

Potomac-Bethesda Rotary Club News

Rotary Club Calendar

December 2 - 6:30pm - Meeting - Normandie Farm

Vera Wedekind, Rotary Scholar



Vera Wedekind is a German Ambassadorial Rotary Scholar for the year 2010-2011. She completed her BA degree in International Relations in 2009 and currently is enrolled into a Master's program in International Development at American University. Her international experiences include a volunteer experience in a primary school in Guatemala, a study abroad in Mexico and an internship in the

German Embassy in Honduras. In her research, she focuses on conflict and gender issues in development, but is also very interested in education, which is her topic as she tours Rotary clubs in the DC area.

December 9 - 6:30pm - Meeting - Normandie Farm

Annita Seckinger: Haiti Project

December 14 - 7pm - Manna Food Center Packing

9311 Gaither Road, Gaithersburg - Volunteers Needed

December 16 - 6:30pm - Holiday Party - Normandie

December 23 and 30 - No Meetings

January 6 - 6:30pm - Meeting - Normandie Farm

Peter Kyle, District Governor Nominee 2013-14

Peace Fellowship Program

November 18 Meeting Report

Our guest speaker was David Shaman who wrote the book, *The World Bank Unveiled: Inside the Revolutionary Struggle for Transparency*. David said that 1.5B people in the world live in abject poverty on \$1.25 per day; and 2.5B live on \$2 per day. Thousands die daily and millions annually because of poverty-related conditions. The World Bank is the lead institution devoted to global poverty reduction. David gave an insider's perspective on what works and what



Above photo: President Jason Hamel, Guest Speaker David Shaman and President Elect Chinyere Amaefule; Lower photo: Alan Grant speaks to 136 third grade students at Waters Landing Elementary School in Germantown, one of eight schools that received a total of 720 dictionaries donated by the Potomac-Bethesda Rotary Club. Photos by Bob Nelson.

doesn't work at the World Bank. He joined the World Bank in 1993 as a member of a group of environmental economists studying industrial pollution in the developing world. The prevailing theory at that time was if you were a poor country, you were willing to accept a certain amount of pollution to improve economic growth. He performed some surveys in the developing world and focused on areas of good performance. He found that they were using informal negotiations in place of formal negotiations between factories and community based organizations. He gathered environmental data from polluting factories and then released the listing of polluters to the public after giving them six months' notice of publication. He



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found that shame and face saving are powerful motivators. The World Bank's traditional approach to data release was to draft a working paper, have it refereed by peers and then publish the paper in a journal, a process taking up to two years. When the internet emerged, they could distribute the information instantly to a large audience of stakeholders. David wrote a newsletter on a monthly basis for four years with 18,000 readers, the most acclaimed website inside the World Bank.

The World Bank invested in environmental programs that went awry, most notably in India and Brazil. So the question was, "is the World Bank eradicating or exacerbating world poverty?" In 2000 protestors came to the World Bank in Washington DC and essentially closed the city. Almost nobody outside the World Bank had access to the many valuable lectures and forums inside the World Bank. So they launched a webcast project that would film policy forums and then stream them over the internet for the next five years, having about 2% of the World Bank internet traffic. The approach was to be completely transparent with no editing, potentially including critical comments about the World Bank. So there were advocates inside the bank, but there were some skeptics who wanted to release only perfect information to selected audiences. This created a cultural clash within the organization. David left the World Bank in 2005, performed more research and wrote the book. He concluded that the World Bank was not an effective lobbyist with countries because of three reasons: (1) there were questions about World Bank project success; (2) the World Bank sets conditions on its lending (e.g. privatizing industries); and (3) the World Bank has a monolithic image that can generate mistrust. David said that the World Bank wants to be accountable, but it wants to be accountable to itself. If you'd like to obtain more information, just go to David's website at WorldBankUnveiled.com.

Benefits Of Polio Eradication Up To US\$50 Billion

By Dan Nixon RI News – 29 November 2010



The Rotary clubs of Farooqabad, Sheikhpura Aarzo, and Sucha Souda, in Punjab, Pakistan, rallied to end polio and held a polio vaccination camp during National Immunization Days in July. More than one million Rotarians worldwide have contributed to the success of the GPEI. Photo courtesy of the Rotary Club of Sheikhpura Aarzo

A new study estimates that the Global Polio Eradication Initiative could prevent more than eight million cases of paralytic polio and save US\$40 billion to \$50 billion, if the wild poliovirus is eradicated in 2012 or shortly thereafter.

Published online this month in the *Vaccine* journal, the study, "Economic Analysis of the Global Polio Eradication Initiative," is based on actual and projected immunization costs and polio incidence from 1988 through 2035. Low-income countries would account for about 85 percent of the savings.

The study also estimates that the distribution of vitamin A supplements during National Immunization Days has prevented from 1.1 million to 5.4 million child deaths and saved between \$17 billion and \$90 billion in disease treatment costs.

"Polio eradication is a good deal, from both a humanitarian and an economic perspective," says the study's lead author, Radboud J. Duintjer Tebbens, of the nonprofit Kid Risk Inc. "The GPEI prevents devastating paralysis and death in children and also allows developing countries and the world to realize meaningful financial benefits."

