

ROCHESTER LATINO ROTARY

LA ROTARIANA

September, 2015



Nursing students in Bolivia graduate from the Unidad Académica Campesina Pucarini, part of the Universidad Católica Boliviana San Pablo

English for speakers of other languages grant

Tricia Cruz, the club's Public Relations Chair, is Director of Development and Communications at Ibero American Action League. She talked at the club about a state grant obtained by the agency to provide English classes to adult Latinos who wish to acquire basic skills in English. Many Latinos find it difficult to find employment due to language barriers.

The classes will be offered at the agency's facilities starting on the third week of September. There has been a great demand as evidenced by having 20 registrants right after the classes were announced for the first time. Those registered will be asked to respond to a survey regarding the days, time, and place preferred by them. It is envisioned that classes will be held a minimum of three times a week. Tricia expressed gratitude to Senator Rich Funke for securing the grant. She indicated that Luisa Baars has been hired to teach the classes.

President Orlando presented a book for Tricia to sign. The book will be donated to the Eugenio María de Hostos Charter School. This is a way for the club to promote literacy since the book will be donated to a child attending the school.

Enriquece el mundo



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**"WHATEVER ROTARY MAY MEAN
TO US, TO THE WORLD IT WILL BE
KNOWN BY THE RESULTS IT ACHIEVES."**

—Paul P. Harris

Luciana Laruta Salazar on nursing in Bolivia

Ms. Salazar, the director of the Unidad Académica Campesina Pucarini, part of the Universidad Católica Boliviana San Pablo, has dedicated her life to developing a nursing program to serve the Aymara indigenous population in the Altiplano, 50 Km from La Paz. This is a community with its own language, Aymará. It depends on agriculture for the livelihood of the population that finds itself with little opportunities to access higher education.

The nursing program is geared to prepare professionals capable of serving the indigenous population as well as the larger population in Bolivia and abroad. Students are engaged in academics, laboratories, and social interaction with the community. They are bilingual and knowledgeable about the culture, particularly because they come from the same community.

The AaVIA Foundation has joined efforts with the school to promote good hygiene through a project called Clean Hands, Healthy Schools. By 2015, 500 children in 10 primary rural schools knew the importance of cleaning hands and teeth. The project provides children with soap, tooth brush, tooth paste, nail clippers, and towels. Nursing students teach them the proper use of the items.

Children are able to share the knowledge with their families. Parasitic diseases are common in this area of the country. Poor water quality compounds the problem. The project's aim is to reduce disease by improving the children's hygienic habits.

Together, the nursing school and the AaVIA Foundation, are having a huge impact on the health of this community. Mackenzie Malia and Dr. Timothy Malia are the President and Vice President/Medical Director of the AaVIA Foundation, and members of the RLRC.



Children participated in the Clean Hands. Clean Schools Project

Photos



RLRC members attended the AaVIA Foundation Gala



Kate Sherry from Rochester AM Rotary Club won all the llamas at the AaVIA Gala



President Orlando presents book to Tricia Cruz after her presentation – Book will be donated to the Eugenio María de Hostos Charter School



Bolivian children wash their hands

District holds One Rotary Summit

On Saturday, September 26, 2015 the Rotary District 7120 held the One Rotary Summit that was attended by several dozen Rotarians from around the District.

The event was very well-organized and it offered an opportunity to share with other Rotarians possible solutions to problems faced by many clubs. To do this, the small groups were given hypothetical situations facing by a club and were asked to develop solutions. The particular group where I participated dealt with a small club that wanted to raise funds to donate to the Polio Plus campaign of the Rotary Foundation. The concerns expressed by the club members were as follows: Polio donations - If money is required, it will take away from club; some members wanted to introduce a second project; communication with businesses in the community asking for donations was not reaching all; club does not know how to communicate and educate to raise awareness about polio; not all members are buying in; timing is a problem because many members are out of town in February; need to set a goal for fund raising; need to raise awareness of what Rotary does; need to update materials; too many projects; how to come up with the ONE idea.

The possible solutions offered by the small group were: Define the scope of the project; establish a goal; educate members as well as the community regarding the work of Rotary/Rotary Foundation and the efforts/achievements regarding polio eradication worldwide; encourage members involvement; survey the community regarding needs and develop a service project where community members can participate (by doing this, the club will be known in the community and it will be easier to get support for the polio project); determine a date where most of the members are around.

An action plan could include the following: Have an event where the community is invited to hear from a polio survivor; Use associations in the community that have connections with countries affected by polio; educate elementary school children about polio; educate younger populations about benefits of vaccination; give members something to do according to their skills and/or preferences; have a "Pennies for Polio" campaign at schools, local merchants, etc.; paint the town purple; use social media as well as traditional media to attract attention to the project.

It is important to make participation fun and to have leadership and members be fully aware of impact/benefits of their participation. This will improve the club's image.

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Focus on Rotary

Clubs around the world develop projects to address community's needs. Each community has its own characteristics, resources, and needs. Local Rotary clubs are in a position to assess the resources and needs in their own community. Sharing that information with other clubs that may want to develop projects to address those needs is an excellent way to start developing proposals to obtain grants from the Rotary District and/or the Rotary Foundation.

