

Week of April 23, 2025

ROTARY NOTARY

ROTARIAN TOM MORRIS—THE MAN WITH THE GOLDEN FEET!



EW Rotarian Tom Morris gave us a great inside look at one man's journey to run a marathon in all 50 states. Tom began by telling a story of how he got started. During a dinner conversation one of his children said "Dad, I bet you can't run a 1/2 marathon." So Tom took up the challenge and began training, but instead of a 1/2 marathon, he challenged himself to run a full marathon.

FULL MARATHON—26.2 MILES

Since taking up running, Tom has run a marathon in all 50 states. This is an incredible feat and one that many aspire but never accomplish. Running has become a passion and one that has enabled him to see all parts of the country. Tom said, his motivation is not his personal record, but seeing the country. Tom gave us a glimpse into some of the runs with pictures of his finishing various runs and showing us some of the best scenes he has been able to see. From various runs through the Disney properties to touring the nation's capital, from the beauty of the California coast to the flatlands and hills of some of the smallest communities in the country. A plus for Tom is that he gets to travel with his wife, Jennifer who is waiting to celebrate with Tom at the conclusion of the run.



Tom's 50th state to run in was—Oklahoma where it was close enough for his family to celebrate his accomplishment of 50 marathons in 50 states. His goal is to run marathons under 4 hours and he has added an ultra marathon (over 37 miles) to his list of accomplishments. To date, Tom has run 73 marathons and has no plans to stop anytime soon.

Thanks for this program and congratulations Rotarian Tom.

LOOKING AHEAD

APRIL 30	ALL-CLUB SOCIAL	HOPPING GNOME BREWERY (5:30 p.m.—???)
MAY 7	LT. GOV DAVID TOLAND	OUR GUEST SPEAKER—INVITE FRIENDS
MAY 27-30	RYLA CAMP	APPLICATION DEADLINE IS MAY 11
JUNE 7, 11:30—2:30	SUMMER FAMILY SOCIAL	COME FOR THE FUN BRING YOUR FAMILY
July 9	CHANGING OF THE GUARD	COME AND CELEBRATE OUR 24-25 YEAR

Take a look at our club's website for upcoming programs and other news.

MORE FROM OUR WEEKLY MEETING



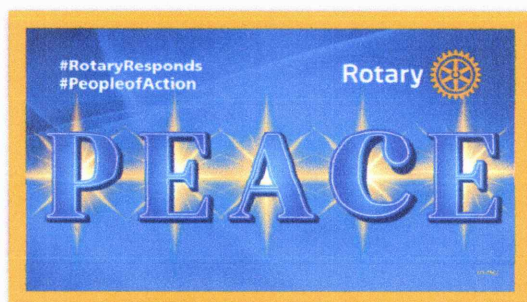
1—EWR Robin gave a wonderful “inspirational moment”.

2—EWR Kelly presented member news, of course with a great story.

3—For our business brief, EWR Anthony invited a member of his staff, Korey Garland, to talk about Home Health and Hospice of Kansas. Anthony is CEO of the organization.

4—A picture of EWR Tom’s workout area with some of the t-shirts and bling he has earned.

5—EWR Anthony’s guest, Korey Garland, Director of Business Development presenting on the services of Home Health and Hospice of Kansas.



MENTAL WELLNESS BENEFITS OF VOLUNTEERING

96%

of volunteers say that
Volunteering enriches their
sense of purpose

78%

of volunteers say that
Volunteering lowers their
stress levels

80%

of volunteers say they feel
they have control over their
mental health & depression

BUILDING INFODEMIC RESILIENCE

A public health imperative in the age of vaccine misinformation

Jessica Malaty Rivera — April 22, 2025

from Rotary 360, the official blog of Rotary International

In the last five years, the world has had a crash course in public health. A flurry of scientific jargon-filled headlines has caused a fair amount of confusion, panic, and fear. This dynamic is not new, and, in fact, it has a name in epidemiology: infodemic.

Epidemiology asks us where, when, why, and to whom a disease is spreading, and how it impacts population health. Infodemiology asks those same questions but about the *information* that is spreading, and how it impacts population decision-making.

Think of it this way: infodemics are to infodemiology as epidemics are to epidemiology.

Infodemics don't necessarily mean an outbreak of all bad information. Sometimes, it's just too much information, making it difficult for people to navigate information landscapes for trustworthy information from trusted sources. This is acutely true in the world of vaccines.

Vaccine misinformation—which has shattered trust, stalled vaccination campaigns, resulted in the reemergence of previously eliminated diseases and threatened global health security—is moving faster and farther because of our digital information ecosystems. As we look toward the future, building infodemic resilience must be a top priority for public health systems, policymakers, and communities alike.

