

**VISION**

The Attention Deficit Hyperactivity Disorder (ADHD) Society of the Philippines is a dynamic, pro-active and holistic organization committed to the welfare of individuals with Attention Deficit Hyperactivity Disorder (ADHD)

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Dear

Greetings!

We are very glad to introduce the **ADHD Society of the Philippines**, an all-volunteer, non-government, non-profit organization of parents, children/adults with ADHD, special education teachers, medical doctors, therapists, school administrators, guidance councilors, medical professionals, and corporate organizations, with the aim of promoting the awareness about Attention Deficit and Hyperactivity Disorder and creating a loving, understanding, and supportive environment for children, adolescents, and adults with Attention Deficit and Hyperactivity Disorder in the home, school, and workplace.

*In celebration of the 19th National ADHD Awareness week, The ADHD Society of the Philippines will hold its biennial National Conference entitled: METAMORPHOSIS: Succeeding with Adult ADHD happening on October 22-23, 2022 at the SM Mall of Asia. This is a hybrid conference on the transformative journey of Adults with ADHD. Local and international experts in adult ADHD, mental health, and developmental studies will talk about various topics on ADHD such as Adult Diagnosis and Profiling for ADHD and Co-Occurring Mental Health Conditions, Medication, Addressing ADHD through the Family, ADHD and the Workplace, Nutrition and Lifestyle, Executive Functions and Life Coaching, MBCT, Addiction, Inclusive Education, among others.*

The event will welcome onsite and online attendees composed of parents, teachers, students, guidance counselors and school administrators, allied health professionals, and adults with ADHD.

**As an organization that believes in human development and values equal opportunities, we would like to invite you as our partner/sponsor for this pioneering event — the very first Adult ADHD National Conference in the Philippines. We have prepared Sponsorship Packages that we have carefully designed for you. We hope you would consider being our partner and ally in reaching a wider audience for the awareness and acceptance of ADHD.**

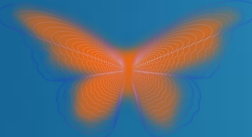
Along with this letter is our conference poster and information on marketing opportunities. Slots are limited and are on a first come first served basis. **For further details/ reservations, please contact the ADHDSP Secretariat Ms. Josephine Esteban at (0905) 390 6451 or email [adhd society@yahoo.com](mailto:adhd society@yahoo.com).**

We are looking forward to a fruitful collaboration with you. Your generosity will help the Society promote the well-being of children/individuals with ADHD who truly deserve attention and care.

Very truly yours,

**FIEL JOHN MERIA**  
Chairperson, ADHD National Conference





## WHAT IS ADHD?

**Attention Deficit Hyperactivity Disorder** is a brain-based condition that can affect children, adolescents, and adults. It is characterized by inappropriate levels of hyperactivity, impulsivity and inattention, and can affect a person's way of life, if left unmanaged.



**7.2 %**

**129 Million**

estimated number of people with ADHD worldwide

### ADHD predominantly inattentive presentation

- Fails to give close attention to details or makes careless mistakes
- Has difficulty sustaining attention
- Does not appear to listen
- Struggles to follow through with instructions
- Has difficulty with organization
- Avoids or dislikes tasks requiring sustained mental effort
- Loses things
- Is easily distracted
- Is forgetful in daily activities

### ADHD predominantly hyperactive-impulsive presentation

- Fidgets with hands or feet or squirms in chair
- Has difficulty remaining seated
- Runs about or climbs excessively in children; extreme restlessness in adults
- Difficulty engaging in activities quietly
- Acts as if driven by a motor; adults will often feel inside as if they are driven by a motor
- Talks excessively
- Blurts out answers before questions have been completed
- Difficulty waiting or taking turns
- Interrupts or intrudes upon others

### ADHD combined presentation

- The individual meets the criteria for both inattention and hyperactive-impulsive ADHD presentations.