The study focuses on 104 countries, most of them lower-income, that have directly benefited from the GPEI since 1988 through reduced polio treatment costs and the prevention of lost productivity due to disability. Not included in the study are the substantial benefits that continue to accrue in countries that have

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eradicated polio. In 2006, for example, estimates indicated that the United States had saved more than \$180 billion because of its investment in immunization to become polio-free.

The study was produced by Kid Risk Inc., the Delft University of Technology, the U.S. Centers for Disease Control and Prevention, and the GPEI.

The incidence of polio has fallen by more than 99 percent worldwide since the GPEI began in 1988. Indigenous transmission of the wild poliovirus persists only in relatively small areas of Afghanistan, India, Nigeria, and Pakistan. Until eradication is complete, however, all countries remain at risk for the importation of the virus, as demonstrated by the polio outbreaks in Tajikistan and the Republic of the Congo this year.

By the time the world is certified polio-free, Rotary's contributions to the global eradication effort will exceed \$1.2 billion. In addition, Rotary has mobilized hundreds of thousands of volunteers in support of immunization activities.

Rotary also plays a leading role in soliciting financial support from national governments, which has amounted to more than \$8.2 billion since 1988.

"This entire initiative began because of the vision of Rotary International," says Margaret Chan, director-general of the World Health Organization, who calls the more than 1.2 million Rotarians "tireless partners in the polio eradication effort."

Says Robert S. Scott, chair of Rotary's International PolioPlus Committee: "The positive results of this study will, I am certain, increase even further the enthusiasm of Rotarians to fulfill their promise to the children of the world to eradicate polio."

Economic Analysis Of The Global Polio Eradication Initiative

by Radboud J. Duintjer Tebbens, Mark A. Pallansch, Stephen L. Cochi, Steven G. F. Wassilk, Jennifer Linkins, Roland W. Sutter, R. Bruce Aylward, and Kimberly M. Thompson, *Vaccine* 2010;

Press release - Answers to frequently asked questions

What are the study's main findings?

* The base case analysis suggests that the Global Polio Eradication Initiative (GPEI) generates net benefits between 40 and 50 billion dollars during

1988-2035 compared to a policy relying only on routine vaccination, depending on the assumed extent of IPV use after OPV cessation.

* The very large net benefits accrue because of the prevention of 8 million paralytic poliomyelitis cases between 1988-2035 (4 million if discounted at a rate of 3%), leading to large savings associated with avoided treatment costs and losses of productivity that dwarf the costs of the GPEI activities.

* The cost-effectiveness ratios for the GPEI compared to only routine vaccination qualify as highly cost-effective based on standard international criteria (i.e., the costs per disability-adjusted life-year (DALY) saved are lower than the annual per-capita gross national income in each income group).

* Sensitivity analyses show that the net benefits remain positive across a wide range of model assumptions, suggesting that the economic justification of the GPEI is robust to assumptions that differ from those in the base case analysis. The most important assumptions in the model include the total economic costs of paralytic poliomyelitis cases, the discount rate, and the assumption about what would have happened in absence of the GPEI.

* Changing various assumptions about the costs of the GPEI activities did not significantly affect the estimates of total net benefits, including assumptions about a delay of several years in achieving the interruption of wild poliovirus type 1 and type 3 transmission, the extent of OPV use during the transition period after the last wild polio case and before OPV cessation, and the costs of IPV after OPV cessation.

* In addition to the net benefits related to preventing polio cases, the GPEI generated positive externalities by providing the infrastructure to deliver other health services, including Vitamin A supplementation, bed nets, surveillance, and other vaccines. While not included in the base case analysis, this study also estimates that the GPEI produced an additional 17 to 90 billion dollars in net benefits due to deaths prevented by delivering Vitamin A during polio campaigns.

* While the bulk of the costs occur in low-income countries, these countries benefit the most due to the

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huge incremental number of paralytic poliomyelitis cases prevented. Low-income countries account for approximately 85% of the estimated total net benefits generated by the GPEI in the base case analysis and 80% of the costs.

What are the study's main recommendations?

* Appreciate the benefits - The GPEI has yielded substantial net benefits since 1988, and it provided individual and population immunity that protected generations of people from disease.

* Finish the job, as quickly as possible - The GPEI represents an excellent societal investment from an economic perspective, despite the rising cumulative costs. Eradicating faster is better, because it leads to lower cumulative costs and more cumulative cases prevented, but the study recognizes that small delays (i.e., on the order of a few years) do not significantly reduce the large expected economic net benefits of the GPEI.

What countries does the study include/exclude?

* The analysis in this study only includes the 64 low-income, 35 lower middle-income, and 5 upper middle-income countries that received direct support for their polio eradication activities from the GPEI.

* The analysis excludes the much larger net benefits of global eradication for countries that eliminated indigenous poliovirus transmission on their own (i.e., the Americas, all high-income countries, and most upper middle-income countries.) A prior study estimated that the economic benefits of national elimination of polio in the U.S. led to net benefits exceeding 180 billion dollars.

