

The Official Club Bulletin of the ROTARY CLUB OF KANDAYA, TACLOBAN

RC KANDAYA MEETS EVERY WEDNESDAY VIA ZOOM

DISTRICT 3860

AREA 3B CLUB NO. 29316







SERVE TO CHANGE LIVES





















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LIZA CALDA
Club Administration Director

PRESIDENT'S PAGE

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"We are a membership organization. And if we want to be able to serve, if we want to succeed in our goals, we have to take care of our members. " - PRIP Barry Rasin



August is membership and club development month, time to focus on our

members. Not only to improve our numbers thru acquisition, but appreciating, as well, existing members, celebrate their devotion and participation to our club activities, and the impact they have made by unselfishly sharing their time, talents and treasures. One secret of keeping our members is by making them happy and appreciated. Simple gestures of tokens or a call can create a happy member, and happy members are those that are motivated to do good for the club. We would like to encourage everybody to participate, and play each role assigned to each one of us, because every member in your club, joined to become part of something big.

And finally, developing strategies around growing our membership is another thing. The reason why Rotary Club of Kandaya is on its 28th year is because of those Kandayans that have one trait in common - the passion to make a difference in the world. Let us all support the activities of Dir Lolit Escaño as committee head for Membership in the pursuit of achieving five (5) new empowered women in Rotary Club of Kandaya for this Rotary Year!

Have a great month ahead! God bless our endeavour!

Secretary Says

JULY FELLOWSHIP MEETING

The July Fellowship meeting was a blast! It was held last July 28, 2021 via zoom. There were 28 Rotarians who attended the meeting, the highest recorded attendance of our club since the Rotary Year started. It was led by the Change Makers team, headed by Rtn. Vilma Domus and Past President Trina as Co-Lead.

We had Rediscovering Rotary for the first part, wherein Vice President Liza, our remaining Rotary Club of Kandaya Charter member, shared about the Club History. The fellowship night started with Trivia Game, followed with the Guess the Song Game (Rtn. Joy won as the Singing Goddess of the Night), then a Virtual Concert by Ms. Julia Serad from the LOVE Project. Thank you Rtn. Vhi for the sumptuous dinner and to all the Change Makers team for the fun night and prizes! Congratulations PE Miranda for being the Rose of the Night.









CLUB DUES PAID

We are glad to announce that we have already paid our Club Dues to the Rotary International, our District Levy, Disaster Fund, Rotaract Levy, and our due to the Philippine Rotary Magazine Foundation. Thank you for your prompt payment of dues. You may still continue to pay your remaining dues online or thru payment pick up by our energetic Treasurer Marlyn.

KANDAYA BULLETIN

We would like to encourage our fellow Kandayans to contribute to The Kandayan - our Official Club Bulletin. Please submit your entries every 7th day of the month for the first issue (released every 15th of the month) and every 14th day of the month for the second issue (released every 30th of the month).

OFFICIAL FACEBOOK PAGE

Our Club's official facebook page has been updated as Rotary Club of Kandaya, Tacloban. Please like and share our page to boost our public image influence in this time of pandemic where face to face encounter is very limited. We are also encouraged by our District leaders to use this hashtag #RotaryBIDAChange in all your posts about our rotary projects. "Rotary will always be "IN." #RotaryBIDAChange to help and lead in good times and bad times." - RPIC Rey Castillo



ROTARY INFORMATION

ROTARY LAUNCHES NEW MEMBERSHIP RECOGNITION PROGRAM

To recognize those who have demonstrated extraordinary commitment and success in growing our membership, we have launched a new recognition program. The *Membership Society for New Member Sponsors* is a virtual gallery for those members who have sponsored 25 or more new members. Members can achieve different tiers of recognition as they continue to sponsor more members.

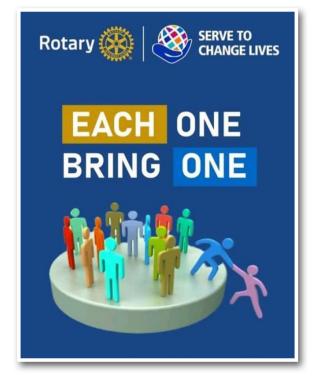


Miranda Varon
President Elect

The recognition levels are:

- Bronze Level: Sponsored 25-29 members
- Silver Level: Sponsored 30-49 members
- Gold Level: Sponsored 50-74 members
- Platinum Level: Sponsored 75+ members

To be included in the Membership Society, an individual has to have sponsored 25 or more new members, and have reported those sponsorships to Rotary. New member sponsorship can only be between active members in the same club, and does not include charter members of a new club.