**80%**

**Adolescents**

**60% Adults**

show ADHD symptoms



**40-50%**

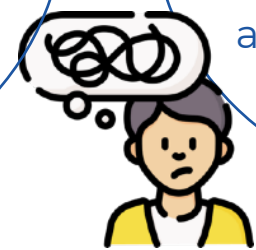
**of children with ADHD**

have learning disabilities

**30-50%**

**of children with ADHD**

engage in disorderly conduct and exhibit signs of anti-social behavior



## OTHER FACTS ABOUT ADHD

**ADHD runs in families. It is inevitable that the number will continue to grow.**

If unmanaged, ADHD makes those afflicted prone to:



Poor academic performance



Anxiety issues



Sexual promiscuity



Suicidal Tendencies



Poor relationships and broken marriages



Financial mismanagement



Inability to stay long in a job



Lack of direction in life

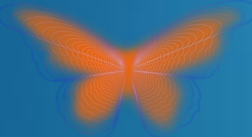


Risk-taking behavior

**ADHD is neurological and lifelong. It is NOT an illness, thus, medication cannot "CURE" it.**

Filipinos with ADHD are considered PWDs and are eligible for PWD benefits under Republic Acts 7277 and 10754.





### ABOUT US

#### The ADHD Society of the Philippines (ADHDSP)

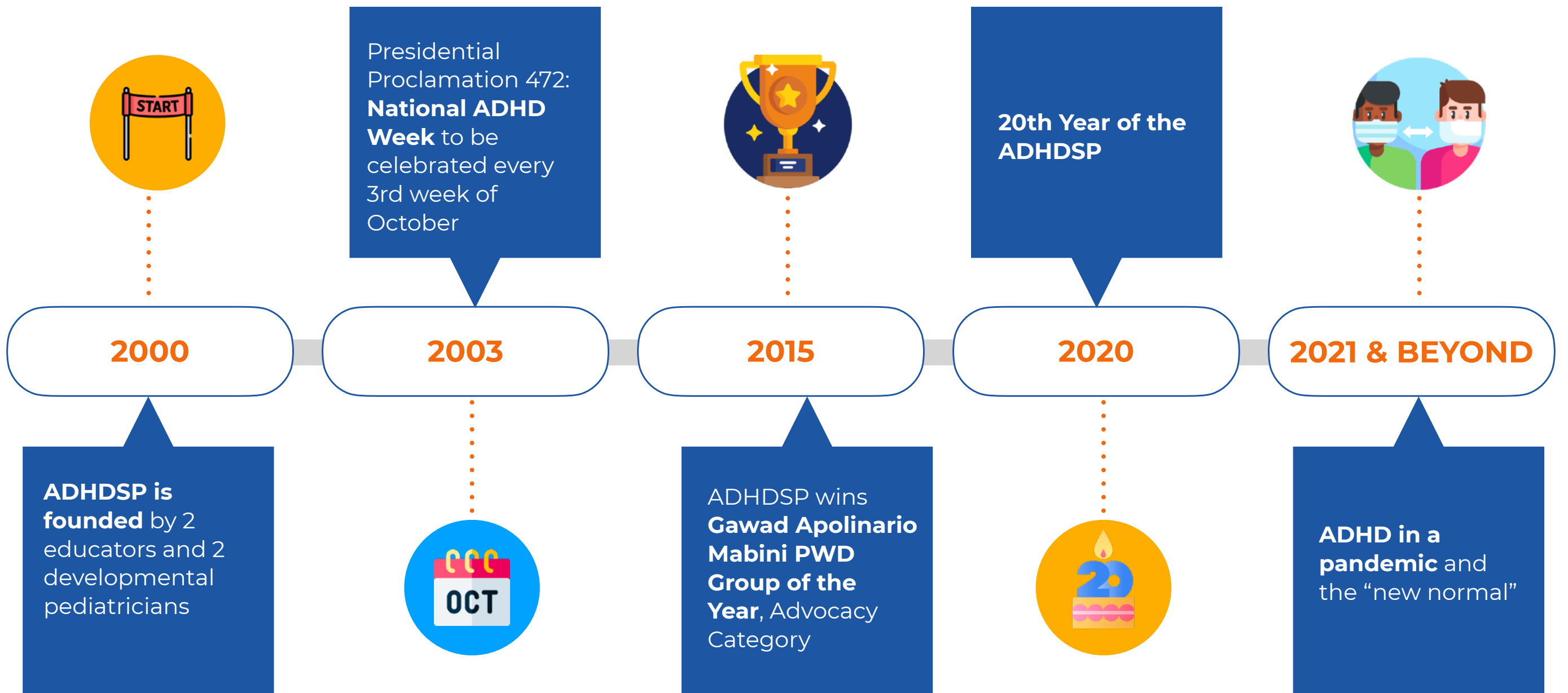
is a parent-based organization that provides different kinds of support to individuals with ADHD, their families, and professionals who work with them.

