



Rotary Opens Opportunities

January 2020

## LEADERSHIP

### District 6690 Governor, Steve Heiser

January is Vocational  
Service Month



January is Vocational Service Month in Rotary. Vocational Service in Rotary begins in the second paragraph of The Object of Rotary, stating that Rotarians are to encourage and foster:

- High Ethical Standards in business and professions
- The recognition of the worthiness of all useful occupations
- The dignifying of each Rotarian's occupation as an opportunity to serve society

**The Four-Way Test and the Rotarian Code of Conduct** are two ways that Rotary has emphasized the high ethical standards that Rotarians must strive to attain, both in their personal and business lives. Please take a portion of a Club meeting and share stories with others on how you and your fellow Rotarians have put these two maps for ethical behavior into practice.

Next, please **use your professional skills** and background to serve others if such a skill is needed for a particular service project. You can also let our International Service Chair, Bill Grindle of the Granville Rotary Club, know if you have any technical expertise in the areas of project planning and implementation, community assessment, measurement and evaluation or

other important aspects of large-scale projects grants, as he might then contact you to help another District member putting together a Global Grant who needs that expertise. Collaboration across Clubs on Global Grants will make our Global Grants more impactful.

Finally, **help younger Rotarians, Rotaractors and Interactors learn** about all of the different professions that exist within any one Rotary Club. Have networking events and offer career counseling and guidance for Rotaractors and younger Rotarians, and career days for Interactors.

If you are really inspired, please **put together a Vocational Training Team** and travel to another country to learn more about your vocation from the perspective of another culture or to teach local professionals about a particular field.

Rotary was founded upon the idea of Vocational Service. Make January 2021 the month that your Club starts to include Vocational Service as an important part of your Club's Rotary experience.

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## **RI President, Holger Knaack**

2020: A Year of Great Change and Strength

### **Keep your plan short and simple. Then go out and do it.**

January is finally here. As we look forward to 2021, our thinking doesn't have to stop at the end of these 365 days. Are you thinking ahead about what you will be doing in 2022, 2023, and beyond?

We cannot foresee the future, but we can steer ourselves where we want to go. I think it is important that every Rotary club hold a strategic meeting at least once a year. Past RI Director Greg Yank, who has a lot of experience working with clubs on their plans, shares his viewpoint.

[Read More](#)

*A famous aphorism states, "By failing to prepare, you are preparing to fail." Planning is essential to achieving success in all areas of life, including*

# POLIO PLUS

## Project Update: Polio Plus



### WPV Cases, YTD 2020:

- Afghanistan - 56
- Pakistan - 83

## Women Leaders in Polio



## Eradication

UNICEF Programme Officer Jawahir Habib explains why polio eradication is a force for social change.

In 2018, Jawahir Habib, a Programme Officer in UNICEF's Polio Outbreak Team based in Geneva, received a letter. It was from a Pakistani woman she had met while working in the Quetta block – one of the most high-risk polio areas of Pakistan. The letter read:

"I have four daughters, and my daughters are in school because of the polio programme. I can afford to teach my girls which my husband opposed. Now they too can get education and live an independent life. I will make sure every child is covered and this is my mission."

Words like these inspired Jawahir and set her on a path to a ten year career in polio eradication. She recalls her first day at work, "That day was very interesting – I was chased by dogs in the Kharoatabad area of Quetta. Although I managed to save myself, I spent the whole day crying and realizing that polio workers face this type of adversity day to day. I knew that

I must become a part of this and ten years later, I am still working to eradicate polio”.

Jawahir has over ten years’ experience in polio eradication. Despite the challenges, she has stayed motivated throughout.

The more Jawahir became involved in the polio programme, the more she witnessed women facing social challenges. At the time, suboptimal campaigns in the polio reservoirs was one of the major hurdles faced by the programme and the number of missed children in Quetta block remained very high. More than 70% of frontline workers were male or non-locals, resulting in limited access to households.

