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June 15th, 2023

Dear Regina,

Welcome to BioMarketing Insight's monthly newsletter.

Our 2nd Annual AAPI Heritage Festival held on Saturday, May 20th, 2023 went well despite the heavy down pours. Our Festival made the front page of the local Daily Times Chronicle. Click on this [link](#) to see highlights of the festival.

In this month's newsletter I will cover "The Impact of Climate Change on Your Health" You can find my article under the Table of Content and click on the link.

If you missed the last months newsletter on "The Public Health Emergency (PHE) for COVID - 19 expired on May 11th, 2023, But This Does Not Mean the Pandemic Is Over." click [here](#) to read the article.

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enjoy the music from the Berklee School of Music in their song "What the World Needs Now," other inspirations and ending with Celine Dion and Josh Groban with "The Prayer".

Please read on for other current news in the Table of Content below. The next newsletter will be July 15, 2023.

We encourage you to share this newsletter with your colleagues by using the social media icons below, or by simply forwarding this newsletter or use the link below. Should you or your colleagues want to join my mailing list, click on "join my email list" link below.

Please email [me](mailto:me), Regina Au, if you have any questions, comments, or suggestions.



Sincerely,  
Regina Au  
CEO, New Product Planning/Strategic Planning  
[BioMarketing Insight](#)



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Developing a Product? Commercializing a Product?

If you are developing a product and have not conducted the business due diligence to determine commercial viability or success, contact [me](#) for an appointment. For successful commercial adoption of your product or looking to grow your business, contact [me](#) for an appointment.

For more information on our services, click on the links below:

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[Market Development](#)

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[Scenario Planning](#) - for more information, email [me](#).

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## Recap of the AAPI Heritage Festival - Saturday, May 20th, 2023

The Asian American Pacific Islander (AAPI) Heritage Festival was a success in celebrating AAPI Heritage Month with both the Asian and nonAsian communities. This celebration was to build awareness and educate our community on the various cultures and contributions the different Asian and Pacific Islanders ethnic groups have brought to enrich our American History.

Our Festival made the front page of the Daily Times Chronicle. See the article and pictures of our speakers, musicians and performers. In addition, we had our "Contributions AAPI Have Made to American History" Exhibit on display in the lobby and continued on into the program room. More pictures will be revealed next month.

**Guest Speakers:** Massachusetts State Representative Vanna Howard

Mayor Scott Galvin of Woburn

**Special Guest Musician:** Kevin So

**Guest Musician:** Entian Lee, Chinese Zither

**Guest Performers:** Swasti Bhargava & Aanvi Bhargava, Ekam Boston

Anvee Gudipati, Sreshta Mahavadi, Ekam Boston

# Woburn Times

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## City Council seeks more info on fill

By PATRICK BLAIS

WOBURN - The City Council wants to consult with the city engineer's office and other department head managers before allowing a Lowell Street landowner to spread out fill in a low-lying depression.

During the elected officials' latest gathering in City

Hall, Boxford resident Valentino Tocci Jr. explained that he is looking to bring in more than 100 cubic yards of fill to the back yard of a two-family property at 2 Lowell St., which sits in the city's Central Square area by Main Street.

The council, looking for additional details about the total volume of soil and rocks being brought in and

### Lowell St

how the work will i the site, ultimately 6 meeting.

According to T nearby professional proximate .61-acre towards that comm towards Cummings portedly does not topography of the significant storm e

"This is mostly issue. Since that l unsightly area. O in that area and m plained.

"We would ther still accept rainwa uation," he contin likely also be plan

Since the speci month, both Assis and Planning Dire the council cited the water storage vol situation on abutt

In order to be s ect doesn't creat experts recomme ing firm to consul

"There is no ou shape, other than soil. Depending o remain in this l Rheame noted i



THE ASIAN AMERICAN PACIFIC ISLANDERS HERITAGE FESTIVAL was held at the Woburn Public Library with many posters describing the contributions made to American history. Volunteers and participants in the AAPI Heritage Festival included (l-r) Katherine Jiao, Vicky Wu, AAPIEC Inc. President Regina Au, and Ekam USA-Boston Chapter Director Nagasree Chakka. Some of the entertainment were dancers and musicians inside the library along with food vendors set up outside in the library's parking lot. (KAPAndrewsPhotos)

