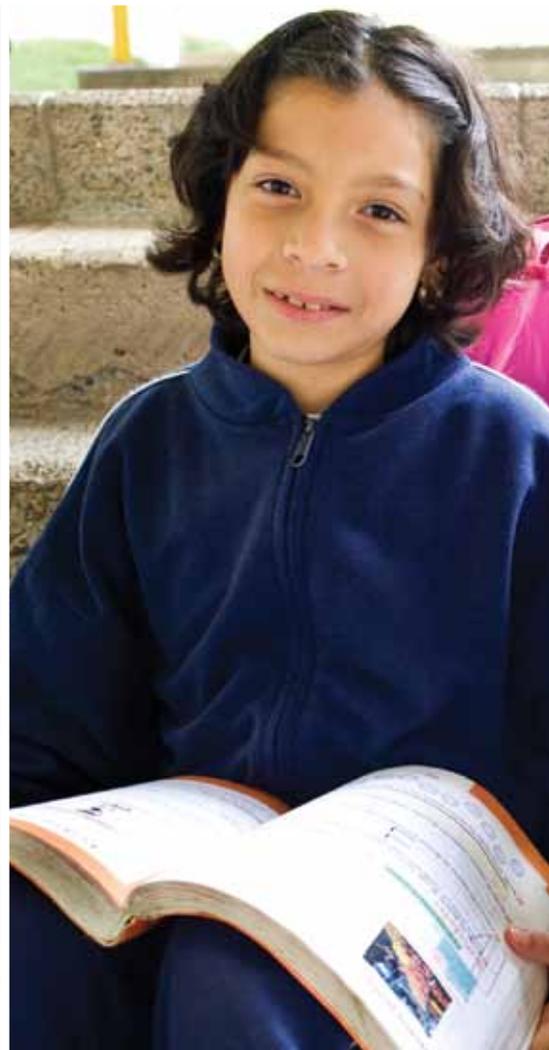




ROTARY'S AREAS OF FOCUS



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Rotary's 34,000 clubs and 1.2 million members serve communities around the world, each with unique concerns and needs. Rotarians have continually adapted and improved the way they respond to those needs, taking on a broad range of service projects. The most successful and sustainable Rotary service tends to fall within one of the following six areas:

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

Rotary International and The Rotary Foundation recognize that focusing service in these areas of focus can

- Provide direction to Rotarians interested in developing service projects
- Improve Rotarians' capacity to address needs
- Show the world that Rotary is a global leader in humanitarian service

The needs spanning Rotary's six areas of focus are vast, ranging from lack of access to clean water to the need for immunizations that prevent deadly diseases. This publication provides an introduction to each area, as well as ideas and suggestions for how Rotarians can address these needs locally and internationally.





How do these areas relate to the mission of Rotary?

The six areas of focus form an integral part of The Rotary Foundation's Future Vision Plan and the RI Strategic Plan.

FUTURE VISION

Under the Future Vision Plan, Rotarians use global grants to support large, sustainable projects with measurable impact, partnering with other Rotary clubs or districts or with other organizations.

All humanitarian projects, scholars, and vocational training teams funded by global grants should work toward specific goals within the areas of focus, which are detailed on the following pages.

Through 2013, only clubs and districts participating in the Future Vision pilot may apply for global grants; other clubs may apply for a Matching Grant.

RI STRATEGIC PLAN

The RI Strategic Plan encompasses the six areas of focus as part of the strategic priority to focus and increase humanitarian service.

Rotarians planning new service projects are encouraged to consider these areas and their many opportunities for innovative projects.

Ultimately, Rotarians should continue to implement projects of sound design and true benefit to the community.



PEACE AND CONFLICT PREVENTION/RESOLUTION

WHAT YOU CAN DO

Offer support to marginalized groups within society that are at risk of violence or persecution.

RESPONDING TO CONFLICT

6,000 civilians are maimed or killed by land mines each year

WHAT YOU CAN DO

Help children who have been orphaned, injured, or traumatized by conflict.