Among PWDs, there is a movement called *"Nothing about us without us."* This movement leads to the creation of programs that are truly for PWDs, created by PWDs.

In the ADHDSP, members of the Board are either parents of persons with ADHD or are persons with ADHD themselves.



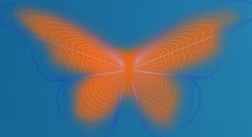
### OUR HISTORY



**DURING THE COVID-19 PANDEMIC**, the demand for treatment, intervention and training for ADHD has skyrocketed due to increase in the need for mental health and related services

**THE ADHD SOCIETY OF THE PHILIPPINES** is still the largest, longest running ADHD advocacy group in the country.





## ABOUT THE EVENT

### METAMORPHOSIS: Succeeding with Adult ADHD

A hybrid conference with 350 onsite attendees (subject to government COVID-19 restrictions on exact date), CPD unit accreditation for professionals and a virtually unlimited audience via online attendees with promotion online via our co-presenter and partners:

#### Co-Presenter National University



Promotion to all National University branches with a total student population of 22,000

#### Private Partner College of St. Benilde



“Pioneer in inclusive education for adults”

Promotion to all La Salle Schools, Colleges and University branches in the Philippines with over 16 campuses and a student population of 90,000

#### Government Partner National Council on Disability Affairs



Duty to promote event to nationwide network of local government units of disability affairs offices (PDAOs) as per Presidential Proclamation 472 declaring every October as “National ADHD Awareness Month”

#### Creative Partner Vitalstrats Creative Solutions



An ADHD-C owned marketing & communications agency.

The official communications and content production agency of the ADHDSP 2022 Natcon

## OUR PACKAGES

| BENEFITS / PRIVILEGES                | VIP 30k      | GOLD 20k   | SILVER 10k | BRONZE 5k   | DONOR 1k    |
|--------------------------------------|--------------|------------|------------|-------------|-------------|
| Souvenir Programme                   | Full Premium | Full Page  | Half Page  | 1/4 Page    | Single Line |
| Booth                                | Yes          | Yes        | No         | No          | No          |
| Category Lock Out / Exclusivity      | Yes          | Yes        | No         | No          | N/A         |
| Logo Placement on Event Collats      | Yes          | Yes        | Yes        | Yes         | N/A         |
| Pre-event Social Media Exposure      | Yes          | Yes        | Yes        | Yes         | N/A         |
| Pre-event / Post-event Logo Loop     | Solo         | 1 out of 2 | 1 out of 5 | 1 out of 10 | N/A         |
| Event Proper Logo Loop               | Yes          | Yes        | Yes        | No          | N/A         |
| TVC/AVP Playback (Event Intro/Extro) | Yes          | Yes        | No         | No          | N/A         |
| Live Acknowledgement - Event Proper  | 10x          | 10x        | 10x        | 2x          | N/A         |
| Acknowledgement Feature in Facebook  | Yes          | Yes        | Yes        | Yes         | N/A         |
| Guest Article in ADHDSP Website      | Yes          | Yes        | No         | No          | N/A         |
| Logo in ADHDSP Website (1 Year)      | Yes          | Yes        | No         | No          | N/A         |
| 2-Day Passes - Onsite                | 5            | 3          | 2          | 1           | N/A         |
| 2-Day Passes - Online                | 10           | 6          | 4          | 2           | N/A         |

**\*Custom packages available for Media & Promotional Partnerships**  
(for TV, Radio, OOH, Print, Digital Community Partners)