What is Infodemic Resilience?

Infodemic resilience refers to a society's capacity to withstand, identify, and respond to false or misleading health information, especially during public health emergencies. It's not just about fact-checking or debunking false claims—it's about building critical thinking, trust, and communication infrastructures that can filter out noise and amplify credible voices. In the context of vaccines, this means protecting people from dangerous misinformation that leads to vaccine hesitancy, refusal, and, ultimately, preventable illness and death.

The High Cost of Vaccine Misinformation

The consequences of unchecked vaccine misinformation are both immediate and long-term. We've seen measles and pertussis outbreaks in communities with low vaccine uptake, resistance to COVID-19 vaccines despite overwhelming scientific evidence, and a resurgence of vaccine-preventable diseases in areas where misinformation thrives.

These outcomes don't just affect individuals—they weaken herd immunity (vaccination rates to reduce transmission), overwhelm healthcare systems, and lead to avoidable loss of life. Moreover, they disproportionately affect marginalized communities and those who are immunocompromised or medically fragile. Misinformation, when left unchallenged, becomes a form of health inequity.



Why We Need to Act Now

The digital ecosystem is evolving quickly. Social media platforms have made it easy for misleading content to go viral within seconds. Algorithms often favor emotionally charged content—fear, outrage, or conspiracy—over nuanced, evidence-based information. While tech companies bear responsibility, we can't rely solely on content moderation. We need proactive, not just reactive, science communication. Resilience isn't built in a crisis—it's built before the next one hits. With future pandemics likely and ongoing public health campaigns for routine immunizations, our ability to respond effectively depends on how well we can communicate and foster trust. Here are some strategies to help build infodemic resilience:

1. Invest in health and data literacy

Public health messaging needs to go beyond “what” and explain the “why.” People are more likely to trust information they understand and how it affects them.

2. Partner with trusted messengers

Local leaders, healthcare workers, faith leaders, and even influencers can be powerful storytellers and allies in promoting accurate vaccine information. People trust people far more than institutions. Training and equipping these voices can dramatically expand the reach of public health messaging.

3. Prioritize transparent and compassionate communication

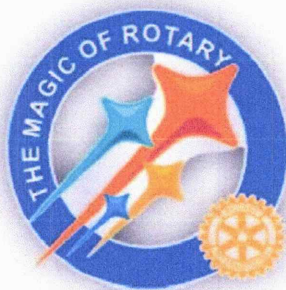
Shaming or ridiculing those who believe misinformation rarely changes minds. We need empathetic communication that validates concerns, addresses fears, and provides clear, consistent facts without judgment.

4. Policy support and global collaboration

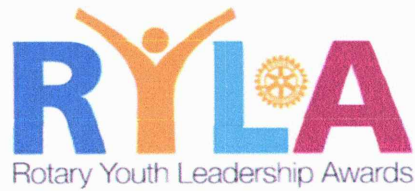
Rotary, Shot at Life, UNICEF, WHO, and other global bodies have laid the groundwork to address current challenges and protect against the threat of future infodemics through public engagement, raising awareness, and encouraging governments to adopt policies that promote transparency and encourage collaboration between public health institutions and tech platforms.

Infodemic resilience isn't just the responsibility of public health professionals—it's a societal challenge. Parents, educators, journalists, scientists, tech workers, and community leaders all play a role in shaping the information environment. In the fight against infectious diseases, vaccines save lives, but only if people trust them. That trust depends on the stories people hear, the information they access, and the communities they live in. By building infodemic resilience, we create a stronger, healthier, and more informed society—one that can face the next health crisis not with confusion, but with confidence.

Jessica Malaty Rivera is an infectious disease epidemiologist and award-winning science communicator. She has dedicated the last 20 years of her career to emerging disease surveillance, public health policy, and vaccine advocacy. Her specialty is in translating complex scientific concepts into impactful, judgement-free, and accessible information for diverse audiences. Find her on Instagram @jessicamalatyrivera and Substack @makingsciencemakesense.

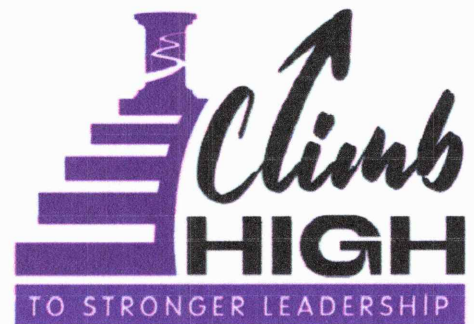


2025 RYLA Camp
Tuesday, May 27–Friday, May 30



Deadline Approaching

Now is the time for EWR to be recruiting students and getting them registered for RYLA. We have an exciting schedule for this year. Rumor has it that RYLA may be in Wichita for the workday and are on the schedule to meet with the Mayor. The students will hear about human trafficking and homelessness. Each EW Rotarian should help in identifying students to participate. Remember, Rotarians can pay for their child, grandchild, or other worthy student to attend. More information can be found at www.rotary5680.org. Thanks for your help!