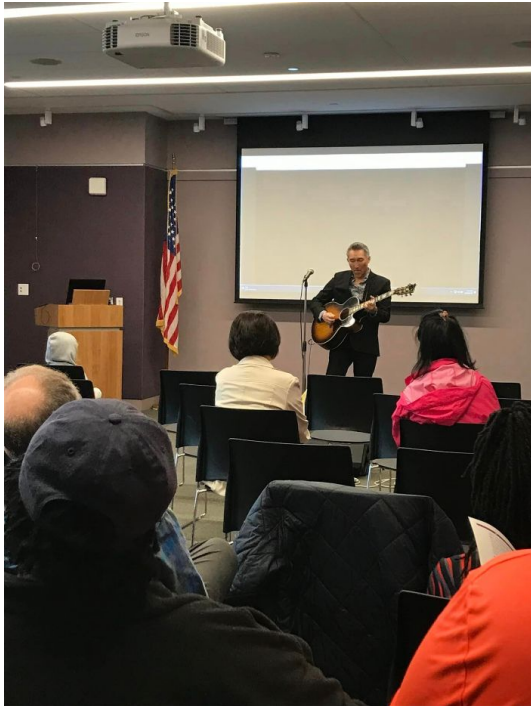
LOWE

## Board adopts - Burlington middle school ...

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### General Guidelines to Launch and Build a Clinical Trial Using Microbiome Products in an Era of Personalized Medicine.

I am pleased to announce that I was a speaker at the Westchester Biotech Project for Consortium on Translational Research in the Microbiome on November 11th, 2021. The Topic: General Guidelines to launch and build a clinical trial using microbiome products in an era of personalized medicine. My presentation was on "How to Launch and Market a Successful Microbiome Product: Five Major Considerations". For more information on this event, click [here](#). This webinar it will be available next month, so check back here.

For more information on Westchester Biotech Project and future webinars, click [here](#).

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## Fresh Thinking in the Next Normal

I am pleased to announce that I was a speaker at the Institute of Management Consultants event on "What Will the "Next Normal" Be for Productivity, Motivation and Retention of Employees? Four Things Employers Need to Consider." on July 20th, 2021 at 2 pm. For more information and to register click [here](#).

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## Inspirations

Enjoy the song "What the World Needs Now" virtually with the students from the Berklee School of Music.



We Will Get Through It Together

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Let's End with Celine Dion & Josh Groban Singing "The Prayer"

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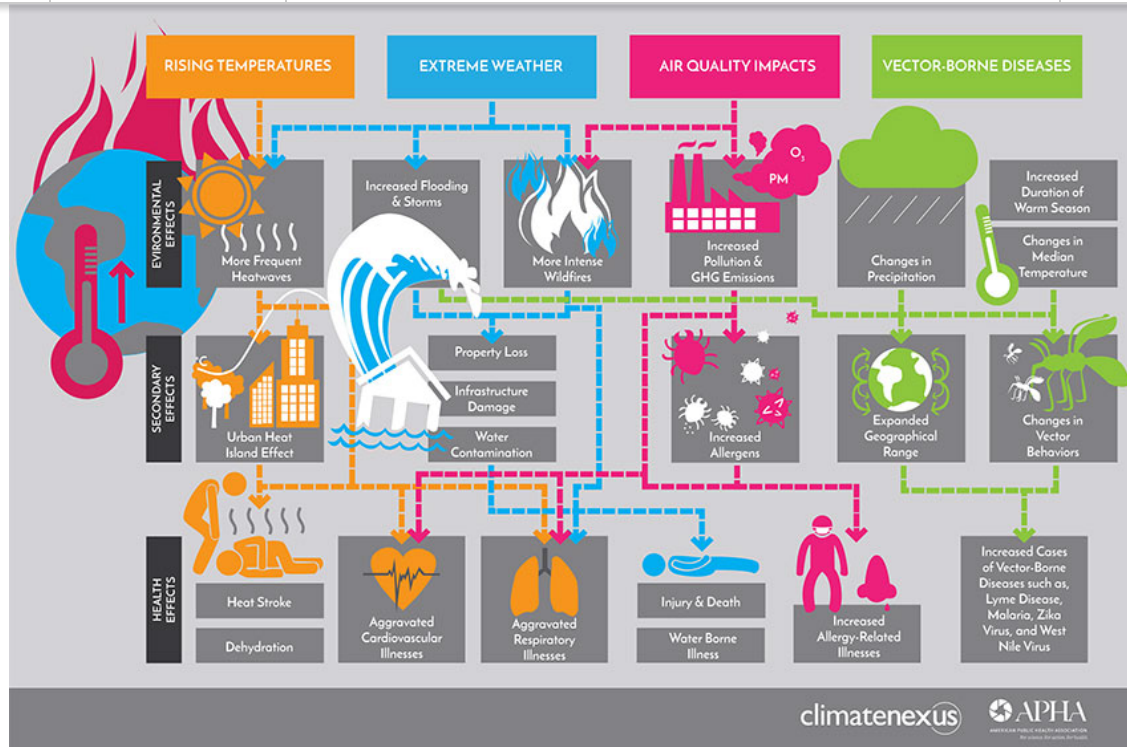