For further details/reservations  
Contact the ADHDSP Secretariat  
**Ms. Josephine Esteban** at **(0905) 390 6451**  
or email [adhdsp@yahoo.com](mailto:adhdsp@yahoo.com)



# METAMORPHOSIS

SUCCEEDING WITH ADULT ADHD

OCT 22 – 23 2022

THE FIRST NATIONAL CONFERENCE  
ON ADULT ADHD IN THE PHILIPPINES

CPD UNITS  
PENDING APPLICATION

Save your slots now and **PRE-REGISTER AT** [[bit.ly/adhdnatconreg](https://bit.ly/adhdnatconreg)]

## RATES AS OF AUG 15, 2022

2-DAY PASS (Applies for both  
ONSITE & ONLINE)

P 2000 (Regular)

P 1600 (PWD/Seniors)

P 1500 (ADHDSP Members)

1-DAY PASS (Applies for  
ONLINE only)

P 1200 (Regular)

P 960 (PWD/Seniors)

P 900 (ADHDSP Members)

## A HYBRID CONFERENCE

VENUE: Mall of Asia  
(specific location to be announced)

## SPEAKERS

Learn from the country's leading experts in adult ADHD, mental health, and developmental studies.



DR. CORNELIO G.  
BANAAG, JR., MD,  
FPPA, FPSCAP

ADHD ADULT  
DIAGNOSIS AND  
PROFILING



DR. MARY DARYL JOYCE  
LINDO-CALLEJA, MD,  
FPPA, FPSCAP  
ADHD AND  
MEDICATION



DR. ANNA CHRISTINA  
V. CUSI, MD, OTRP,  
DPPS, DPSDBP

ADDRESSING ADHD  
THROUGH THE  
FAMILY



DR. RAYMOND  
JOSEPH Y. ESCALONA  
MD, MBA, MS, IFMCP

OPTIMAL NUTRITION  
AND LIFESTYLE FOR  
INDIVIDUALS WITH  
ADHD



HEIDI FISHBEIN ACC,  
CALC

EXECUTIVE  
FUNCTIONS & ADHD  
LIFE COACHING



DR. JANNEL  
GATLABAYAN -  
CLETO, MD, FPPA

MBCT  
(MINDFULNESS-  
BASED COGNITIVE  
THERAPY) APPLIED  
TO ADULT ADHD



DR. JOANNA  
HERRERA, PSYD,  
RPSY

PROCESSING  
LIFE AFTER THE  
DIAGNOSIS OF ADHD



DR. JOYCE ANN N.  
MAGLAQUE, MD,  
MBA, DSBPP

ADHD AND  
ADDICTION



PAMELA RIVERA  
MAGNO, RND

INCLUSIVE  
EDUCATION FOR  
ADHD IN HIGHER  
EDUCATION



FIEL JOHN MERIA

ADHD AND THE  
WORKPLACE



DR. CONSTANTINE L.  
YU CHUA, OTRP, MD,  
DSBPP, FPSCAP

ADHD AND CO-  
OCCURRING MENTAL  
HEALTH CONDITIONS

## Metamorphosis: ADHDSP Natcon for Adults 2022 - Day 1

| <b>TIME</b>   | <b>ACTIVITY / TOPIC / TITLE</b>                                | <b>SPEAKERS / FACILITATORS</b>               |
|---------------|--|--|
| 7:00AM        | OPEN VENUE / CLAIMING OF CONFERENCE KITS                       | -  |
| 8:00-8:30AM   | PRAYER, INTRODUCTION SPEECHES, NU AVP                          | Fiel John Meria (NatCon Chair)<br>Host (TBA) |
| 8:30-9:15AM   | <b>TOPIC: ADHD ADULT DIAGNOSIS AND PROFILING</b>               | Dr. Cornelio Banaag Jr.                      |
| 9:15-9:30AM   | Q&A and awarding   |  |
| 9:30-10:15AM  | <b>TOPIC: PROCESSING LIFE AFTER THE DIAGNOSIS OF ADHD</b>      | Dr. Joanna Herrera                           |
| 10:15-10:30AM | Q&A and awarding   |  |
| 10:30-11:15AM | <b>TOPIC: ADDRESSING ADHD THROUGH THE FAMILY</b>               | Dr. Christine Cusi                           |
| 11:15-11:30AM | Q&A and awarding   |  |
