



EVENT REPORT

“Breathe Clean” School Campaign and Poster-Making Contest

Date: September 12, 2025

*Venue: La Maison du Leganes, Calle
Progreso, Leganes, Iloilo*

Exhibit: SM City Mall Iloilo



HEALTHY LUNGS FOR LIFE



ERS



ELF

Written By

*ANJULI MAY P. JAEN, RN, MD, FPCP, FPCCP
Chair, Healthy Lungs for Life Project*

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Introduction



Philippine College of Chest Physicians (PCCP) – Iloilo Chapter is a professional medical organization committed to promoting excellence in respiratory medicine through education, research, advocacy, and service. Its mission is to

advance lung health and respiratory care for all Filipinos, while its vision is to create a nation with improved respiratory well-being through empowered communities and evidence-based healthcare practices.

PCCP actively engages in public health campaigns and partnerships aimed at raising awareness on lung diseases, preventive care, and environmental health. It serves as a key driver in community-based initiatives that connect clinical expertise with public health action.

Leganes Clinical Research (LCR) is a research-based institution dedicated to advancing respiratory health through clinical research, health promotion, and community engagement. In partnership with local and international stakeholders, LCR develops and implements innovative, science-driven interventions that improve public lung health outcomes.

Together with the European Respiratory Society (ERS) and the European Lung Foundation (ELF), PCCP and LCR lead the Healthy Lungs for Life (HLFL) campaign in Iloilo, aiming to empower communities with knowledge, tools, and sustainable practices to protect lung health.

II. Background of the Event

The “Breathe Clean” School Campaign and Poster-Making Contest was organized in celebration of International Clean Air Day, aligning with the global Healthy Lungs for Life campaign.

The event aimed to raise awareness among the youth and the community about the harmful effects of indoor and outdoor air pollution and to promote advocacy for cleaner air through art and education.

This initiative was particularly meaningful to the local community, as air pollution remains a growing concern in both urban and rural areas of Iloilo Province. By engaging students, teachers, and families, the campaign sought to empower the next generation to become advocates for a healthier environment.



III. Goals and Objectives

To promote clean air awareness and inspire community action through education and creative advocacy.



RAISE AWARENESS

To increase awareness among students on the importance of clean air and its impact on respiratory health.



ENCOURAGE CREATIVITY

To encourage creative expression through an on-the-spot poster-making contest reflecting the theme “Breathe Clean: My Vision for Clear Skies and Healthy Air.”



ENGAGE THE WIDER PUBLIC

To engage the wider public by exhibiting the artworks in a commercial mall, fostering community participation in clean air advocacy.



STRENGTHEN LOCAL IMPLEMENTATION

To strengthen the local implementation of the Healthy Lungs for Life campaign in Iloilo Province.

Targets:

- Participation from at least 20 schools across Iloilo Province and Iloilo City.
- At least 100 mall visitors per day to view the exhibit.
- Increased local media and social media engagement promoting air pollution awareness.

IV. Program Overview and Structure

The event took place on September 12, 2025, from 1:00 PM to 5:00 PM at La Maison du Leganes, Leganes, Iloilo.

Program Highlights:

Time	Activity	Details / Lead Person
1:00 – 1:30 PM	Registration	Participants and guests sign-in
1:30 – 1:45 PM	Opening Program	Prayer, National Anthem, Opening Remarks by Dr. Lorelei Sirilan , President, PCCP-Iloilo
1:45 – 2:00 PM	Pep Talk	“Breathe Clean: My Vision for Clear Skies and Healthy Air” by Dr. Anjuli May Jaen , Chair,
2:00 – 2:15 PM	Reading of Mechanics and	Introduction of judges and contest
2:15 – 4:15 PM	Contest Proper	On-the-spot poster-making competition
4:15 – 5:00 PM	Judging of Entries	Evaluation by the panel of judges

After the competition, all artworks were displayed for public viewing at SM City Iloilo for one week, culminating with an awarding ceremony on September 19, 2025.

V. Outcomes

40

Over 40 schools from Iloilo Province and Iloilo City participated, exceeding the target number of entries.

150

The event drew an audience of more than 150 participants, including students, teachers, and parents.

Exhibit Impact:

- The week-long exhibit at SM City Iloilo reached an estimated **2,000 mall visitors**.
- Online engagement via the official Facebook page recorded over **5,000 views and reactions**, increasing public visibility for the clean air campaign.

Challenges:

- Weather-related delays and limited seating space were encountered but efficiently managed through on-site adjustments.

VI. The Way Forward

Strengths and Successes:

- Strong collaboration among schools, local partners, and PCCP members.
- Positive feedback from participants and the public.
- Effective use of social media for advocacy amplification.

Future Direction

- Expansion of the “Breathe Clean” campaign to more municipalities in Iloilo.
- Integration of environmental education modules into school programs.
- Sustained partnerships with the Healthy Lungs for Life campaign for future projects such as community talks, tree planting, and clean air monitoring initiatives.