### One Biotech Executive's View on the COVID-19 Vaccine

I am pleased to announce that my article on the COVID-19 Vaccine was published in Lioness Magazine. To read my article click on the link [here](#).

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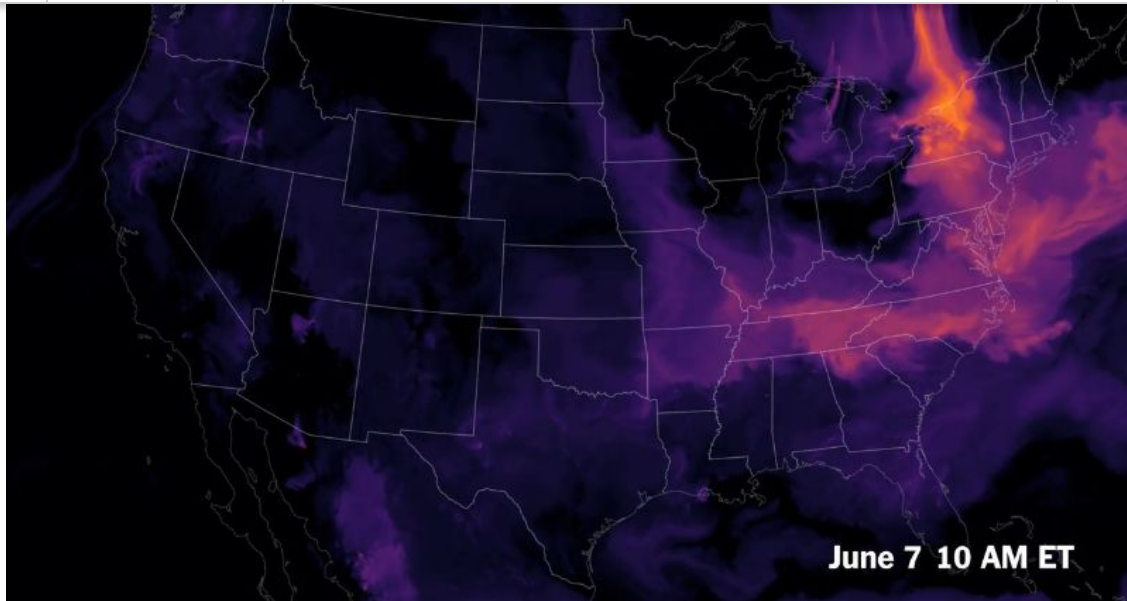


## The Impact of Climate Change on Your Health

We all know climate change is bad and that we need to do something about it. However, since climate change is gradual, the consequences of climate change is not seen as an urgency until it is too late.

We are witnessing the consequences of "It is too late" now!. The Royal Netherlands Academy of Arts and Sciences ([KNAW](#)) warned that the climate change's impact on health will have dire consequences should the world not act to curb global warming. This "climate crisis" is leading to an increase in frequency of wildfires, heat waves, floods, and extreme drought.

California has been battling with wildfires for a number of years and now the wildfires from Canada is affecting the US particularly the Northeast. It was reported on the news that the air quality in New York City was historically bad. The [micro pollutant](#) from the wildfire is tiny enough to penetrate into the lungs and bloodstream. [Thirty-five micrograms](#) of the particles per cubic meter of air is considered a safe average level in the air for one day, according to the agency.

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Canadian wildfires air pollution affecting the Northeast especially New York City

On Wednesday, [June 7, 2023](#) the average level in seven stations across New York City was around 200, nearly 6 times as much as that threshold. The sky was hazy and orange and the officials were warning residence to stay indoors and if they had to go out to wear a mask.

