

Rotary



District 6690

Wednesday, March 31, 2021

April is Maternal and Child Health Month



April is Maternal and Child Health Month for Rotary. Our focus is on saving mothers and children by helping to make high-quality healthcare available to vulnerable mothers and children so they can live longer and grow stronger. Worldwide, an estimated 5.9 million children under the age of five (5) die each year because of malnutrition, inadequate health care, and poor sanitation—all of which can be prevented. In Ohio, our infant mortality rate (the number of infants who die before their first birthday) is 6.9 per 1,000 live births (the same as in 2018). If your Club has projects that focus on maternal and child health, our District applauds you. If not, please consider finding a Club champion who will find a project in which your Club will participate. There are few things more important than saving mothers and their children from preventable harm or death.

On a happier note, April 19 is 153rd birthday of Paul Harris. Please use this day to celebrate Rotary and to encourage donations to The Rotary Foundation in his memory. Finally, our [District Assembly](#) is April 10, and Joint Ohio Rotary District Conference (Districts 6600, 6630, 6670, and 6690) will be virtual on April 23 from 6:30-8:30 pm, and then on April 24 from 9:00-11:00 am. You should be receiving a registration email for the District Conference shortly and you can register for both events on the [District website](#). Enjoy April as the weather gets warmer each day, and remember, Be a Rotarian, everyday.

Monthly Theme



This banner image was uploaded to the Rotary Club Members: Public Image, Graphics & Ideas Hub by Rotarian Gilbert Thien.

Feel free to download and use it as your banner image for social media accounts in the month of April. We will try to share a new banner image monthly. It's **one** way that your club can keep your social media pages current.



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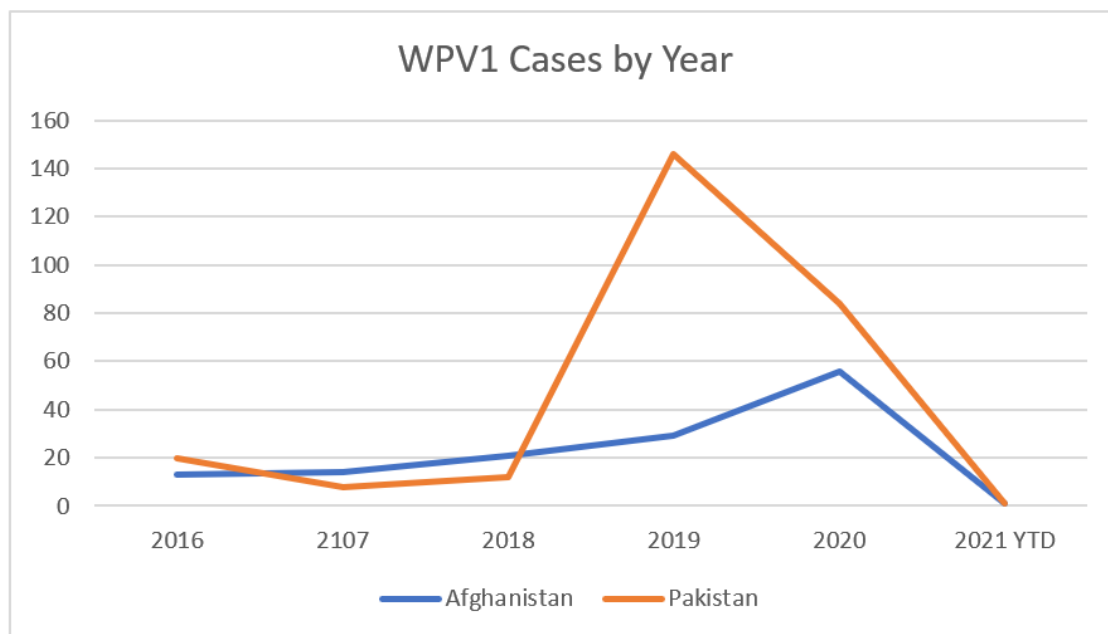
Project Update: Polio Plus



As you can see from the graph below, Wild Polio Virus cases hit a spike in 2019 and continued to be high in 2020.