42 million people are currently displaced by armed conflict or persecution

WHAT YOU CAN DO

Provide relief to refugees or internally displaced people who have fled areas of conflict.

90% of casualties in armed conflicts are civilians, at least half are children

TIPS FOR SUCCESS

- 1 Engage all community stakeholders in service projects, including women, marginalized populations such as ethnic or religious minorities, and opposing sides in conflicts.
- 2 Understand and be respectful of the laws and customs of all communities in which you serve.

WANT A GLOBAL GRANT?

TARGET ONE OF THESE GOALS

- Strengthen local peace efforts
- Train local leaders to prevent and mediate conflict
- Support long-term peace building in areas affected by conflict

PREVENTING CONFLICT/BUILDING PEACE



WHAT YOU CAN DO

Incorporate conflict resolution and mediation strategies in service projects

involving local schools, orphanages, workplaces, and community centers.

WHAT YOU CAN DO

Recruit candidates for a Rotary Peace Fellowship.

Up to 100 peace fellowships are offered annually on a world-competitive basis for study at the Rotary Peace Centers.

WHAT YOU CAN DO

Pursue projects that **address the underlying causes of conflict**: disease, illiteracy, hunger, and poverty.

300,000 child soldiers

(boys and girls under age 18) are believed to be involved in conflicts around the world

WHAT YOU CAN DO

Participate in fellowship and service activities with Rotary clubs in other parts of the world to promote understanding and peace.

TIPS FOR SUCCESS

- 1 Use role playing and sports to teach children and young adults socially appropriate ways of dealing with conflict.
- 2 Train local leaders on strategies to prevent and mediate conflict as a component of community service projects.
- 3 Partner with Rotary Peace Fellows and other conflict prevention experts and organizations.

- Assist vulnerable populations affected by conflict, particularly children and youth
- Support studies related to peace and conflict resolution



DISEASE PREVENTION AND TREATMENT

DISEASE PREVENTION

1 billion people suffer from neglected tropical diseases such as dengue fever and leprosy each year

WHAT YOU CAN DO

Support health education programs that explain how diseases are spread, and promote ways to reduce the risk of transmission.

WHAT YOU CAN DO

Carry out immunizations against infectious diseases.

TIPS FOR SUCCESS

- 1 Consult with Rotarians who have medical or public health expertise.
- 2 Reach out to local and regional hospitals, clinics, universities, and ministries of health to avoid duplicating efforts and to take advantage of local resources.
- 3 Enlist community workers and health and medical volunteers to perform immunizations.
- 4 Remember that the most effective programs are evidence based, age appropriate, and medically accurate.