POLICY FOR THE ADMINISTRATION OF OFFICIAL SOCIAL MEDIA ACCOUNTS AND GUIDELINES ON KANDAYANS' USE OF SOCIAL MEDIA

(Rotary Club of Kandaya, Tacloban (RCK) Internal Social Media Policy)

INTRODUCTION

Social media has penetrated almost all aspects of people's personal and professional lives. For organizations that espouse openness and transparency and see the value in building strong, successful relationships with their stakeholders (internal and external), establishing a social media presence has become inevitable.

For this reason, more and more organizations are considering the use of social media tools to share information, communicate with people on a more personal level, listen to or actively seek feedback on its actions, or gain partnerships and build trust.

The RCK seeks to build a stronger online presence by using social media tools to share information and communicate. The RCK thus promulgates this Internal Social Media Policy to encourage proper and responsible social media use.

POLICY STATEMENTS

The RCK's social media policies are anchored on the following principles:

- 1. The RCK supports the use of social media to promote awareness of its policies, programs, activities and projects, as well as to build meaningful relationships founded on regular, open communication.
- 2. The RCK believes that a social media policy can help harmonize messages sent out through social networking platforms and ensure standardized and efficient workflow for Kandayans tasked to administer official accounts.
- 3. The RCK respects its members' right to privacy and freedom of expression. It believes that social media tools are effective in creating and leveraging private and professional networks, voicing out personal opinions, and fostering creativity.
- 4. The RCK promotes responsible social media use, which means each Kandayan should understand the implications and consequences of using social media tools and other platforms that support social networking, as well as be personally responsible for what is posted or published online.
- 5. The RCK believes that the management of official social media accounts is a shared responsibility of everyone in the club.
- 6. The RCK acknowledges that social media is continually and quickly evolving and that this policy may be amended/updated to be responsive to the needs of the times.

I. OBJECTIVES OF THE POLICY

The RCK Internal Social Media Policy aims to:

- Set standard procedures on content planning, publishing, response and moderation of RCK Social Media Accounts;
- 2. Guide Kandayans on proper conduct when using social media tools and other forms of online communication.

COVERAGE

The provisions stipulated herein shall apply to and cover all RCK officers, directors and members, including honorary members and those on leave.

II. DEFINITION OF TERMS

Social media - refers to internet-based sites, applications, or tools that allow users to interact with each other and share information. These include social networking sites (e.g., Facebook, LinkedIn, Google+), blogs and microblogs (e.g., Twitter, Tumblr), blog comments and discussion boards, media sharing networks (e.g., Youtube, Instagram, Sound cloud), among others.

While instant messaging (IM) applications such as Viber and Google Hangouts are not technically defined as social media tools, they have functions such as public chat or public broadcast that support social networking. For this reason, social networking and information and media sharing, especially those performed through these IM applications are also covered by this policy.

Social media account - an arrangement by which a user is given access to a social media site or application, usually by providing a username and password.

III. CREATION OF THE RCK'S MAIN FACEBOOK PAGE

As part of efforts to build a stronger social media presence, there shall be a main RCK Facebook page, which shall serve as the central source of news and information related to RCK programs and activities, and an alternative venue for conversations about the Club.

RC Kandaya. It is maintained by the RCK's Public Relations Service, which shall be responsible for its overall design, campaign planning, community moderation, content management, monitoring and evaluation.

The RCK's main Facebook page aims to:

- 1. Keep Kandayans and public informed real-time about RCK's thrusts, policies, programs, and Activities.
- 2. Provide an alternative means to gather feedback on programs and activities of the RCK;
- 3. Engage people in conversations about the club in particular and the rotary in general.
- 4. Establish goodwill among the community and public toward achieving greater trust and support for RCK's projects and initiatives.

IV. CREATION OF SOCIAL MEDIA ACCOUNTS FOR SPECIFIC PROJECTS, PROGRAMS, ACTIVITIES AND FOR MEMBERS' COMMUNICATION

The various committees/services shall be allowed to set up social media accounts to promote or provide information about specific projects, programs or activities of the RCK.