So far in 2021, only one case has been reported in each endemic country, Afghanistan and Pakistan.

| | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 YTD |
|--------------------|------|------|------|------|------|----------|
| Afghanistan | 13 | 14 | 21 | 29 | 56 | 1 |
| Pakistan | 20 | 8 | 12 | 146 | 84 | 1 |



UN.org: Podcast - UN Catch-Up Dateline
Geneva – Beating polio in India, Tigray probe,

Myanmar crisis

25 March 2021

In this week's show, we're celebrating seven years without polio in India and finding out how it was done. Could the lessons learned help to overcome COVID vaccine hesitancy?

Guest: Deepak Kapur, the chairman of Rotary International's India National PolioPlus Committee.

[LISTEN to the PODCAST](#) (@6 min mark)

District 6690 Four-Way Test Speech Contest



The District 6690 Rotary [Four-Way Test Speech Contest](#) will be held on **17 April 2021**.

Due to the continuing pandemic, the event will be held virtually via Zoom.

PRIZES:

- **FIRST PLACE \$500**
- **SECOND PLACE \$400**
- **THIRD PLACE \$300**

REGISTRATION & TIMING: The registration deadline is 9 April 2021.

PARTICIPANTS: High School students who are winners of a District 6690 Rotary Club contest are eligible to participate.

Find rules and forms: [http://rotary6690.org/get-](http://rotary6690.org/get-involved/four-way-test-speech-contest/)

[involved/four-way-test-speech-contest/](http://rotary6690.org/get-involved/four-way-test-speech-contest/)

ESSAY CONTEST: An essay contest has been added and the rules and registration are covered [here](#). First Place Prize is \$100.

Rotarians on the Rise

[REGISTER NOW!](#)

District 6690 Rotary Rotarians on the Rise Unlocking Leadership Potential

Kickoff: March 30 at 5:00

Following sessions:

April 8

April 22

May 6

May 13

May 25 graduation

Each session 5:00-6:15 pm

Via Zoom & Free of charge



This is the program for developing leaders whether in Rotary or in their work.



It will cover many leadership topics such as working with people, influencing, goal setting, accountability, emotional intelligence, leading a project, and more.

We will have activities and breakouts to work through typical leadership experiences.

Virtual District Assembly

Saturday April 10
9:00 am - 12 noon

DREAM BIG WORKSHOP

Join DGE Maryjane and your
Dream Big Team
for the Annual District Assembly

APRIL 10, 2021 • 9am - 12pm



The Fun is in the Journey

REGISTER NOW!!!

[REGISTER NOW!!](#)

Virtual Multi-District Conference

[Registration is now open](#)

Theme: Rotary - A World of Opportunities

When: Friday April 23, 2021 6:30-8:30 pm and Saturday April 24, 2021 from 9:00 - 11:00 am.

2021 OHIO ROTARY MULTI-DISTRICT CONFERENCE

Rotary Districts 6600 - 6630 - 6670 - 6690

ROTARY - A WORLD OF OPPORTUNITY!

Join Us as Four Ohio Districts
Combine for a
Great Virtual Event!

Rotary   Rotary Opens
Opportunities

Registration Link: <https://us02web.zoom.us/join/91015620202>

Register by April 10th and you will receive a free T-shirt, delivered to your home or office. (Your size for the unisex t shirt can be selected during registration.)

SERVICE

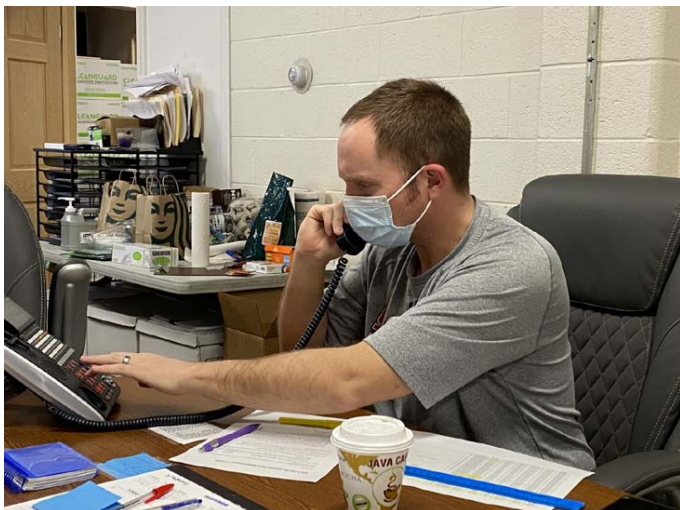
St. Clairsville Rotary

In late February when vaccines were in short supply, the local county health department had taken requests for COVID-19 Vaccines and had a backlog of 7500 people on their waiting list. When it was reported in the news that only about half of the expected people actually attended their first vaccine clinic, it became obvious help was needed to get more shots in arms.