HEALTH CARE

1 in 6 people

worldwide cannot pay for health care

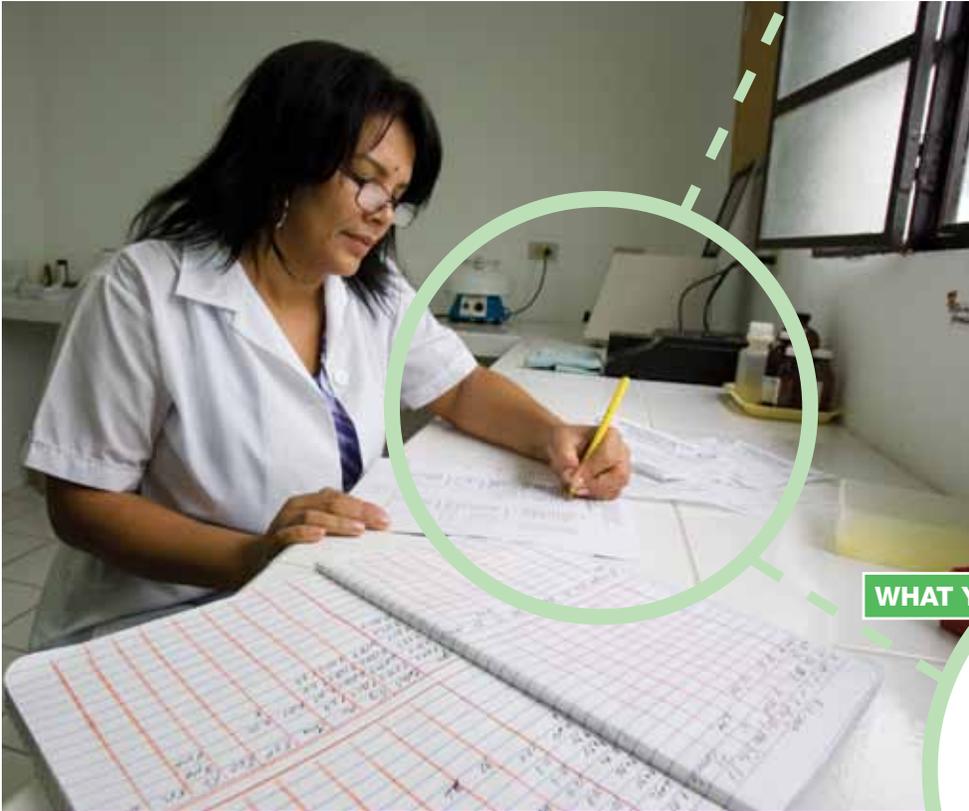
100 million people are pushed into

poverty each year because of medical costs

**WANT A GLOBAL GRANT?
TARGET ONE OF THESE GOALS**

- Improve the capacity of local health care professionals
- Combat the spread of HIV/AIDS, malaria, and other major diseases





57 countries

have fewer than 23 health workers for every 10,000 people

WHAT YOU CAN DO

Sponsor continuing education and training for health workers, including supporting scholarships, stipends, and public recognition.

4.3 million doctors, nurses, midwives, and other skilled caregivers are needed worldwide

TIPS FOR SUCCESS

- 1 Work with local health centers to develop programs that attract health workers with a variety of skills. A shortage in a particular skill can overburden health center staff and limit the care available.
- 2 Ensure that training facilities are located where the workforce lives and works to improve retention rates.

WHAT YOU CAN DO

Improve and expand access to low-cost and free health care in underserved areas.

TIPS FOR SUCCESS

- 1 Seek long-term support for community health centers. Access to reliable services can transform a community and is crucial in achieving the Millennium Development Goal of universal health care.
- 2 Partner with global health systems to increase access to equipment, facilities, and the latest health care programs.
- 3 Incorporate innovative technologies such as mHealth, which can be accessed on mobile devices, to increase the reach of health centers.

- Educate and mobilize communities to help prevent the spread of major diseases
- Enhance the health infrastructure of local communities
- Support studies related to disease prevention and treatment



WATER AND SANITATION

SANITATION & HYGIENE

2.6 billion people lack access to adequate sanitation facilities

WHAT YOU CAN DO

Improve sanitation facilities by providing toilets and latrines that flush to a sewer or safe enclosure.

TIPS FOR SUCCESS

- 1 Avoid implementing high-tech solutions in developing communities. Simple solutions are easier to learn and sustain.
- 2 Remember sanitation and hygiene: Very few people die from thirst; millions die from preventable waterborne diseases.

6,000 children die each day from diarrheal diseases caused by lack of sanitation and unsafe water

WHAT YOU CAN DO

Promote good hygiene habits through education. Proper handwashing, with soap and water, can reduce diarrhea cases by up to 45 percent.



WANT A GLOBAL GRANT?
TARGET ONE OF THESE GOALS

- Increase equitable community access to safe drinking water and basic sanitation
- Educate communities about safe water, sanitation, and hygiene

IMPROVE ACCESS TO WATER & WATER QUALITY



WHAT YOU CAN DO

Implement rainwater harvesting systems to collect and store rainwater for drinking, irrigation, or recharging underground aquifers.

