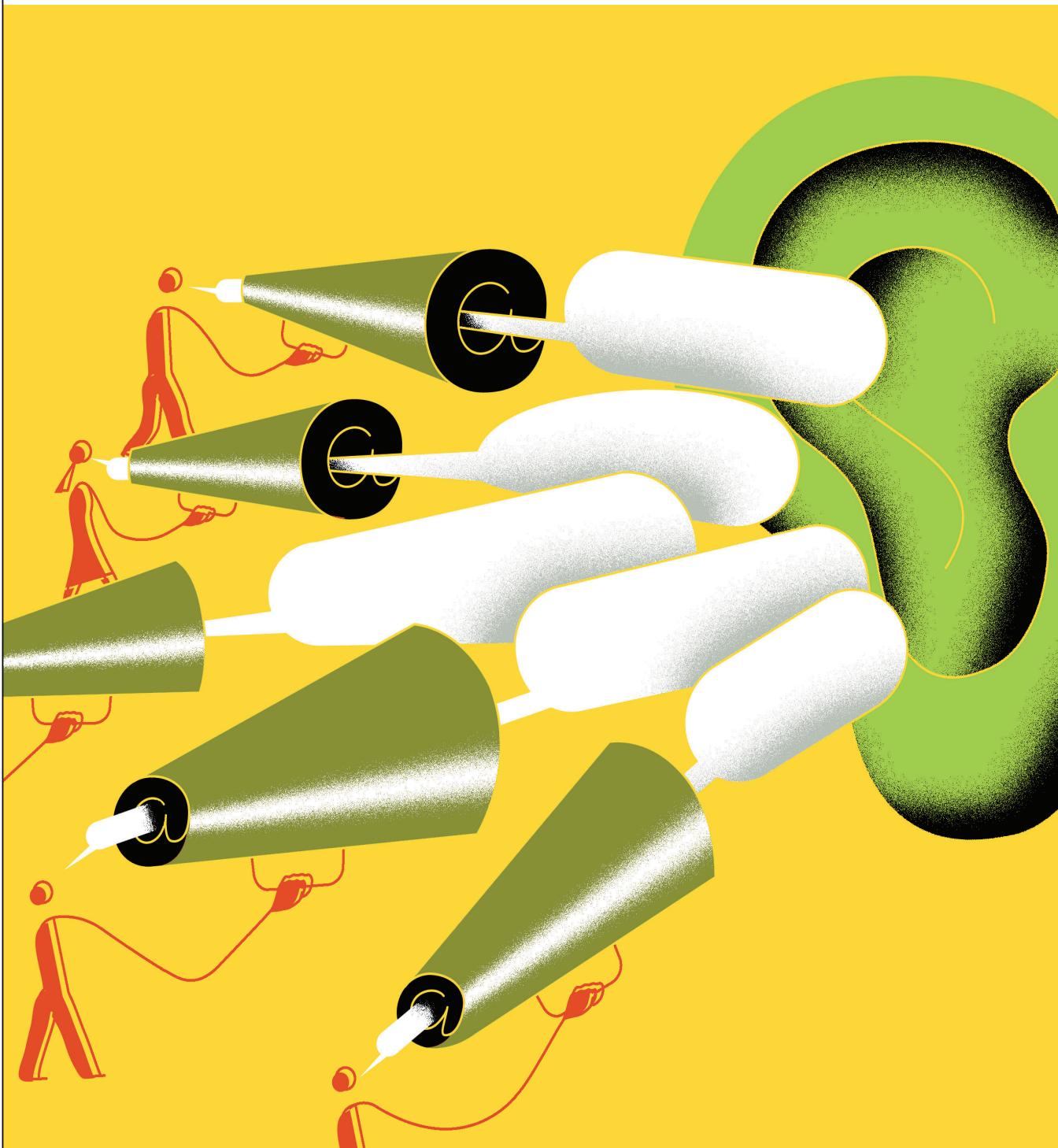


A ROTARY PRIMER

GLOBAL OUTLOOK

A ROTARIAN'S GUIDE TO ADVOCACY FOR POLIO ERADICATION



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JUST ADD **YOUR** VOICE

T

The world is 99 percent polio-free. India is no longer polio-endemic. We are closer than ever to ending the crippling disease for good, yet we are in **emergency** mode. We don't have the funding to finish the job. That's why we need you to use your **network** of contacts to help stop this disease. Advocacy is not the job of a small group of senior Rotary leaders – it's up to **everyone** to make sure polio stays on the global agenda. Write to your government officials. Use your social network to spread the word. Provide a link to **www.endpolionow.org** in your email signature. Host a fundraising dinner to help fill the US\$700 million* **funding gap** that holds us back. In this issue, you'll find tips to help you **share your voice**. More tools, such as letter templates and graphics, are available at **www.endpolionow.org**. Together, we will **cross the finish line** and leave a **legacy** of a **polio-free** world.

