

**END  
POLIO  
NOW**

# **END POLIO NOW: MAKE HISTORY TODAY**

**23 October 2015**

#endpolio | [endpolio.org](http://endpolio.org)



Rotary



# END POLIO NOW: MAKE HISTORY TODAY



How close are we to a polio-free world? What's needed to finish the job? And how can Rotary members help?

On 23 October, we'll answer these questions and more at Rotary's third annual World Polio Day event, co-hosted with UNICEF. We'll be streaming live from New York City and bringing together more than 30,000 viewers around the world. We'll share our progress on the road to polio eradication and what Rotary members can do to end polio for good in the next several years.

The live event will be hosted by Jeffrey Kluger, science editor for Time, and will feature celebrity ambassadors, polio survivors, and technical experts.



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## We are on the verge of making history.

In 1985, with the launch of its flagship PolioPlus program, Rotary became the visionary organization to take on the ambitious goal to end polio worldwide. At that time, polio crippled more than 350,000 children per year in 125 countries.

Over the next 30 years, we have mobilized other partners, governments, and communities to immunize the world's children against polio. We've kept our promise to work toward eradicating this disease, and the leadership, commitment, and generosity of Rotary members has brought the world 99.9 percent of the way there.

Today, only **Pakistan, Afghanistan, and Nigeria** remain polio-endemic, and in 2014, there were fewer than 360 polio cases in the world. Nigeria has gone more than one year without a case, and if the progress continues, the country could be removed from the endemic list later this year.

## But we aren't done yet.

With every inch we gain against polio, we must redouble our efforts to protect that progress, and to eliminate polio from its final hideouts in some of the hardest-to-reach parts of the world.

## Why?

No child should be crippled or die from a disease that is completely preventable. And the lessons we've learned from fighting polio — and the health infrastructure created to do so — pave the way for other lifesaving health interventions.

This is a true legacy Rotary can be proud to leave for future generations.

## DID YOU KNOW?

Nigeria brought its 2014 Ebola outbreak to a swift end using the existing infrastructure created to fight polio.



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## How You Can Celebrate World Polio Day

### View

- Mark your calendar to tune in for Rotary's Livestream event on **23 October**. <http://livestream.com/rotaryinternational/worldpolioday>
- Watch the event live on **23 October** on [endpolio.org](http://endpolio.org) (or anytime following the event).
- Follow the event live on social media and share it with your network.

### Share

- Share the sample Facebook posts, Instagram images, and tweets in this tool kit.
- Use the **#endpolio** hashtag to follow and join the global conversation on social media.

- Follow End Polio Now on Facebook and Twitter.
- Update your Facebook cover photo and Twitter avatar, using the graphics in this tool kit.

### Host

- Host a viewing party for friends and club members to watch the Livestream event on 23 October.
- Invite local media, elected officials, and community leaders to a viewing party to show new audiences and potential members the power of what we can accomplish as an organization.
- Dedicate a club meeting to World Polio Day and update your website with information about the 23 October event.

- Organize a fundraising or community event. Every \$1 you raise for polio is matched 2-to-1 by the Bill & Melinda Gates Foundation.

### Write

- Email or call local reporters and pitch a story about World Polio Day and your club's contributions to the effort.
- Write a letter to the editor of your local newspaper about the importance of ending polio. Send it to the op-ed or editorial features editor for consideration.
- Write your government officials asking for their continued support of polio eradication efforts.
- When stories are published, send us links/share on social media. Also link to our media page, which shows other coverage of Rotary's work.



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## Messages

In 1985, Rotary boldly launched the first global campaign to immunize the world's children against polio. In 1988, we mobilized the World Health Organization, UNICEF, and the U.S. Centers for Disease Control and Prevention to join us. Thirty years later, Africa has gone one year without a case of polio. There are no limits to what we can accomplish together.



Rotary's partners in the Global Polio Eradication Initiative, as well as local governments, have been critical to this success.

Rotary has contributed over \$1.4 billion and countless volunteer hours to polio eradication.

Today, polio has been eradicated in every country except **Pakistan**, **Afghanistan**, and **Nigeria**.

We've seen historic progress this year, with Nigeria and all of Africa going a full year without a case of polio. And later this year Nigeria may be crossed off the list of polio-endemic countries.

## But it's too soon to celebrate.

The support of Rotary, donors, and governments remains critical in the final stages of polio eradication.

Through 2018 every \$1 Rotary commits to direct support for polio immunization will be matched 2-to-1 (up to \$35 million per year) by the Bill & Melinda Gates Foundation. Each donation to PolioPlus makes triple the impact!

**Make history today!** Donate and learn more at [endpolio.org](http://endpolio.org).

## BY THE NUMBERS

### 99.9%

Reduction in polio cases since 1985

### 30

Years since Rotary began its PolioPlus initiative

### \$1.4 billion

Amount Rotary has contributed toward ending polio



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## Sample Facebook posts



*Where are we in the fight to end polio? What are our successes and challenges? How can we make history together? Find out during a live event for World Polio Day.*  
[endpolio.org](https://endpolio.org)



*No child anywhere should have to suffer from this vaccine-preventable disease. Help us make an impact on World Polio Day.*  
[endpolio.org](https://endpolio.org)



*Afghanistan and Pakistan are the only countries where the wild poliovirus has never been stopped. Join us on World Polio Day to help end polio for good.* [endpolio.org](https://endpolio.org)



*Smallpox is the only human disease ever eradicated. Let's make polio the second. Join the fight on World Polio Day.* [endpolio.org](https://endpolio.org)



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## Sample Twitter posts

- Join [@Rotary](#) & [@UNICEF](#) on 23 October for a [#WorldPolioDay](#) update: [endpolio.org](#)
- Join [@Rotary](#) & [@UNICEF](#) for a live event for [#WorldPolioDay](#) and make an impact in the global fight to [#endpolio](#): [endpolio.org](#)
- A child can be protected against polio for as little as 60 cents worth of vaccine. Help us [#endpolio](#) at [endpolio.org](#)
- No child should suffer from this vaccine-preventable disease. Help us [#endpolio](#) for good. [Endpolio.org](#) [@EndPolioNow](#) [@UNICEF](#)
- We can [#endpolio](#) globally. Join [@Rotary](#) & [@UNICEF](#) for a live global update on 23 Oct.: [endpolio.org](#) [#WorldPolioDay](#) [@EndPolioNow](#)
- Visit [endpolio.org](#) to watch a live [#WorldPolioDay](#) update on the fight to [#endpolio](#). [endpolio.org](#)



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## Graphics for Twitter/Facebook cover photos, profile pictures

Post on your Facebook and Twitter accounts.



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## Share graphics for social media



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**JOIN IN.  
SPEAK OUT.  
DONATE.  
BE A PART OF HISTORY.**

Download all World Polio Day materials  
<http://bit.ly/WorldPolioDayResources>



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