TIPS FOR SUCCESS

- 1 Work with the community to determine its needs and select appropriate solutions.
- 2 Before digging or drilling a new well, plan carefully to ensure that the water will be safe and the well is environmentally sustainable.
- 3 Empower the local community to take ownership of the project to ensure its success and sustainability.

WHAT YOU CAN DO

6 hours per day is spent by women in some rural parts of Africa collecting water from a remote source

Build water wells to extract groundwater from underground aquifers.

WHAT YOU CAN DO

Provide point of use home water filters, such as ceramic or sand filters, to make drinking water safe.



884 million people

don't have clean drinking water

WHAT YOU CAN DO

Promote low-cost solutions, such as chlorine tablets or plastic bottles that can be exposed to sunlight, to improve water quality.

- Strengthen the ability of communities to develop and maintain sustainable water and sanitation systems
- Support studies related to water and sanitation



MATERNAL AND CHILD HEALTH

CHILD HEALTH CARE



WHAT YOU CAN DO

Provide immunizations and antibiotics. Measles, malaria, pneumonia, AIDS, and diarrheal diseases are the leading causes of death in children under five.

WHAT YOU CAN DO

Promote good nutrition, including encouraging breastfeeding. Children who are fed breast milk are stronger and less vulnerable to disease than those who are not.

9 million children under the age of five die each year due to malnutrition, poor health care, and inadequate sanitation



WHAT YOU CAN DO

Prevent mother-to-infant HIV transmission by encouraging the use of antiretroviral drugs and formula feeding.



WANT A GLOBAL GRANT?
TARGET ONE OF THESE GOALS

- Support studies related to maternal and child health
- Reduce the maternal mortality rate
- Reduce the mortality rate for children under the age of five



ANTENATAL CARE & CHILDBIRTH

WHAT YOU CAN DO

Provide birthing kits to health professionals.

1 in 22 women

will die during pregnancy and childbirth in Africa

FAMILY PLANNING

40% of women

in developing countries do not use contraception

TIP FOR SUCCESS

Be culturally sensitive to the community's beliefs surrounding family planning. By doing so, you will foster a good working relationship and better meet the needs of the community.

53 million unintended pregnancies

could be prevented through family planning

WHAT YOU CAN DO

Provide access to family planning information and resources. Meeting this need could reduce the number of maternal deaths by nearly 30 percent.

80% of maternal deaths could

be prevented with access to reproductive health services and trained health care workers

TIPS FOR SUCCESS

- 1 Ensure sustainability by empowering the local community to take ownership of health training programs.
- 2 Consult Rotarians who are trained in maternal and child health care, such as midwives, obstetricians, and gynecologists.
- 3 Partner with outside organizations with expertise in maternal and child health.

WHAT YOU CAN DO

Support accredited training programs for health professionals.



□ Improve access to essential medical services and trained health care providers for mothers and their children



BASIC EDUCATION AND LITERACY

TEACHER TRAINING

WHAT YOU CAN DO

Provide teacher training, curriculum, and supplies for schools.



31% of secondary school teachers

in low-income countries are not professionally trained

WHAT YOU CAN DO

Send a vocational training team to offer curriculum development training in rural communities.

TIPS FOR SUCCESS

- 1 Develop long-term relationships with teachers to ensure they have access to the latest training and materials.
- 2 Consult with education officials to design teacher training programs and curriculum.

WANT A GLOBAL GRANT?

TARGET ONE OF THESE GOALS

- Ensure that children have access to quality basic education
- Reduce gender disparity in education
- Increase adult literacy

WHAT YOU CAN DO

Volunteer in a classroom or after school program.

SUPPORTING STUDENTS



WHAT YOU CAN DO

Promote student enrollment and prevent health-related absences by sponsoring school feeding programs and providing safe drinking water and sanitation facilities.

WHAT YOU CAN DO

Support concentrated language encounter (CLE) literacy programs. These low-cost text- or activity-based immersion programs can be effective with both children and adults.