A relative of mine who lives in NYC experienced headaches and nausea from the air pollution even with wearing a mask in the lab. This is because the building is old and air was seeping in through the cracks around the window.

If climate change continues to warm the earth unabated, billions of people could experience “heat stress, infectious diseases, malnutrition, flooding, and mental health problems,” according to [KNAW](#). The survival of many communities is at stake, as excessive heat, drought, or flooding could make them become unlivable. Last year, in Pakistan, we witnessed how [floods](#) displaced 30 million people while killing nearly 2,000. Air pollution may cause certain large metropolises to become “uninhabitable” by 2050.



New Orleans Flooding Due to Katrina in 2005

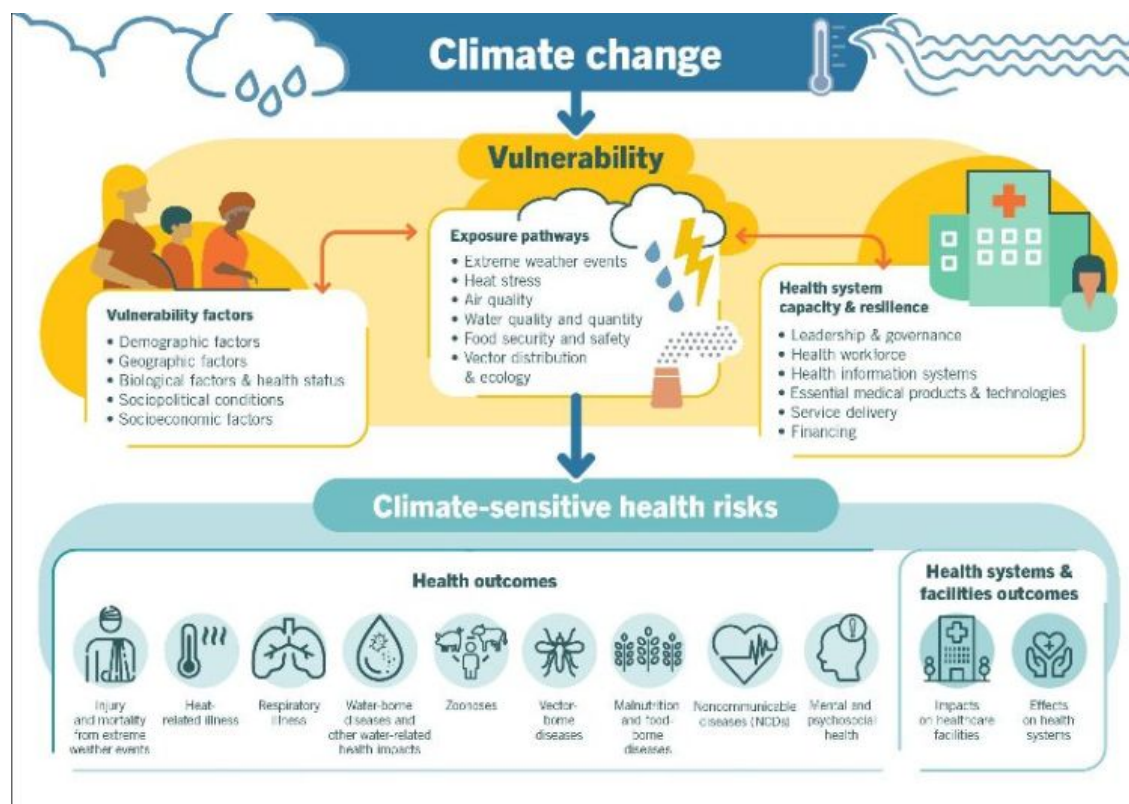
Here are the [predictions](#):

- 1) **New Orleans, destroyed by hurricanes** - The reasons this metropolis will be inhospitable by 2050 are different, ranging from [water shortages](#) to storms and intense floods, up to sea-level rise.
- 2) **Shanghai, the airpocalypse** - Shanghai is the 3rd most populated city in the world. It is estimated that by 2070, living in Shanghai will be unbearable due to [heatwaves](#).
- 3) **Beijing, no more clean air** - Beijing is among the cities characterized by the highest level of air pollution. It's caused by gas emissions which contribute to the [greenhouse effect](#). In China, the current mortality rate corresponds to 1.1 million per year, but this data is going to rise due to the presence of fine dust.
- 4) **New Delhi, smog alarm at the heart of India** - If smog and [heatwaves](#) persist, the inhabitants of New Delhi will be vulnerable to [heatstrokes](#), nausea, skin rashes, and headaches in about 50 years.
- 5) **Miami, a dangerous future** - Studies demonstrated that Miami is threatened by a [sea-level-rise](#) in the next century.