What key assumptions does the study make?

* The analysis assumes the feasibility of interruption of transmission of wild polioviruses within

a reasonably short time frame and successful containment of any post-eradication outbreaks including circulating vaccine-derived poliovirus outbreaks.

* We assume that in the absence of the GPEI, the countries in the model would have relied only on routine vaccination for polio (as they did before 1988).

* The base case assumes a relatively low estimated burden of polio before 1988 (i.e., approximately 270,000 paralytic cases per year) compared to the common estimate of 350,000 cases per year, excludes intangible costs associated with suffering from paralytic polio, and assumes that countries match 1:1 the GPEI contributions with national in-kind and other contributions. These assumptions tend toward underestimation of the net benefits of the GPEI.



Kentucky Rotarians Raise \$142,000 For Polio Eradication

By Arnold R. Grahl RI News - 23 November 2010

Top: District Governor Robert Ryan (right) presents RI President Ray Klingensmith with a certificate during the World Equestrian Games. Photo courtesy District 6740 Bottom: Kentucky Rotarians prepare to serve participants at one of the larger food stations. Photo by Peggy Asseo



The 2010 Alltech FEI World Equestrian Games in Lexington, Kentucky, USA, in September marked the first time the games have been held in North America, and Kentucky Rotarians were there in force, spreading the news about Rotary's good works and raising money for polio eradication.

Rotarians from throughout the state, and some from other parts of the world, provided the main volunteer workforce for food and beverage stations throughout the Kentucky Horse Park, home of the 16-day competition

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considered the "Olympics" of the equestrian world.

Through an agreement with event concessionaire Buona Companies, 8 percent of the concession proceeds went to Rotary, allowing volunteers to raise \$142,000 for Rotary's US\$200 Million Challenge. Rotary volunteers worked a total of 2,829 eight-hour shifts, logging 22,632 volunteer hours.

"The event provided tremendous Rotary exposure," says Robert Ryan, governor of Rotary International District 6740 and a member of the Rotary Club of Lexington. "We helped welcome the world to the games."

The World Equestrian Games are held every four years and this year featured athletes and horses from more than 50 countries competing for world championships in eight equestrian disciplines. More than 500,000 people attended the games, which were broadcast on NBC sports and internationally through the European Broadcast Union.

Rotarians also staffed a booth in the trade show area, handing out literature and copies of a poster of Kentucky Derby-winning jockey Calvin Borel, a participant in Rotary's "This Close" polio eradication public awareness campaign. Volunteers gave out souvenir pins featuring the Equestrian Games and End Polio Now logos in exchange for a \$5 donation to polio eradication.

"We were very busy the entire time, but it wasn't a burden," says Sara Callaway, a member of the Rotary Club of Frankfurt. "I like to do volunteer work for things I believe in."

"Clubs were encouraged to use the event as a club project to meet their \$2,000 annual goal for Rotary's challenge," Ryan says, noting that Rotarians received credit for their club for each shift they worked or recruited friends or family to work. Individual Rotarians earned Foundation recognition points.

"I heard from one Rotarian volunteer that by taking part and meeting other Rotarians from all over the country and world, he felt very comfortable going to and visiting other Rotary clubs where he hadn't before," Ryan says. "This event helped break down barriers within Rotary."

RI President Ray Klingensmith and his wife, Judie, attended the opening ceremonies of the games,

helping kick off the volunteer effort. John Germ, Rotary Foundation trustee vice chair, and his wife, Judy, worked several volunteer shifts. Ryan's aide, Dean Hammond, coordinated the volunteer pool, while Past District Governor Tom Ashford also provided support.

Local Rotarians opened their homes to Rotarians who traveled from other areas to volunteer.

The Lexington Rotary club plans to raise additional funds for polio eradication by auctioning off several items, including a basketball signed by Klingensmith and University of Kentucky men's basketball coach John Calipari, fliers autographed by Borel, and several commemorative baseball caps signed by Calipari.

Online Contributions Break Records 18-24 October

RI News – 17 November 2010

During the week of 18-24 October, approximately US\$3.3 million was raised in online contributions for PolioPlus. To honor World Polio Day on 24 October, The Rotary Foundation offered for the first time double Paul Harris Fellow recognition points for online-only contributions of US\$100 or more during that week.

The results represent a significant increase in online donations. To compare, \$660,000 in online donations to PolioPlus were made from January to September 2010.

As of 9 November, Rotarians have raised about \$152 million for Rotary's US\$200 Million Challenge. These contributions will help Rotary raise \$200 million to match \$355 million in challenge grants from the Bill and Melinda Gates Foundation. The resulting \$555 million will directly support immunization campaigns in developing countries, where polio continues to infect and paralyze children, robbing them of their futures and compounding the hardships faced by their families.

RI Website Unavailable 4-5 December

RI News – 29 November 2010

The Rotary International website is scheduled for maintenance 4-5 December. During this time, some parts of the website may be unavailable. The entire site is scheduled to be back online Monday, 6 December.

We are sorry for any inconvenience you may experience.

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