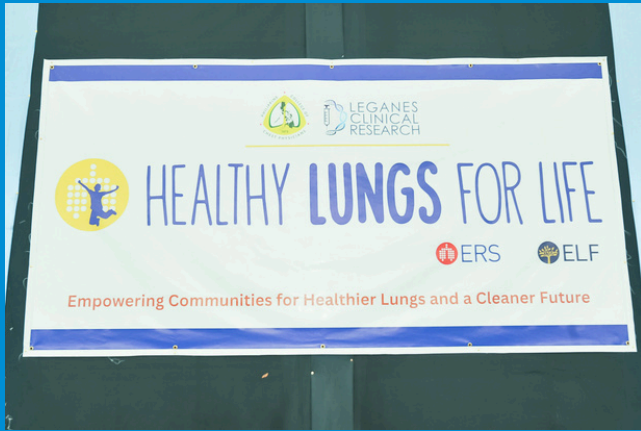
VII. Conclusion and Closing Thoughts

The “Breathe Clean” School Campaign and Poster-Making Contest successfully fostered awareness and community engagement in advocating for clean air. Through the collaboration of healthcare professionals, educators, and students, the event strengthened the local movement for cleaner air and healthier lungs in Iloilo.

The Philippine College of Chest Physicians - Iloilo Chapter remains committed to continuing projects aligned with the Healthy Lungs for Life initiative, inspiring more actions to protect our environment and respiratory health.



VIII. Event Documentation













September 4, 2025

Sir/Madam:

Warm greetings!

In line with the celebration of International Clean Air Day, the Philippine College of Chest Physicians – Iloilo Chapter, in collaboration with partner organizations, is pleased to invite your school to participate in the “Breathe Clean” On-the-Spot Poster Making Contest on September 12, 2025 (Friday), 1:00 PM – 5:00 PM at La Maison du Leganes Restaurant Garden Tent, Leganes, Iloilo.

This project is proudly supported by the Healthy Lungs for Life campaign of the European Lung Foundation (ELF) and the European Respiratory Society (ERS).

The activity aims to increase awareness among high school students about indoor and outdoor air pollution and encourage creative advocacy through art. Contest entries will also be exhibited at a commercial mall for one week, engaging both the school community and the general public.

Contest Highlights:


- **Theme:** “Breathe Clean: My Vision for Clear Skies and Healthy Air”
- **Eligibility:** Open to all **junior and senior high school students** in the Province of Iloilo & Iloilo City
- **Registration Deadline:** **September 9, 2025 (Tuesday)**
- **Prizes:** Medals, certificates, and cash prizes for winners; certificates for all participants

Attached are the **Contest Mechanics** and **Judging Criteria** for your guidance. We sincerely encourage your school to send representatives to this meaningful campaign.

For inquiries and confirmation, please contact us at [Liesyl] 0915 730 7874 or [Reynan] 0977 890 0120 or email: leganesclinicalresearch@outlook.com

We look forward to your participation in this initiative for cleaner air and a healthier future.

Very truly yours,


ANJU MAY P. JAEN, RN, MD, FPCP, FPCCP
 Project Chair



“Breathe Clean” Poster Making Contest

September 12, 2025 | 1:00 PM – 5:00 PM
 La Maison du Leganes, Calle Progreso, Leganes, Iloilo

Mechanics and Judging Criteria

Contest Mechanics

1. Eligibility

- Open to all **junior and senior high school students** from Iloilo Province and City of Iloilo.
- Only **1 representative** is allowed per school.
- Participants must officially **register on or before September 9, 2025 (Tuesday)**.
- To register, scan QR code or follow the link: <https://tinyurl.com/2586ny73>



2. Theme

- Contestants must create a poster based on the theme: **“Breathe Clean: My Vision for Clear Skies and Healthy Air”**

3. Materials

- The following materials will be provided by the organizers:
 - **1 pc. 15" x 20" illustration board**
 - **1 set of oil pastels (8 colors)**
 - **1 pencil**
 - **1 black fine-point permanent marker**
- Participants may bring their **own additional art supplies** (e.g., pencils, erasers, crayons, watercolors, paints, etc.).



4. Contest Rules

- Each participant will be given **2 hours** to complete their artwork.
- Posters must be done **individually** (no group entries).
- Entries must be an **original creation** of the participant.
- Posters should clearly reflect the contest theme and advocate clean air awareness.
- All finished posters must be submitted to the committee at the end of the contest period.
- All submitted posters will become the property of the organizing committee.
- The decision of the judges is final and irrevocable.

5. Submission and Exhibit

- Entries will be coded (no names visible) for impartial judging.
- All artworks will be displayed for **one week** at a partner commercial mall.
- Pictures of the artworks will be posted on the official **Facebook page (link to follow)** for online engagement.

6. Awards and Recognition

- Announcement and awarding of winners will be on **September 19, 2025**, during the last day of the exhibit (**venue to be determined**).
- **Prizes:**
 - **1st Place** – Medal, Certificate, and Cash Prize
 - **2nd Place** – Medal, Certificate, and Cash Prize
 - **3rd Place** – Medal, Certificate, and Cash Prize
 - **7 Consolation Prizes** – Certificates
 - **All Participants** – Certificate of Participation



Judging Criteria

Posters will be judged according to the following criteria:

1. Relevance to the Theme – 30%

- How well the poster conveys “Breathe Clean: My Vision for Clear Skies and Healthy Air.”
- Clarity of environmental message and advocacy.

2. Creativity and Originality – 20%

- Freshness and uniqueness of concept.
- Imaginative approach to the theme.

3. Artistic Execution – 20%

- Visual impact, neatness, and composition.
- Effective use of materials provided and/or additional supplies.

4. Clarity of Message – 10%

- Simplicity and ease of understanding by the general public.
- Strength of environmental call to action.

5. Social Media Engagement – 20%

- Number of **likes** on the official Facebook page where posters will be posted.
- (Online voting will close on **September 17, 2025, 11:59 PM**.)

Total: 100%