Rotary has focused on six areas to maximize the impact of the projects undertaken by the clubs. In the publication *Rotary's Areas of Focus*, it is stated: **"These areas encompass some of the world's most critical and widespread humanitarian needs, and we have a proven record of success in addressing them."**

Clubs are encouraged to consider the following areas when developing service projects:

- Peace and conflict prevention/ resolution
- Disease prevention and treatment
- Water and sanitation
- Maternal and child health
- Basic education and literacy
- Economic and community development

Areas explained: Conflict

The publication states that 20,000 persons are maimed or killed by land mines. 51 million people are currently displaced by persecution or armed conflict. 90% of casualties are civilians, at least half are children. 300,000 child soldiers (under 18 years old) are believed to be involved in conflicts around the world.

The actions suggested to address these needs are:

1. Identify triggering factors and work to mitigate them;
2. Provide support to marginalized groups at risk of violence or persecution;
3. Provide relief for those who have fled areas of conflict;
4. Help children who have been orphaned, injured, or traumatized by conflict;
5. Incorporate conflict resolution and mediation strategies into service projects involving local schools, orphanages, workplaces, and community centers.

Some tips for success:

1. Use role playing and sports to teach children and young adults ways to deal effectively with conflicts.
2. Train community leaders to facilitate community dialogue and conflict resolution.
3. Plan projects to engage stakeholders including marginalized populations.
4. Understand and respect the laws and customs of communities to be served.

Board of Directors

President – Orlando Rivera
 Immediate Past President – Luisa Baars
 President Elect – Julio Vázquez
 Treasurer – Dr. Miriam Vázquez
 Secretaries – Wim Baars
 Luisa Baars
 Club Service Chair - Aida Veras
 Charol Ríos-Davis
 Vocational Service Chair - Dr. Constantino Fernández,
 Dr. Timothy Malia
 International Service Chair – Diana Hernández,
 Mackenzie Malia
 Youth Service Chair - Tim McGrath
 Membership Chair - Diana Hernández
 Foundation Chair - Elisa DeJesús
 Public Relations Chair - Tricia Cruz
 Literacy Chair – Dr. Miriam Vázquez
 Club Webmaster – Orlando Rivera
 Tera Rivera
 Bulletin Editor - Luisa Baars
 Program Chair – Orlando Rivera
 Julio Vázquez
 Fund Raising - Antonia Scott
 Sergeant-At-Arms - To rotate among directors
 Gopher – Tim McGrath

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:

1. 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;
3. 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.

Rotarian Code of Conduct

The following code of conduct has been adopted for the use of Rotarians:

As a Rotarian, I will

1. Act with integrity and high ethical standards in my personal and professional life
2. Deal fairly with others and treat them and their occupations with respect
3. Use my professional skills through Rotary to: mentor young people, help those with special needs, and improve people's quality of life in my community and in the world
4. Avoid behavior that reflects adversely on Rotary or other Rotarians.

One Rotary Summit, continued

The other case study had to do with public image, recruitment, and retention of members. The club, founded in 1975 had annual dues of \$550 plus \$10 for lunch/meeting. Composition was: 87% male, 13% female; 60% of members 60+ years old, 32% ages 50-59, 8% ages 40-49.

Even though the culture of the club feels welcoming, high energy, and fun, it has not had success getting/keeping members, especially under the age of 40 to join.

The members ages 40 to 49 initially showed interest, but often did not show for meetings, and some left the club after a few years. The 50-59 group is engaged in projects, attends meetings, and is willing to serve on committees. The 60+ group tend to attend most consistently, but participation in activities and events varies greatly. The club has local and international projects and a Rotaract club that is also struggling with membership.

The President has mentioned that he feels the pressure to improve the club's membership and the community awareness of their existence. He has asked members to bring guests to the meetings and to generate ideas to improve club member's involvement.

Concerns identified by group discussion: High fee, lunch meeting time, poor attendance, lack of young members, lack of involvement, gender, competition with other organizations/life, lack of mentorship, does not mention diversity, lack of a recruiting strategy.

The possible solutions offered were: Explore Rotary Fellowship groups that offer an opportunity to join Rotarians with similar interests; plan a project per month that involves members according to their interest; invite multiple guests to meetings/projects; vary meeting times; have a buddy calling system; engage members as greeters, committee chairs/members; offer better programs; have a 1:1 mentor program; survey members regarding reasons for not attending; explore having corporate membership.

Plan of action could include some of the following: Hold a free 'Get to Know Rotary' event; make use of social media to publicize club/projects; bring children to events; brochure with make-up times for club meetings; have a dance marathon with college kids; have a billboard; celebrate special Rotary dates like May 28th when the first woman joined Rotary, World Polio Day on October 24, or February 23rd the anniversary of Rotary; have a membership category for Friends of Rotary; handout newsletter if no internet access; engagement vs. formal meeting.