The St. Clairsville Rotary Club **partnered** with our public library board of trustees to staff a phonebank with volunteers on the weekends to reserve

and confirm vaccine appointments for our Belmont County residents. 'One Saturday we called 1100 people to confirm appointments', said Rotary President, Melinda Thompson . 'It took about 3 weekends of work to eliminate the backlog list.'

Rotarians went on to help staff the vaccine clinics, doing whatever needed to be done from ushering guests from station to station or sanitizing clipboards and wheelchairs. 'We were happy to serve during such a critical time of need' said Doug Walsh, Rotarian and Executive Director of the St. Clairsville



Public Library.

Belmont County Deputy Health Commissioner Rob Sproul said it's those kind of people who are getting the clinics off the ground. And shots into arms. "We could not put these clinics on without the volunteers," he said. We have a very small health department with a very limited staff. We're trying to get as many doses out as we can."

The St.Clairsville Rotary Club is happy to continue to serve as long as the need exists.



submitted by Melinda Thompson

Marietta Rotary

Marietta Rotary sends bottled water to hard-hit Mississippi.

With help from District 6690 and District 6840 (southern Louisiana and coastal Mississippi), Marietta Rotary sent two semi-trailers filled with bottled water to the Mississippi state capital, Jackson, during the first week of March. Residents did not have water for three weeks following the freeze that hit Texas and other southern states, including Mississippi. "Rotarians working together made it possible for us to respond to this crisis," said District Governor Steve Heiser. "I am so proud to be a Rotarian because of the many ways we can make a difference."



The 2021 Rotary District "Kick Cancer" Fundraising Has Begun

By Peggy Murgatroyd

In 2005 during my year as District Governor, our district was talking about a project we could adopt that would benefit our club members, district and beyond. Cancer affects so many people worldwide and we thought what could we do to help researchers fight this terrible disease. I talked to the researchers at The James hospital and Solove Research Center and asked them what our members could do to help them. After much discussion, creating an endowment seemed to be the perfect project. Our district created an endowment with The James in 2005. Each year we ask the members to help grow our endowment by donating funds during our annual campaign that runs March through June. We ask club presidents to come up with ways to encourage participation from our members. Many clubs participate annually and we appreciate their generous donations. Many club members donate on their own and they continue each year.

You can make a difference

When you contribute to the Rotary District 6690 Fund for Cancer Research, you're helping the James and Solove Research Center find ways to deliver the highest quality and most efficient cancer care to patients as well as share findings with other hospitals around the world. The monies you donate today will help you or someone you know and love not just today, but for generations to come. Cancer research is the

largest driving force for prevention and early detection. Let's work together to accomplish the goal of kicking cancer and developing an environment where the disease no longer threatens the health of anyone in our communities, our country or our world.

Send your tax-exempt donations to
Rotary District 6690
c/o Treasurer, John Vogelpohl
P.O. Box 387
Hilliard, Ohio 43026.

We only use the interest each year for research. Last year we donated \$14,708.45 for research. Our total endowment stands at \$218,825.46. Our goal this year is to reach \$225,000.00.

PDG, Peggy Murgatroyd, Kick Cancer chair

EVENTS



First Capital Rotary is at it again presenting **Fairway For Friends**, a community fundraiser. Join them May 14th at the Jaycees* golf course starting at 10AM. Only \$380 for early bird sign up online. \$400 per team Day of event. The day will include food, beverages, and skills prizes for those who like a challenge. Money raised from this event will benefit the Chillicothe community. If you would like to sign up your team, be a hole sponsor, or donate a skill prize on behalf of your business, please follow the link below.

Team Registration Link: <https://forms.gle/kZNeU8J5FMkU6FfO9>

Sponsorship Link: <https://forms.gle/FbsWj1ZbEMAgTZvm6>

***Jaycees Golf Course:**

12100 Pleasant Valley Rd, Chillicothe, OH 45601

Public Image

Promoting Rotary Through Positive Influence

Many of you may be familiar with marketing researcher Dr. Robert Cialdini. Dr. Cialdini is recognized as an expert in the science of influence. He first published [*Influence: The Psychology of Persuasion*](#) in 1984, and it has since become required reading for entrepreneurs and business leaders.

