



End Polio Now... a legacy in waiting



Hennie de Bruin - Rotarian

From where we cometh

- 1979 – Philippines
- 1985 – Start of Polio immunisation programme
- 350 000 new cases annually
- Over 125 countries endemic





Governments of the World

BILL & MELINDA
GATES *foundation*

Our success

- South East Asia
- Nigeria's success
- Africa...a year later
- Less than 1000 cases per year

Southeast Asia: Certified Polio-Free 27 March 2014

80 % of the world is now living polio-free



4 out of 6 global regions polio-free



A leap of faith



Africa: Nigeria polio-free for more than one year

ON THE ROAD TO A POLIO-FREE NIGERIA

It's been one year since Nigeria's last reported case of polio.
Where are we on the road to a polio-free Nigeria?

ROTARY HAS DONATED OVER
\$207M TO END POLIO
IN NIGERIA.



2014

Nigeria records
its last polio
case for the year
on 24 July.

1988

The Global
Polio Eradication
Initiative launches.
Nigeria hits the
road with some
30,000 cases of
wild poliovirus.

Over **200,000** health workers
immunize **230 million**
children in Africa.



2015

The World Health
Organization may
remove Nigeria
from its list of
polio-endemic
countries this year.

2017

Arrive at
a certified
polio-free
Africa?

NO STOPPING
Nigeria must go **2 more years**
without a new polio case.