| 11:30-12:15PM | <b>TOPIC: INCLUSIVE EDUCATION FOR ADHD IN HIGHER EDUCATION</b> | Ms. Pamela Magno                             |
| 12:15-12:30PM | Q&A and awarding   |  |
| 12:30-1:15PM  | LUNCH BREAK  |  |
| 1:15-2:00PM   | <b>TOPIC: ADHD AND CO-OCCURRING MENTAL HEALTH ISSUES</b>       | Dr. Constantine Yu Chua                      |
| 2:00-2:15PM   | Q&A and awarding   |  |
| 2:15-3:00PM   | <b>TOPIC: ADHD AND ADDICTION</b>                               | Dr. Joyce Maglaque                           |
| 3:00-3:15PM   | Q&A and awarding   |  |
| 3:15-3:30PM   | BREAK  |  |
| 3:30-4:15PM   | <b>TOPIC: ADHD AND MEDICATION</b>                              | Dr. Daryl Calleja                            |
| 4:15-4:30PM   | <b>Q&amp;A and awarding of certificate</b>                     |  |
| 4:30-5:00pm   | <b>ROUND TABLE: COLLEGE STUDENTS WITH ADHD</b>                 | Facilitator: TBA                             |
| 5:00-5:30PM   | <b>AWARDING, NU AVP and Reminders Day 1</b>                    | Host (TBA)                                   |

## Metamorphosis: ADHDSP Natcon for Adults 2022 - Day 2

| TIME          | ACTIVITY / TOPIC / TITLE   | SPEAKERS / FACILITATORS           |
|---------------|--|-----------------------------------|
| 8:00AM        | OPEN VENUE   | -                                 |
| 9:15-9:30AM   | NU AVP   |                                   |
| 9:30-10:15AM  | <b>ALLOTTED SPEAKING SLOT FOR NATIONAL UNIVERSITY</b>  | TBA                               |
| 10:15-10:30AM | Q&A and awarding   |                                   |
| 10:30-11:15AM | <b>TOPIC: ADHD LIFE COACHING &amp; EXECUTIVE FUNCTIONS</b>   | Ms. Heidi Fishbein, CALC (ONLINE) |
| 11:15-11:30AM | Q&A and awarding   |                                   |
| 11:30-12:15PM | <b>TOPIC: MBCT (MINDFULNESS-BASED COGNITIVE THERAPY) APPLIED TO ADULTS WITH ADHD</b>   | Dr. Jannel Gatlabayan-Cleto       |
| 12:15-12:30NN | Q&A and awarding   |                                   |
| 12:30-1:15PM  | LUNCH BREAK  |                                   |
| 1:15-2:00PM   | <b>TOPIC: OPTIMAL NUTRITION AND LIFESTYLE FOR INDIVIDUALS WITH ADHD</b>  | Dr. Raymond Escalona              |
| 2:15-2:30PM   | Q&A and awarding   |                                   |
| 2:30-3:15PM   | <b>TOPIC: ADHD IN THE WORKPLACE</b>  | Mr. Fiel John Meria               |
| 3:15-3:30pm   | Q&A and awarding   |                                   |
| 3:30-3:45PM   | BREAK  |                                   |
| 3:45-4:15PM   | <b>ROUND TABLE DISCUSSION WITH SUCCESSFUL ADULTS WITH ADHD ROUND 1: ALLIED MEDICAL &amp; PSYCHOEDUCATIONAL PROFESSIONALS</b> | Facilitator: TBA                  |
| 4:15-4:45PM   | <b>ROUND TABLE DISCUSSION WITH SUCCESSFUL ADULTS WITH ADHD ROUND 2: CORPORATE &amp; BUSINESS</b>                             | Facilitator: TBA                  |
| 4:45-5:00PM   | <b>CLOSING REMARKS, NU AVP</b>   |                                   |