It was then that the Pakistan programme began looking at success stories from other parts of the world, including Nigeria, where Volunteer Community Mobilizers (VCMs) were making significant strides in eradicating polio. The need to build a network of local female health workers who were trusted and could gain access became more and more clear.

[Read the Full Story at Polioeradication.org](https://polioeradication.org)

## THE ROTARY FOUNDATION

### **The Rotary Foundation Annual Report**

["This year's report"](#) highlights the innovative ways we are keeping the Rotary spirit alive during these challenging times.

You will read about how Rotary is making a difference through the global grants program, hear from fellow donors about their reasons for giving, and see how we prioritize our role as a trusted steward of fiscal resources. We are proud to showcase the life-changing impact you make possible.

The progress of our collective effort captured in these pages is an inspiration. Thank you for all that you do to move us forward to a stronger future."

- John Hewko  
General Secretary and Chief Executive Officer  
Rotary International and The Rotary Foundation



# ROTARIANS

## WHY Rotary?

### Where do you want to see change in the world?

When someone asks you WHAT is Rotary or WHY you are a member, you can respond with that question: "**Where do you want to see change in the world?**"

1.2 million Rotary International members worldwide call upon our networks, our resources, and our varied expertise to solve real problems and make lasting impact.

We focus that capability in seven areas. **Which are you most passionate about? Where do you want to see change in the world?**

