educate about immunotherapeutics and their lifesaving applications



Goal 3

To humanize scientists and give them opportunities to speak with the public



Goal 4

To engage younger audiences, showing that immunology is fun and important

Measuring Progress

- Progress was monitored by holding monthly meetings with >40 volunteers and weekly meetings with the organizing committee
- Budgets of max \$300 CAN were assigned to each table. Progress was captured in a live document shared with all the volunteers
- A dress rehearsal was held one week prior to the event. Sponsor merchandise was distributed to be used as prizes at each table, as well as custom volunteer t-shirts.

Performance Goals



Goal 1

Activities were simple, easy to understand, and enjoyed by the public.



Goal 2

Q&A session was a success and ran overtime. Many questions about immunology and immunotherapies were asked.



Goal 3

A diverse group of immunologists circulated the venue, prompting one-on-one conversations with attendees. They were identified by "Ask Me, I'm an Immunologist" badges.



Goal 4

Children of all ages attended the panel session and explored our hands-on learning tables. Many took home small mementos and prizes for their participation.

Conclusion

By joining IUIS' Day of Immunology International campaign, ImmunoT achieved an unprecedented, accessible, and equitable science event for the whole family in Vancouver!



Engaging the Public

ImmunoT taught the public:

- All about immunotherapeutics
- Immunology saves lives!



Educating Youth

- Hundreds gathered to learn!
- Hands-on activities kept kids interacting with the material



Scientists Care!

ImmunoT cares!

- Provided accessible science
- Made immunology equitable!

**Science should be mesmerizing and not
memorizing!**

- Ron Vale



ImmunoT acknowledges the kind contributions of our volunteers & organizations who worked tirelessly to make this event possible.

Supervisors and Coordinators:

Pauline Jonshon
Yanet Valdez
Lisa Borecky

Volunteer students and faculty:

Ashley Ambrose	Charu Sankaran
Carolina Tropini	Laura Wilkinson
Melina Messing	Leah Hohman
Gillian Savage	Ingrid Elisia
Farnaz Purnia	Petya Popova
Naomi Fettig	Sara Kowalski
Blair Hardman	Michelle Yeung
Karoliina Tuomela	Gerald Krystal
Sunny Chen	Monica Romera Hernandez
Lorenzo Lindo	Louis - Alexandre Fournier
Bernice Ramos	Davit Khijakadze
Faezeh Borzooee	Kelly McNagny
Tatiana Lau	Amanda Li
Lisa Osborne	Megan Levings
Maria Tokuyama	Diana Canals-H
Laura Evgin	Peter Zandstra
Catherine Biggs	Anaya Saraph
Ashina Nagra	Lucia Leon-Valdez
Austin Guild	Ryan McNagny-Valdez

To the sponsors:

UBC Life Sciences Institute
UBC Microbiology and Immunology Department
UBC School of Biomedical Engineering
AdMare Bioinnovations
Cytek
BioLengend
Miltenyi Biotec
StemCell technologies

To the partner:

ScienceWorld

We thank you for your continued support!

Contact

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[@Immuno_T](https://twitter.com/Immuno_T) 



THANK YOU IMMUNOLOGY!

**INTERNATIONAL
DAY OF
IMMUNOLOGY**

APRIL, 29

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