75 million children

worldwide — 41 million of them girls — have no access to education

WHAT YOU CAN DO

Develop an **adult literacy program.**

WHAT YOU CAN DO

Serve as a mentor to students in your community.

677 million people

 over the age of 15 are illiterate

TIPS FOR SUCCESS

- 1 Remove barriers to girls' education caused by cultural attitudes, safety concerns, and the need for girls to contribute to the household economy. Gender equality is vital to sustainable community development.
- 2 Involve students, parents, teachers, and administrators to ensure support for your endeavors.
- 3 Partner with local community organizations that can offer advice and resources to help you organize a CLE program.

- Strengthen the capacity of communities to support basic education and literacy
- Support studies related to basic education and literacy



ECONOMIC AND COMMUNITY DEVELOPMENT

WHAT YOU CAN DO

Partner with a local microfinance institution (MFI) to create access to financial services and provide financial infrastructure at the community level.

INCOME GENERATION & SAVINGS



WHAT YOU CAN DO

Promote the development of mobile banking resources in partnership with an MFI. Cell phones, which can be used to make deposits and transfer funds, can increase access to banking systems in developing communities.

190 million people have accessed microcredit funds

TIPS FOR SUCCESS

- 1 When supporting service projects in a developing community, purchase goods and supplies locally to help stimulate the economy and avoid unnecessary shipping fees.
- 2 Establish a Rotary Community Corps and empower them to take action. RCC members are in a unique position to identify barriers to the community's economic progress and develop sustainable solutions.

WANT A GLOBAL GRANT?
TARGET ONE OF THESE GOALS

- Develop opportunities for decent and productive work, particularly for youth
- Support studies related to economic and community development

JOB CREATION & ENTREPRENEURSHIP

1.4 billion people — nearly half of them employed — live on less than US\$1.25 a day

WHAT YOU CAN DO

Partner with a cooperative that provides training, joint economic ventures, and ownership of assets to its members through a democratic structure.

WHAT YOU CAN DO

Send a vocational training team to teach business leaders in developing communities how to create a business plan and maintain accurate financial accounting.

WHAT YOU CAN DO

Provide equipment or supplies to a cooperative to increase production and sales in the local market.

TIP FOR SUCCESS

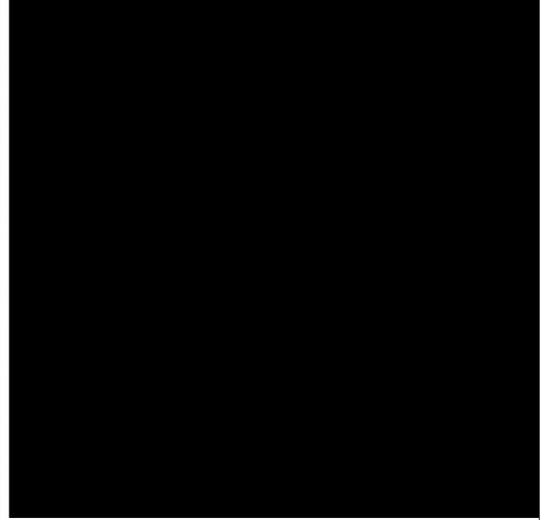
Support entrepreneurs and small businesses in developing communities. The success of local business leaders can multiply employment opportunities in the community.

WHAT YOU CAN DO

Expand vocational training opportunities, including job placement programming, at local nonprofit organizations.



- Strengthen the development of local entrepreneurs and community leaders, particularly women, in impoverished communities
- Build the capacity of local organizations and community networks to support economic development



ADDITIONAL RESOURCES

Rotary's Areas of Focus: www.rotary.org/areasoffocus

The Rotary Foundation Future Vision Plan: www.rotary.org/futurevision

RI Strategic Plan: www.rotary.org/strategicplan

Best practices for service projects: *Communities in Action: A Guide to Effective Projects (605A)*, available for download at www.rotary.org or for purchase at shop.rotary.org. Covers community assessments, collaborating with others, project planning, sustainability strategies, and evaluation methods.



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