Committee Directors shall be responsible for establishing, publishing, and maintaining their respective accounts, pages, or sites, and for ensuring that the provisions of this policy are observed.

The creation of social media accounts for promoting Kandayans communication and work collaboration shall be allowed, provided that the appropriate social media platform - one that is accessible only to concerned personnel – is used for such purposes.

The two major RCK Messenger Group Chats:

- 1. Life Changing Kandayans. This shall serve as one of RCK's primary sources of rotary information and a venue for exchanges, discussion and clarification of official club matters. Posts shall be limited to official Rotary information (RI, District, RCK), Project Proposals, Club Event Announcements, Service Project Updates, Minutes or Highlights of Regular Meetings and Board Meetings, Officers and Directors' Reports, and the like.
- 2. Kandaya Socials. This shall provide Kandayans opportunity to virtually fraternize and connect with one another to enhance and renew rapport, camaraderie and better understanding among themselves. Posts may include milestones greetings (birthday, anniversary, graduation, etc.), sympathies/empathies, gag & jokes, stories/anecdotes, recipes, etc.

The other messenger group chats created for work cooperation and specific purpose, to name a few, are: Life Changing Board RY 2021-22; Club Administration Committee; Club Membership Committee; Kandaya Bulletin; Rotary Foundation, etc.

V. GUIDELINES ON USE OF SOCIAL MEDIA

The following shall apply to all who are given authority over the use of social media:

- 1. Pay attention to voice and tone. Social media posts are most effective when the voice is direct and sociable yet authoritative, and when replies are personal. Refrain from writing in 'all caps' and always check for grammar and spelling errors.
- 2. **Be courteous.** Everyone should be regarded with respect and courtesy at all times. Ensure a positive and orderly online community. Do not engage in antagonistic exchanges. Insults and vulgar expressions are prohibited.
- 3. **No spamming.** Avoid posting the same content repeatedly just to make it highly visible to the audience. Focus on engaging the audience by publishing new content, replying to their inquiries and/or liking their shared posts.

VI. ETIQUETTE FOR KANDAYANS ON THE USE OF SOCIAL MEDIA

The following guidelines shall serve as a general online decorum for all RCK members covered by this policy:

- 1. The 4-Way Test and The Object of Rotary matters. The values, precepts and norms of conduct prescribed in the 4-way test and object of Rotary also apply to the online behavior of RCK members.
- 2. **You are the brand.** The Rotary's brand is best represented by its officers and members, so be aware of how you present yourself online with colleagues. The Rotary's core values should apply to both offline and online behavior.
- 3. Think multiple times before posting. Remember that everything you post online is permanent, searchable, and can be shared indefinitely even outside your personal networks. Be responsible for your own actions online. Exercise best judgment and common sense when posting on social media.
- 4. **Exercise caution with sensitive information.** Do not disclose confidential information nor preempt news or announcements which have not yet been cleared for public dissemination.
- 5. **Respect your audience.** Always observe courtesy and sincerity. Avoid sharing content that promotes, fosters, or perpetuates discrimination on the basis of one's race, ethnicity, nationality, religion, age, gender identity or sexual orientation, marital status, economic status, physical or mental disability, and political views or affiliation. Avoid inciting word wars, bashing, bullying, and other forms of hostile communication.
- 6. **Observe relevant laws, regulations, and issuances.** Be reminded that certain legal restrictions apply to social media activities, which include but are not limited to:
 - Republic Act No. 8293 (Intellectual Property Code of the Philippines); Republic Act No. 8792 (Electronic Commerce Act of 2000);
 - Republic Act No. 1 01 73 (Data Privacy Act of 2012);
 - Republic Act No. 10175 (Cybercrime Prevention Act of 2012)
- 7. **Give credit where it is due.** Respect copyright and trade ma rks. Do not claim someone else's piece of work as your own. Make sure to cite the author/ source or ask for permission to publish.





3rd Regular Meeting

Opening Program

Call to Order

Rotary Grace

Pambansang Awit

Rotary Hymn

Pres. Irish Loteyro

Rtn. Fema Adizas

AVP

AVP

Recitation of the Object
of Rotary & The Four Way Test
Introduction of Guest &

Rtn. Lucy Yu Tubio

Visiting Rotarian , Rtn. Philfa Dela Cruz
Welcome Song

Introduction of Rotarian Speaker Rtn. Caroline Andrade

Rotarian Speaker:
Why Am I A Rotarian?
What Are My Obligations?

