

Philippine Heart Association and Allianz beating as one for the Filipino



It is encouraging to see large companies and foundations stepping up to the plate and embarking in new initiatives that harness each other's strengths to bring their work to the community.

When non-stock, non-profit organization Philippine Heart Association (PHA) and Allianz PNB Life, the local entity of global insurer Allianz, both found a formidable ally in their advocacies for a healthy heart and lifestyle change. Dr. Jorge Sison, president of the PHA for fiscal year 2017 to 2018, said the PHA was able to deliver public service to the community through the help of its partners such as Allianz.

"We are able to continue our advocacies to communities in need, because of enablers like Allianz. From our community service during the World Heart Day (WHD) in Payatas, where we presented heart healthy programs to giving hope to kids who have survived or who are battling heart disease in Camp Brave Heart, Allianz showed their remarkable support," he said.

Allianz received a Presidential Citation during the PHA's 49th Annual Convention. Allianz Philippines was the only company outside of the medical community to have been given the award this year.

Allianz first joined the PHA's advocacy activities in Payatas, Quezon City during the World Heart Day in September 2017, where more than 500 residents came to participate in the day's activities, including fitness exercises, a CPR (cardiopulmonary resuscitation) demonstration, healthy active lifestyle lectures and risk factor screenings.

"The World Heart Day in Payatas introduced us on what the doctors at PHA do for the community," said Rei Abrasaldo, Allianz's Brand Communications and Digital Director, adding that, "At that time, we knew their hearts are in the right place. By partnering with the PHA, we know we will be able to magnify our cause for a healthy active lifestyle. Allianz has always been promoting Filipinos to take care of their health for them to get the most out

of their lives and live longer and better. The threat of critical illnesses is real and increasing, and keeping a healthy heart has large consequences. ”

February this year, the Heart Month became a major undertaking for the PHA with Allianz taking their participation on a larger scope by joining the community-based event for the Heart Month celebrations in Bacolod. Joined by FitFil founders and coaches Jim and Toni Saret, the event drew almost a thousand Bacolodnons wanting to get into an active lifestyle.

Perhaps, one of the most enriching experiences for Allianz was the Camp Braveheart for kids who have survived a heart procedure and those who have yet to undergo one. Several fun and educational activities were held for both the children and their parents. Over 100 attendees came to the event held at the La Mesa Ecopark. According to Allianz Chief Marketing Officer Gae Martinez, Camp Braveheart is a meaningful project that showed the strength of the children, who at a young age managed to surpass a serious health condition.

“The courage of these children is definitely inspiring. There is a resounding message of Camp Braveheart to us all that in the face of difficulties we must take heart and keep going like these admirable kids,” she said.

During the PHA Heart Run this May, PHA partnered with Allianz in a fun run that promoted walking and running that took place at the SM By the Bay, Mall of Asia Complex in Pasay City. Aside from giving two all-expense paid trips to Thailand for the top category winners, Allianz also provided all registered participants of the run free personal accident coverage worth Php100,000 valid for one year.

“We are overwhelmed with the turnout of the projects we have undertaken with PHA. We hope to do more to make people aware of the dangers of living an unhealthy lifestyle and inspire more Filipinos to take action,” Martinez said.

The partnership expects continued and heightened collaboration in the 2nd half of the year. New PHA president Dr. Nanette Rey looks forward to working with Allianz to push its CPR on Wheels and Wings caravans, as well as the Sneakers Friday campaign.