# Rotary

## 7 Areas Of Focus



Basic Education  
and Literacy



Maternal and  
Child Health



Peace and Conflict  
prevention / resolution



Disease  
prevention and  
treatment



Water and  
Sanitation



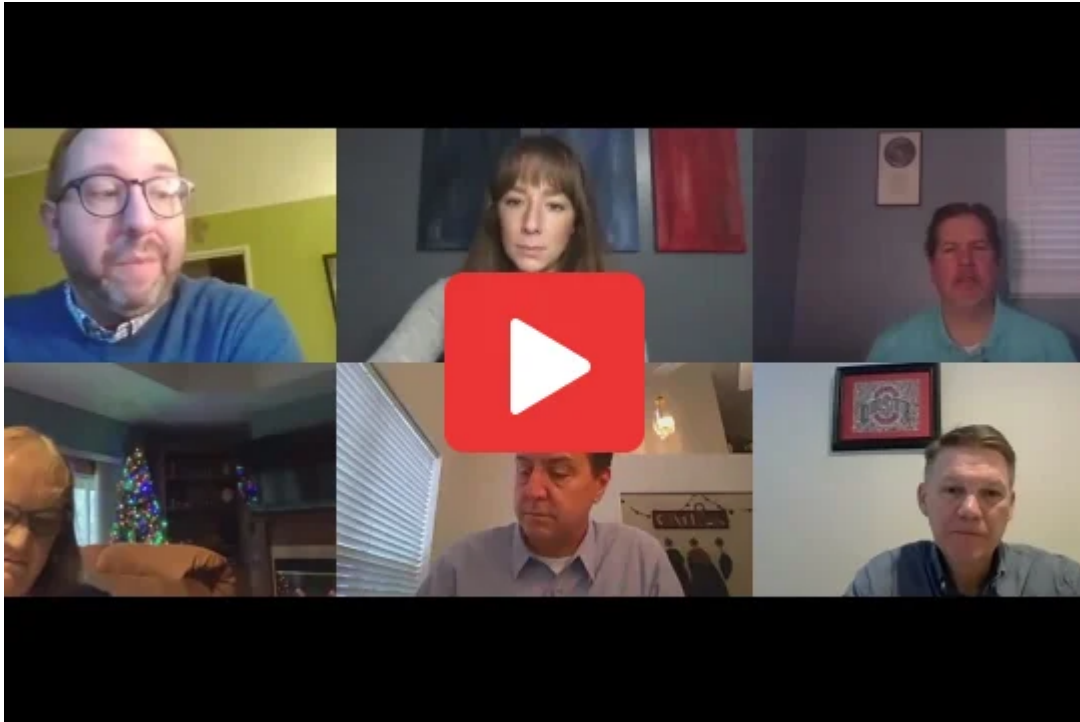
Economic and  
Community  
Development



Supporting the  
Environment

Last month, District Membership Chair Jenny Stotts was joined by representatives from the Rotary Clubs of [Westerville Sunrise](#) Cambridge Rotary, [Athens Sunrise Rotary](#), [Columbus Rotary, Ohio](#) and [Circleville Sunrise Rotary](#) for a roundtable chat about what's working throughout Rotary District 6690.

These 5 club leaders are paving the way to membership growth through creative engagement, building community engagement and fostering connections. Together, they have welcomed nearly 30 new members this Rotary year.



## SERVICE

### Whitehall-Bexley Rotary Club

Whitehall-Bexley Rotary Club members and their families volunteered at Victory Ministries Center of Hope in Whitehall. Over 100 meal kits were boxed for community members in need!



### Ironton Rotary

Ironton Rotary Club president Deanna Patrick presented Ironton Mayor Sam Cramblit with a



check to pay for lights that were recently added to the large Christmas tree by Rotary Fountain.

#CommunityDevelopment

## Bethesda-Belmont-Morristown Rotary Club

Every December, BBM Rotary club prepares flowers for the residents of the Walton Home & Emerald Pointe retirement homes in Barnesville.



81 arrangements were delivered to brighten the season for Barnesville seniors!

## Rotary Club Of New Albany

Before the switch back to remote learning, the Rotary Club of New Albany completed its Dictionary Project. This year the club provided 525 dictionaries to area 3rd graders.



## Upper Arlington Rotary Club

Upper Arlington Rotary Club members and UAHS Interact Club members helped the Bed Brigade build and deliver beds.

## Athens Sunrise Rotary

Hoping to make some holidays a little brighter! Athens Sunrise donated a bunch of books to this year's Athens County Children Services' Santa Tree Project!



## PUBLIC IMAGE

### Rotary Public Service Announcement Campaign Launches in the U.S.

**Look for TV and radio ads that show Rotary members as People of Action, and spread the word!**

While many people have heard of Rotary, the majority of Americans don't understand who we are or what we do. The People of Action ads featured in the Public Service Announcement (PSA) campaign can help bridge the gap between awareness and understanding by showing the public real examples of Rotary clubs making a difference in communities here and around the world.

Unlike traditional advertising, Public Service Announcements are designed to educate and raise awareness of issues that are important to the public. They use donated ad space that is reserved for non-profits, allowing organizations to gain valuable media exposure free of charge. This year, Rotary is leveraging this important vehicle to build awareness and understanding of our brand, and the impact we make.



"Power In Our Connections, v1"

**How Your Club Can Help:**

Extend the PSA campaign by featuring People of Action ads on your club website and social media channels. Download People of Action ads and videos from the Brand Center, or create your own.

Contact PSA directors at your local TV and radio station, and ask them to take action by including our Rotary PSA in their programming.

### Details:

- [Visit the RI Brand Center](#) for versions of the new PSA video, formatted for use on social media
- [Plowshare's Download Center](#) is where media outlets can go to access the broadcast and print-ready files. Rotary International promoted this site to media outlets across the country, but it's always helpful to have Rotarians like you with contacts and connections reach out and remind them to add the Rotary PSA to their programming lineup.
- Learning Topic, [U.S. Public Service Announcement Campaign](#) contains two webinars about this campaign.

*To use the links to docs on Brand Center or the Learning Center, you'll need to be logged into your My Rotary account.*

## EVENTS

### 2021 Rotary International Convention



**Book Your Room Today!**

### 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](mailto: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

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**Rotary District 6690**

<https://rotary6690.org>

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