PLEASE NOTE

OUR DISTRICT IS OFFERING EVERY CLUB

ONE \$100.00 SCHOLARSHIP

AS LONG AS WE REGISTER THE STUDENT BEFORE MAY 1.

**TALK WITH PRESIDENT TOM
IF YOU KNOW OF A STUDENT
WHO MIGHT BE INTERESTED IN
ATTENDING THIS YEAR'S RYLA CAMP!**



Wichita area clubs and the Interact Club of West Wichita gathered on Tuesday night for a meal packing event. Coordinated with Outreach, Inc., members packed ready to cook meals to be distributed locally through area food pantries. EWR was represented at the event by President Tom Church and Joyce and Fred Heismeyer. In one short hour, 6,000 Meals were packed.



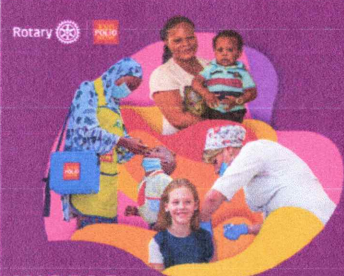
**THANKS TO ALL AREA
ROTARIANS AND
INTERACTORS FOR
YOUR VOLUNTEERISM
AND HELPING OUR
COMMUNITY.**

DISTRICT AND RI NEWS

Rotary



PEOPLE of ACTION



I'M HELPING ERADICATE POLIO

WORLD IMMUNIZATION WEEK 24-30 APRIL

BECOME A MEMBER OF THE POLIOPLUS SOCIETY

Talk with Dave Sproul, Tom Church, or Fred Heismeyer for more information.

SEARCH EXTENDED!

Rotary PEOPLE of ACTION

Now Hiring -
District 5680 Executive Secretary

- Flexible hours - avg 10 hrs wk
- Pay \$675 Month
- Strong organization and communication skills required
- Adept at scheduling
- Knowledgeable about district policies
- Formulate meeting agendas and zoom meetings
- Attend key training events

KS OK
ROTARY DISTRICT 5680

Send Resume With References To
rotary5680@gmail.com
316-772-6447

Full job description at rotary5680.org
Applications accepted now until position is filled

April 24-30, 2025	World Immunization Week
May 27—30, 2025	RYLA Summer Camp
June 13—14, 2025	Rotary Young Professionals Forum (Ensenada, Mexico)
June 21—25, 2025	RI Convention, Calgary, Canada
July 1, 2025	NEW ROTARY YEAR
October 17-19, 2025	District Conference, Hays, KS

ALL EWR ROTARIANS SHOULD PUT THIS ON YOUR CALENDAR AND ATTEND!



PUT THESE DATES ON YOUR CALENDAR!

JOKES OF THE WEEK



Note: Tom mentioned he trains on a treadmill, so this is in honor of him.

WHY SHOULDN'T RUNNERS USE A TREADMILL?

IT'LL GET THEM NOWHERE!



 Community Service	<p>ROTARY IS OUR NAME.</p> <p>SERVICE</p> <p><i>Above Self</i></p> <p>IS OUR GAME!</p> <p> THE MAGIC OF ROTARY</p> <p>Rotary </p>	
 Vocational Service		
 Youth Service	 International Service	 Club Service

BELIEVE


THERE IS

GOOD IN THE

WORLD


Because


YOU ARE THE GOOD

Rotary  PEOPLE IN ACTION

Leadership Corner

NEVER UNDERESTIMATE YOUR
ABILITY TO HELP OTHERS.

Rotary 

Rotary  PEOPLE IN ACTION

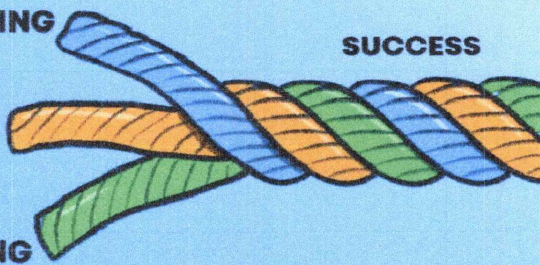
07/2012

IMPROVING

DOING

LEARNING

SUCCESS



FRANKLIN
MIANO.