Rtn. Vicky Esber
Outstanding New Rotarian of the Year

Fellowship

Joke Time Rtn. Marietta Say
Finest Moments Rtn. Dettie Panis
Early Birds, Best Joke,
Lucky Rotarian of the Night Daben Celario

Business Portion

President's Time Pres. Irish Loteyro
Adjournment

Moderator
Host
Catalysts of Change Team
Next Week's Host
Change Makers



Welcome Song

Welcome, Welcome
Friends of Rotary
We're for you
We hope you're for us too
Watch our program
We dedicate to you
RC Kandaya is home
For you

The 4-Way Test

Of the things we think, say and do:

1.Is it the TRUTH?2.Is it FAIR to all concerned?3.Will it build GOODWILL and BETTER FRIENDSHIP?4.Will it be BENEFICIAL to all concerned?



THE OBJECT OF ROTARY

THE OBJECT OF ROTARY IS TO ENCOURAGE AND FOSTER THE IDEAL OF SERVICE AS A BASIS OF WORTHY ENTERPRISE AND, IN PARTICULAR, TO ENCOURAGE AND FOSTER:

- THE DEVELOPMENT OF ACQUAINTANCE AS AN OPPORTUNITY FOR SERVICE;
- 2. HIGH ETHICAL STANDARDS IN BUSINESS AND PROFESSIONS; THE RECOGNITION OF THE WORTHINESS OF ALL USEFUL OCCUPATIONS; AND THE DIGNIFYING OF EACH ROTARIAN'S OCCUPATION AS AN OPPORTUNITY TO SERVE SOCIETY;
- THE APPLICATION OF THE IDEAL OF SERVICE IN EACH ROTARIAN'S PERSONAL, BUSINESS, AND COMMUNITY LIFE;
- 4. THE ADVANCEMENT OF INTERNATIONAL UNDERSTANDING, GOODWILL, AND PEACE THROUGH A WORLD FELLOWSHIP OF BUSINESS AND PROFESSIONAL PERSONS UNITED IN THE IDEAL OF SERVICE.

RCK IN MOTION

Food Pack Distribution for the Fire Victims of Punta Dumalag, Davao City

July 21, 2021











RCK IN MOTION

Initial Talk - Memorandum of Understanding Blood Samaritan Project tie up of Rotary Club of Kandaya and Philippine Red Cross Leyte Chapter





Local Wifi Orientation & Training Program





A Project of Rotary Club of Kandaya, Tacloban & An Taclobanon Association of Southern California in coordination with the Institute of Electronics Engineers of Philippines-Eastern Visayas and Electronics Department-EVSU

July 29, 2021 at Northern Tacloban City National High School



RCK ROSTER OF MEMBERS

NAME

CLASSIFICATION

Adizas, Fe Magnolia B. Paints and Auto Parts Wholesale & Retail
Andrade, Caroline Lee International Fastfood Management
Bonavitacola, Catherine A. Restaurant Management

Burkhalter, Shyrell Tocjayao Events & Entertainment

Calda, Liza B. Craft and Hobby

Casal, Maria Elvira G. Obstetric Gynecology

Dacuycuy, Ma. Trinidad C. Arts and Culture Promotion

Dela Cruz, Philfa C. Dentistry

Delgado, Elaine Yao Real Estate Management

Domus, Vilma M. Construction Services

Esber, Victoria F. Government Human Resource Management

Escano, Lolita G. Real Estate Developer

Hugo, Gloria American-Mexican Food Cuisine

Javier, Blessing Faith Manuel Telecommunication

Lau, Roselle Mancera Restaurant Management

Lelis, Flor Henedina A. Private School Administration

Leung, Margaret Dy Architecture

Leyson, Verna Marie C. Outdoor Printing Advertising

Loteyro, Irish Estoya Health & Wellness

Martin, Evelia Q. Real Property Leasing

Menzon, Flordelis B. Cooperative Administration

Moraña, Aiza Marie Satorre University Education

Panis, Demeter S. Beauty Salon Operations

Quintero, Kathleen Retail & Small Medium Enterprises Banking

Reyes, Felina G. Financial Services

Ruiz, Marlyn S. Realty & Lodging Adminstration

Salazar, Rossana Marissa T. | Financial Asset Management

Say, Marietta | Catering Services

Smotherman, Elizabeth Tutorial Services

Tubio, Luzviminda Yu Dentistry

Valledor, Joy Jaca Realtor

Varon, Miranda Gelig Government Thrift Banking

Vy, Annabelle | Private Lending

Yu, Jeanne Margaret Chua Branded Water Craft & Motorcycle Distribution

Aldas, Julita P. Honorary Member

Nocon, Victoria P. Honorary Member

Noel, Victoria Isabel G Honorary Member

EDITOR'S NOTE

Connecting... Communicating...