Biodiversity is [rapidly declining](#). According to multiple studies, including the KNAW report, about a third of plants and up to 40% of animals are at risk of extinction, and around the same percentage of ecosystems is in jeopardy of collapse.

The causes to biodiversity decline includes deforestation, unsustainable land use, and habitat destruction. The steep drop in biodiversity can have [major repercussions](#) for public health, due to the impact on food supply or a disruption of ecosystem equilibrium. Climate change is facilitating the spread of some of the world's worst infectious diseases, such as

If these environmental changes continue unchecked, billions of people worldwide may face serious health risks by the end of this century. Devastatingly climate change may ultimately be responsible for the deaths of tens of millions of people by the end of this century.



According to the World Health Organization ([WHO](#)), climate change is “the single biggest health threat facing humanity in the 21st century.” WHO notes, climate change impacts the air we breathe, the food we eat, the water we drink, and the environment we live in.

### What is being done?

President Biden after rejoining the Paris Agreement and restoring U.S. leadership on the world stage, [created](#) the first-ever [National Climate Task Force](#), with more than 25 Cabinet-level leaders from across agencies working together on groundbreaking [goals](#):

- Reducing U.S. greenhouse gas emissions 50-52% below 2005 levels in 2030
- Reaching 100% carbon pollution-free electricity by 2035
- Achieving a net-zero emissions economy by 2050
- Delivering 40% of the benefits from federal investments in climate and clean energy to disadvantaged communities

The President will be joined by other leaders in new efforts aimed at accelerating progress in [four key areas](#) necessary for keeping a 1.5°C limit on warming within reach, specifically:

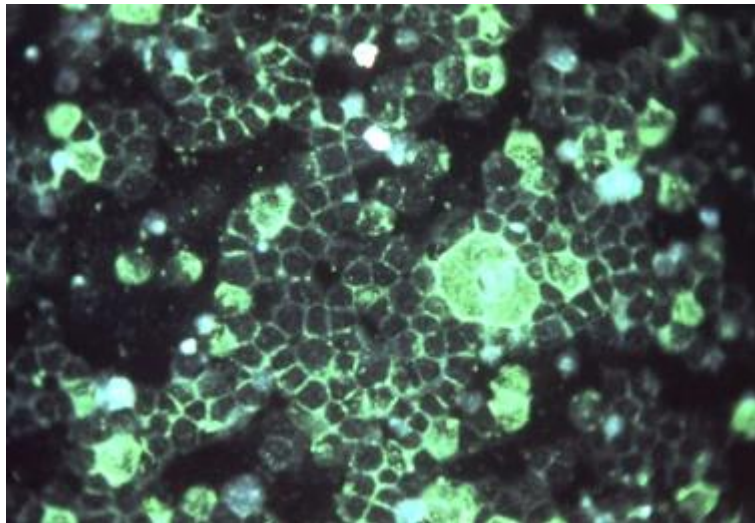
- **Decarbonizing energy:** Announcing steps to drive down emissions in the power and transportation sectors, including scaling up of clean energy, setting ambitious

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- **Ending deforestation of the Amazon and other critical forests:** Working through the Forest and Climate Leaders' Partnership to mobilize public, private, and philanthropic support.
- **Tackling potent, non-CO2 climate pollutants:** Launching a Methane Finance Sprint to cut methane emissions and accelerating hydrofluorocarbon (HFC) phasedown under the Kigali Amendment.
- **Advancing carbon management:** Partnering with countries to accelerate carbon capture, removal, use, and storage technologies through a COP 28 Carbon Management Challenge to deal with emissions that can't otherwise be avoided.

We all know air pollution of any type compromises our lungs which leads to respiratory issues and diseases. For people with asthma or respiratory issues, high pollen count was already a menace to breathing without distress. Add on high humidity or dew point and even those who don't have respiratory issues will have a hard time breathing.

The pandemic affected hundreds of millions people and some long lasting (long hauler) affect, now respiratory diseases which should be mild are now having a profound effect on people. I believe climate change plays a huge factor in this effect.