NIGERIA

Rotary



**END
POLIO
NOW**

JOIN US IN THE FIGHT TO END POLIO
AT ENDPOLIO.ORG

AFRICA – 1 YEAR POLIO FREE

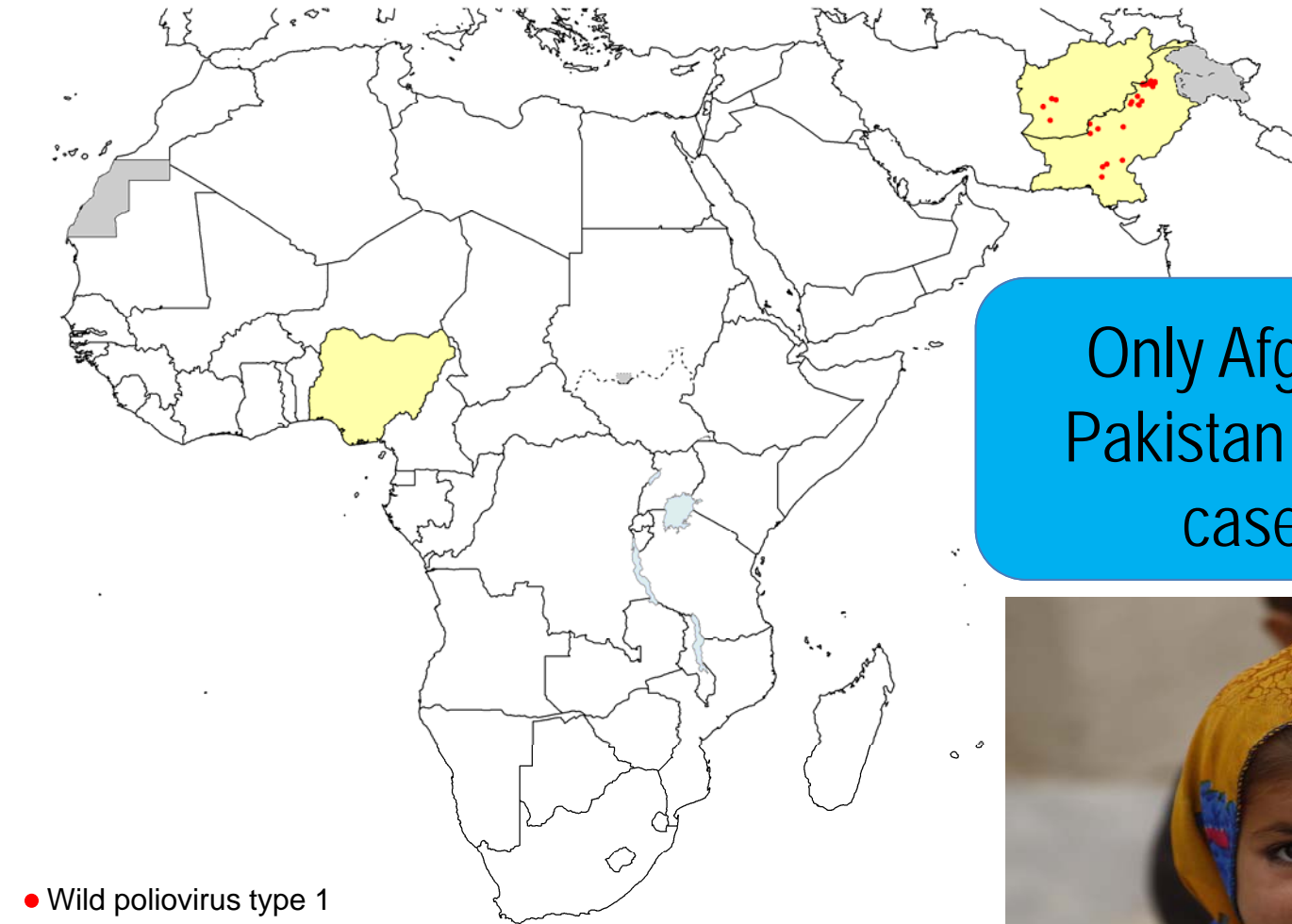


Public Health Emergency of International Concern



Temporary recommendations for all exporting and polio affected countries

Wild Poliovirus Cases



Only Afghanistan and Pakistan have reported cases in 2015

● Wild poliovirus type 1

■ Endemic country

¹Excludes viruses detected from environmental surveillance.

²Onset of paralysis 08 January 2015 – 07 July 2015



Pakistan reaches more children despite challenges

Polio vaccination kiosks and Permanent Transit Points installed to reach children wherever they are



What advocacy role has Rotary played?

Advocacy

“I have been lobbied by you and by your leaders for a substantial commitment by the Australian Government to the campaign to eradicate polio .”

- *Australia Prime Minister Tony Abbott*



Advocacy

“Pakistan’s commitment to polio eradication remains firm and resolute. The chief ministers of all the provinces are paying special attention to ensure that every child is reached by the polio programme.”

- *President of Pakistan
H. E. Mamnoon Hussain*



Key messages

- Polio eradication is Rotary's highest priority
- We want to encourage your continued support
- Governments must play a leading role
- Our leaders must become advocates in our communities



**END
POLIO
NOW**

MAKE HISTORY TODAY

From 2013 to 2018, every US\$1 Rotary commits to WHO and UNICEF in direct support for polio immunization will be **tripled** (up to US\$35 million per year) by the Bill & Melinda Gates Foundation.

**YOUR
DONATION
US\$25**



**BILL & MELINDA
GATES FOUNDATION
US\$50**

**TOTAL
CONTRIBUTION
US\$75**

150
VESTS FOR
VOLUNTEERS



75
VACCINE
CARRIERS



600
PURPLE FINGER
MARKERS



DONATE → [ROTARY.ORG/CONTRIBUTE](https://rotary.org/contribute)

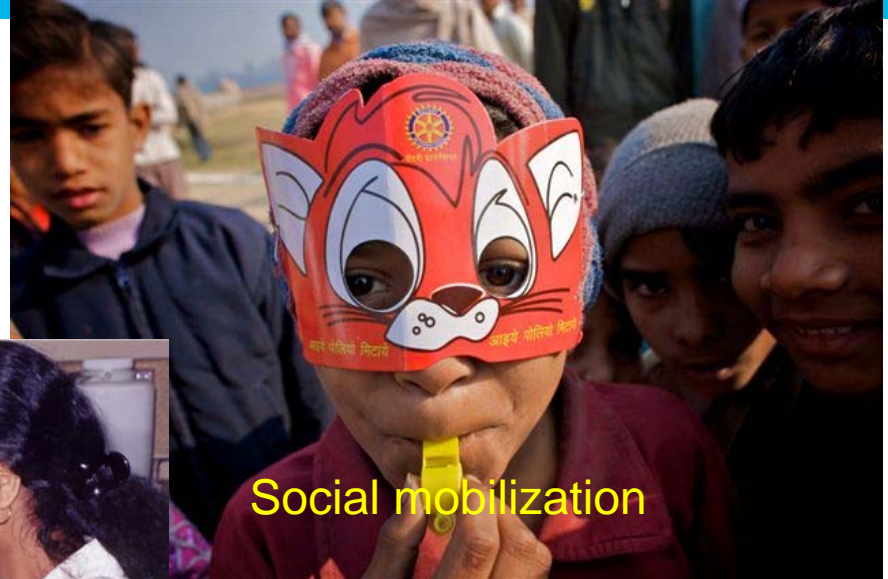
LEARN → [ENDPOLIONOW.ORG](https://endpolionow.org)