Communication is a key building block in any organization. It not only builds relationship, but also harnesses it. Communicating and connecting is all about how we relate with each other. It is a way of exchanging in dialogue or polylogue.

The Internet and Social Media (SM) has drastically changed the way people all over the world interact and communicate. It has become almost a necessity for us.

SM has changed the world's perspective on communication. The increase in the speed in communication has created a sense of urgency and a need to share things among people.

But still, SM is about conversations, community, connections and building relationships. Authenticity, honesty, and openness remain to be the key. We also need some reminders in communicating through the social media.

Thus, in this issue we are publishing the RCK Internet Social Media Policy. While this cannot claim to be a comprehensive guide of a great communication on line, I think this is fairly good to start with. We please pay special attention on the Guidelines and Etiquette for Kandayans on the Use of Social Media.

Connect... Communicate... Contribute to RCK's growth!

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RCK TEAMS

"Rotary's strength lies in the sincerity of purpose of its members."

-Estes Snedecor

LIFE CHANGERS WEEKLY SQUADS

Game Changers

Team Leader - Marlyn Co Lead - Marge

> Members: Miranda **Annabelle** Pie Jeanne Dinah Aiza Elvie Gloria

Change Makers

Team Leader - Vilma Co Lead - Trina

> Members: Liza Verna Tata Elaine Shyrell Cathy B. Beth Lolit

Catalyst of Change

Team Leader - Joy Co Lead - Vicky

> Members: Fema Philfa Flor Lucy Rhiza Roselle Caroline Marietta Kathy Q. Dettie

"The productivity of a work group seems to depend on how the group members see their own goals in relation to the goals of the organization."

-Ken Blanchard

GROUP SCHEDULES FOR R.Y. 2021-2022

AUG

- 11 Catalyst of
- 18 Change Makers
- 25- Game Changers

SEPT

- 8 Change Makers
- Game Changers
- 22- Catalyst of Change

OCT

- 13- Game
- Changers 20 - Catalyst of
- Change Makers

NOV

- 10 Catalyst of
- Change 17 - Change Makers
- 24 Game Changers

DEC

- 8 Change Makers
- 15 Game Changers
- 22- Catalyst of Change

JAN

- 12 Game Changers
- Catalyst of Change
- 26 Change Makers

FEB

- 9 Catalyst of Change
- 16 Change Makers 23 - Game Changers

MAR

- 9 Change Makers
- 16 Game Changers 23- Catalyst of Change

MAY

- 11 Catalyst of Change
- 18 Change Makers

JUN

- 8 Change Makers
- 15 Game Changers 22 - Catalyst of Change

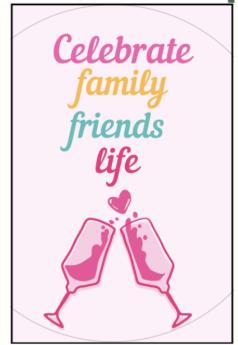




Rtn. Miranda Varon August 17







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NAVAL

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SOGOD BAY

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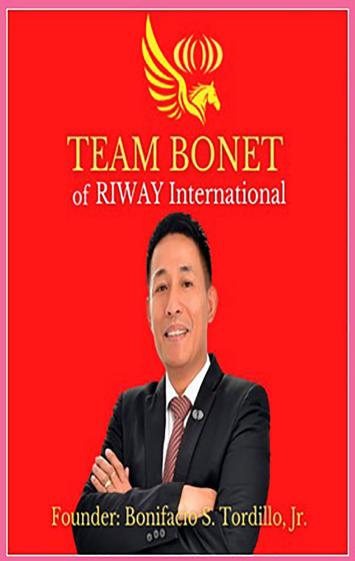














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