Respiratory syncytial virus, or RSV virus

The Respiratory Syncytial Virus, or RSV, is a common respiratory virus that usually causes mild, cold-like symptoms. However, in children, it is the leading viral agent of serious pediatric respiratory disease worldwide. It also is responsible for substantial morbidity and mortality in the elderly and in severely immuno-compromised individuals. Some children and older adults may develop a lung infection or pneumonia and possibly die from these complications. [RSV](#) can also lead to worsening of serious conditions such as: Asthma and Chronic obstructive pulmonary disease (COPD) – a chronic disease of the lungs that



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[Pfizer's](#) and [GSK's](#) respiratory syncytial virus vaccine were both approved by the FDA for use in adults ages 60 and older on May 31, 2023 and May 3, 2023 respectively.

On June 7, 2023, the [FDA](#) Antimicrobial Drugs Advisory committee unanimously voted to recommend a shot of a monoclonal antibody nirsevimab, a long-acting RSV fusion protein inhibitor monoclonal antibody that's delivered via intramuscular injection against RSV to prevent lower respiratory tract disease in both infants and in at-risk children up to age 2 years. The proposed use for the drug is for infants born during or entering into their first RSV season, and it would be administered as one shot.

In mid-March 2023, the CDC reported that 11% of all respiratory secretion specimens tested were positive for human metapneumovirus ([HMPV](#)), a virus most of us haven't heard of compared with an average of 7% at the height of outbreaks prior to the COVID-19 pandemic. The virus usually causes nasal congestion, cough, shortness of breath and sometimes fever, but can progress to severe bronchiolitis or pneumonia; and asymptomatic people (at least 38 percent of infections) can transmit the virus. The CDC recommends precautionary measures including hand-washing, avoiding contact with people showing signs of respiratory illness and keeping high-touch surfaces disinfected.

Currently, there is no vaccine for HMPV, and treatment is limited to supportive care. Do we need a vaccine for all respiratory viruses?

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### Closing Thoughts

There is no doubt in my mind that climate change not only affects the environment, but it affects our health as discussed above. Everything in nature is made up of five basic

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Disrupt the balance of the five elements, it results in chaos and a domino effect where everything gets disrupted. Mother nature can only fix so much if left to nature as we have witnessed in areas where there is no inhabitant by man. I watch a lot of nature documentaries (planet earth, our planet, frozen planet) with David Attenborough on the British Broadcasting Corp. (BBC) channel.

We are already seeing the consequences with the wildfires and California and Canada, recently major flooding in parts of the US starting with Katrina, and flooding in rest of the world such as Pakistan, drought in the Midwest such as Michigan and even here in Massachusetts where rain fall is short from previous years. We've also been getting unusual weather patterns where it will be 90 degrees one day and then 50 degrees the next day. All due to Climate Change.

Respiratory issues and diseases are probably one of the most noticeable health concern because we can see air pollution and it affects our breathing.

Respiratory viruses that normally won't be an issue and results in mild symptoms are now becoming more serious diseases because our lungs are being compromised by air pollution so we can't fight off these viruses. RSV was never a serious issue for majority of the population, but slowly it became an issue which is why pharmaceutical and biotech companies have developed a vaccine for this virus.

According to the CDC, HMPV cases has surged in 3 years and we will continue to see other respiratory viruses surge as KNAW predicted that climate change is facilitating the spread of some of the world's worst infectious diseases and many diseases are appearing in places where they were never prevalent before.

Everyone, US and the rest of the world (government, corporations, organization and individuals) need to be responsible for doing their part whether it is recycling, using alternative energy sources, walking and biking instead of driving, planting more trees and the list goes on. It takes the world to stop Climate Change.

One major discovery to help curb Climate Change is growing [fungi or mushrooms](#). Scientists have found that fungi gobble up more than a third of the world's annual fossil fuel emissions.

Fungi "represent a blind spot in carbon modeling, conservation, and restoration, the numbers we've uncovered are jaw-dropping" said [Katie Field](#), a professor of biology at the University of Sheffield.

Field's team found that fungi pulled down 36 percent of global fossil fuel emissions —

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two.

How this will be implemented, I'm sure they are working on it as we speak.

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Should you have any questions or need of assistance with your business due diligence, determining your product's value proposition, target product profile and economic value of your product for reimbursement, feel free to contact me at 781-935-1462 or [regina@biomarketinginsight.com](mailto:regina@biomarketinginsight.com).

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