What your contributions fund



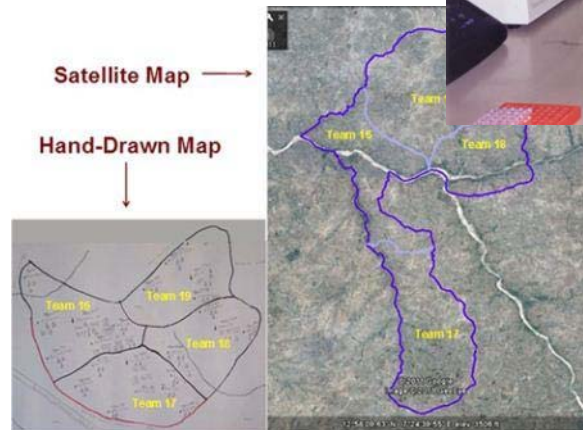
Transportation



Social mobilization



Surveillance



Technology



Staff and volunteer uniforms



Raise Awareness by Storytelling



Rotary's Communication Strategy

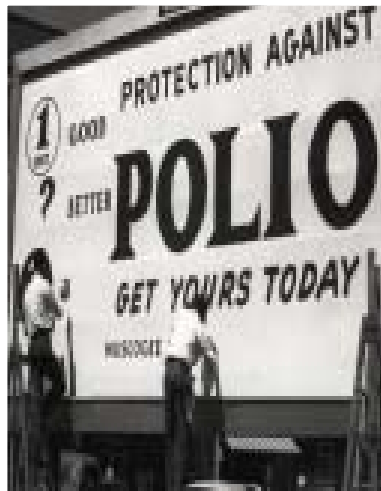


Celebrity engagement



Digital media

Traditional media



Special Event







World's Biggest Commercial



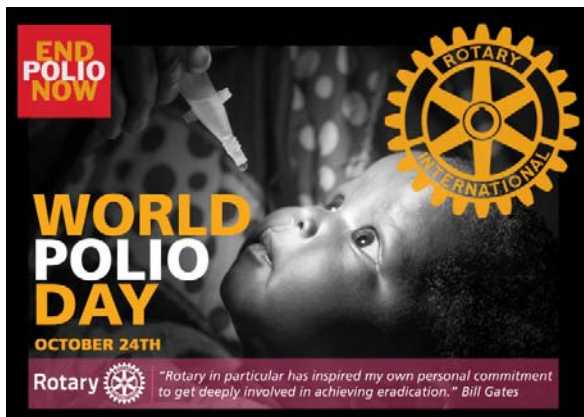
Add your Photo

What you can do

- In your personal capacity and as an organisation continue advocacy
- Hold an event every year on World Polio Day



World Polio Day



What do Rotary clubs do for World Polio Day?

Use World Polio Day for **fundraising** and **awareness-building**

Host a **viewing party** for World Polio Day

Rotary uses its World Polio Day toolkit (endpolio.org) – information and ideas

Use **event video** as club program

Use **#worldpolioday** hashtag to share your club's activities

What is the legacy of a polio-free world?

- Polio-free children forever
- Global laboratory network
- Health infrastructure



What are the lessons learnt ?