Cialdini defined 6 key principles which influence how we make decisions:

1. Reciprocity
2. Commitment/Consistency
3. **Social Proof**
4. **Authority**
5. Liking
6. Scarcity

Cialdini calls these principles shortcuts: they lead us to draw conclusions faster. While they can be used in a negative way to manipulate consumers into product purchases, they are nevertheless innate and can underlie how people respond to us .. and to our Rotary clubs. Over the next few months, we'll look at these principles and how they can be used to project a positive image of Rotary.

Last month we looked at Commitment-Consistency. This month, we'll look at **Social Proof** and **Authority**.

Principle

(This is how the principle works, according to Cialdini)

The Social Proof Principle: We tend to have more trust in things that are popular or endorsed by people that we trust.

- Experts – Approval from credible experts in the relevant field.
- Celebrities – Approval or endorsements from celebrities.
- Users – Approval from current/past users (ratings, reviews and testimonials.)
- 'Wisdom of crowds' – Approval from large groups of other people.
- Peers – Approval from friends and people you know.

The Authority Principle: We follow people who look like they know what they're doing.

- Titles – Positions of power/experience.
- Clothes – Superficial cues that signal authority.
- Trappings – Accessories/indirect cues that accompany authoritative roles .

Apply to Rotary

(This is how Rotary can responsibly use the principle)

- Publicly thank sponsors eg "These businesses know the importance of a strong community | giving back | we can improve lives together 1.2 million Rotarians around the world, 200+ countries – the largest service org in the world.
 - Photos of celebrity Rotarians & supporters Testimonials – "Rotary made a difference in my life by _____."
 - Foundation has rating of 100 via charitynavigator.org
-
- People with large social networks – let people know you are a Rotarian. (even passively, by liking stories that have the Rotary logo on them.)
 - Present facts. "Did you know?" Facts about Polio eradication (ie controlling a pandemic.)
 - Share photos of a Rotarian leading or presenting to a group.

March

31st - [Cambridge Zoom Club Meeting-Carol Jones-SFAC Festival](#)

31st - [PIN Produce Distribution](#)

April

8th - [Rotarians On The Rise - Leadership Development Opportunity](#)

10th - [Virtual District Assembly](#)

14th - [Presidents Elect Learning Plan](#)

18th - [Fish Fry this year will be 'Lasagna-To-Go' event](#)

22nd - [Rotarians On The Rise - Leadership Development Opportunity](#)

23rd - [Multi-District Virtual Conference](#)

30th - [Scholarship Applications Due](#)

May

1st - [District Grant Applications - Due May 1](#)

1st - [Club Goals due](#)

6th - [Rotarians On The Rise - Leadership Development Opportunity](#)

11th - [Rotary District 6690 Membership Roundtable](#)

12th - [Presidents Elect Learning Plan](#)

13th - [Rotarians On The Rise - Leadership Development Opportunity](#)

14th - [First Capital Rotary Presents Fairway For Friends Golf Outing](#)

25th - [Rotarians On The Rise - Leadership Development Opportunity](#)

June

12th - [Rotary International Convention - Virtual](#)

26th - [District Governor Installation - Maryjane Shackelford](#)

District Leaders



Steven L. Heiser
District Governor



Maryjane Shackelford
DG-Elect



Price Finley
DG-Nominee



Frances M. Veverka
District Executive
Secretary



John L. Vogelpohl
District Treasurer



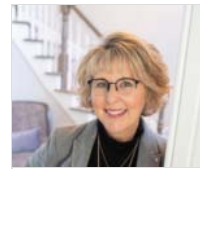
Jenny Rebekah Stotts
District Membership
Chair



Lawrence C. Jenkins
District Rotary
Foundation Chair



Dave Ungar
District Public Image
Chair



Dana K. Vogelmeier
District Training Chair



Newsletter Contributions

Tell the rest of the district what your club or committee is up to! Where do you need help? What successes can you share? What do you want to know more about? Send submission ideas to dave.ungar@gmail.com by the 25th of the month. ***(Newsletter publication is the first of each month.)***

Social Media

Does your club use hashtags when posting on social media? Using **#RD6690** on your posts will enable the district to search and repost/retweet your messages. Let us help you reach a larger audience!

Follow District 6690:



Yours in Rotary
Rotary District 6690 Public Image