- How to reach every child
- How to engage communities
- How to collaborate with others

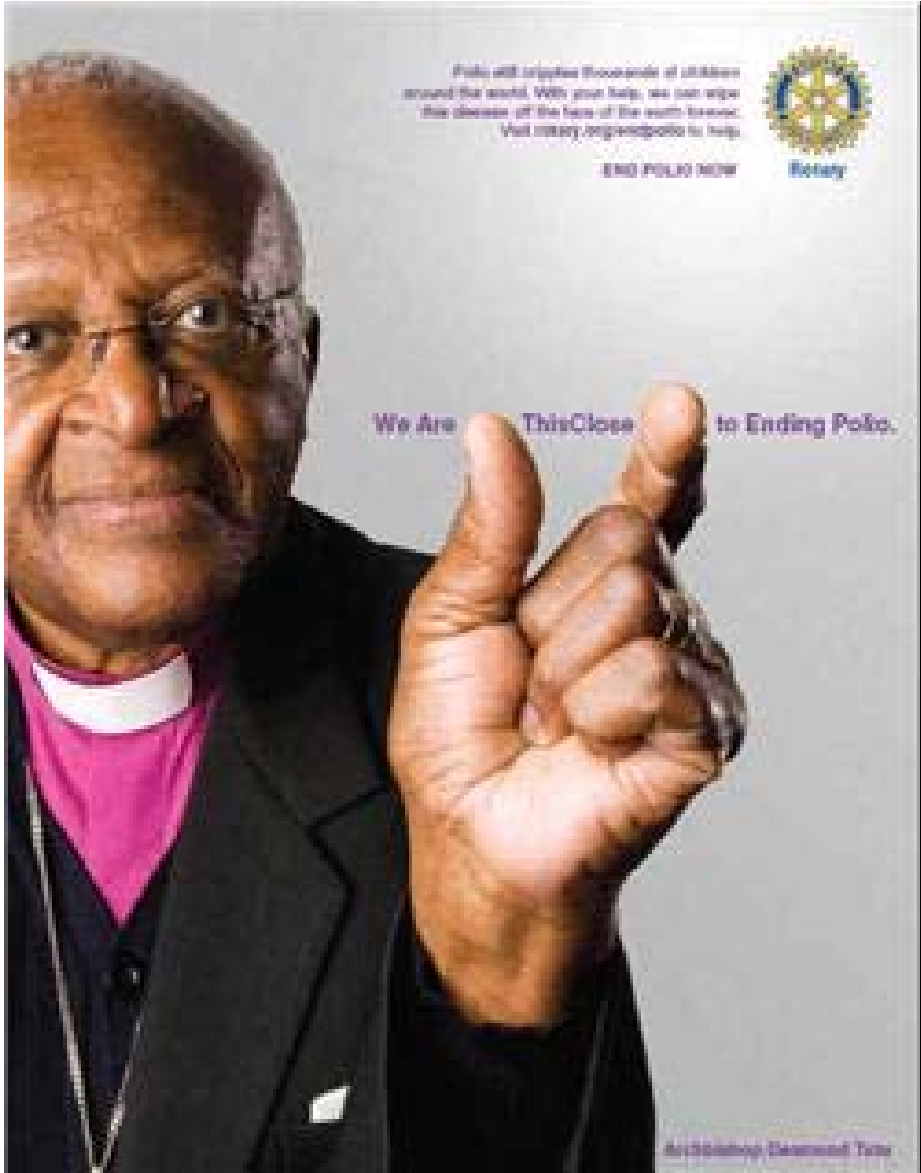
**“Rotary’s voice is
the most
powerful
weapon we
have in the war
against polio.”**

*Dr. Bruce Aylward
Assistant Director-General World
Health Organization*





Crossing the finishing line



ThisClose





**“A DREAM DOESN'T BECOME REALITY
THROUGH MAGIC ; IT TAKES SWEAT,
DETERMINATION AND HARD WORK.”**

COLIN POWELL
ADDICTED2SUCCESS.COM

**END
POLIO
NOW**



**MAKE
HISTORY
TODAY**

LEARN

→ [ENDPOLIONOW.ORG](https://endpolionow.org)

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