*AS OF OCTOBER 2012

A CONVERSATION WITH POLIOPLUS NATIONAL ADVOCACY ADVISER **JUDITH DIMENT**



ILLUSTRATIONS BY OTTO STEININGER

As PolioPlus national advocacy adviser in the United Kingdom, Judith Diment has raised thousands of pounds, executed high-profile events, and rallied Rotarians in her district to get the word out about polio eradication. A member of the Rotary Club of Windsor St. George, England, she also runs her own public relations consultancy built on a decade of marketing, communications, and event-planning experience. When the Olympic and Paralympic Games came to London in 2012, Diment and a multidistrict team of Rotarians used the occasion as an advocacy opportunity. She remains driven to close the funding gap in the fight against polio by educating government officials and spreading the word about the need to end the disease.

How did you maximize the opportunity of the Olympic and Paralympic Games?

I decided to organize an event to bring the Paralympics and polio together to raise awareness for our campaign. We researched Paralympians with polio. By working with the British Pakistan Foundation, I was introduced to the Pakistani Paralympic committee and arranged for Paralympians, some of whom had polio, to attend our event. We held an English garden party, as it was the summer, and had members of three of the Paralympic teams there: one from Pakistan, another from Niger, and the third from Haiti. We wanted to raise awareness that polio is still a problem in Pakistan and elsewhere.

Did you tie any of your advocacy efforts to the main Olympic events?

Originally, I'd thought about doing [an advocacy event] for the Olympics, but ours would have been one in a million. By tying in with the opening day of the Paralympics, we stood out.

Was this solely an awareness event?

The Paralympics event didn't start as a fundraiser. But after talking to the Pakistani Paralympic committee, we decided to raise funds for the Paralympians who have very few resources. When I learned that one athlete from Niger's team had to borrow a wheelchair to compete, I thought, "We have to do something." We held an auction and raised about £4,500 altogether, with two-thirds of the money going to the Paralympic teams and one-third to polio.

You have a knack for planning events and securing extraordinary venues, like when you hosted a dinner at Windsor Castle. How did you gain access?

It was a chance conversation, which led to an opportunity. I attended an event with the governor of Windsor Castle and his wife. She asked if I had any holiday plans. I said, "I'm going to New Orleans for the Rotary International Convention because Bill Gates is speaking and I'd like to hear him." I then explained to her husband about Bill Gates and the polio eradication program and the shortfall in funding. He suggested that he could perhaps help with arranging a dinner at Windsor Castle and asked me to follow up with a note.

5 REASONS TO ERADICATE POLIO

(1)

IT SAVES LIVES

Experts say if we choose to control polio rather than eradicate it, more than 10 million children under the age of five could be paralyzed by the disease in the next 40 years.

(2)

IT'S ACHIEVABLE

We have the tools to end the disease and the means to reach all children. The new bivalent vaccine successfully targets the two remaining strains of polio in one dose.

(3)

IT'S A GOOD INVESTMENT

An independent study published in the medical journal *Vaccine* estimates that the US\$9 billion global investment in a polio-free world will net an economic benefit of \$40 billion to \$50 billion over the next 20 years.

(4)

IT STRENGTHENS THE SYSTEM

Our polio eradication efforts have established an active disease surveillance network in all countries that is supporting other health interventions, including measles vaccinations and the distribution of deworming tablets and bed nets.

(5)

IT SETS THE STAGE

The ability to reach all children with the polio vaccine is proof that we can succeed on our next major global health initiative.

including all the information. He put me in touch with the dean of Windsor, and we arranged an event for 70 people at St George's House, Windsor Castle.

How did it go?

I worked with RI Director Allan Jagger on planning the event. He introduced the evening, and [2011-12] RI President Kalyan Banerjee spoke. We also had an after-dinner speaker from the BBC, Fergus Walsh, a medical correspondent who had been to India and Nigeria and filmed the polio eradication campaign. He talked about polio in the global context and showed his footage. We invited many prominent businesspeople and the media. We raised £35,000 and another £7,500 in matched funding from the British government.

The dinner at Windsor Castle was held on the heels of the February 2012 announcement that India was no longer polio-endemic.

Did you time the event to coincide with this news for media attention?

That was a lucky break. We knew the polio campaign in India was going extremely well, but sometimes you get a bit of luck.

How do you inspire clubs in your region to publicize and raise money for polio eradication?

You have to lead by example. I am also district governor this year, and for World Polio Day, I visited every club in the district and had a little media event. We got an RI PR grant, and I produced 25,000 copies of a 12-page newspaper for the public; the lead story was polio. I asked clubs to give out this newspaper and talk to people about polio. We did this last February and gave it out over four weeks – 25,000 is a lot to distribute. Last year, we analyzed the impact it had on the district website and Facebook. There was a great peak in visitors to the website, and even more on Facebook.

How do you incorporate social media into your advocacy role?

I'm not young and social media is not something I grew up with, so I had to learn it. I took professional advice that you get better results if you focus on a cause rather than general chitchat. So, I have a Twitter account and use it only for the polio campaign. It's been very effective. The people I follow and those who follow me are all connected to polio. You build a natural, global community of people who can relate to one another. Facebook is important too. I use it for my district-governor work only – nothing personal. My Twitter messages go onto my Facebook page as well.

You have many high-level contacts. What would you tell a Rotarian who wants to help raise money or promote polio eradication but does not have a large network?

You'd be amazed by how many people have contacts they don't use. Use friends, family, and contacts in business to get to the top person rather than writing a letter cold. If you're not used to PR and communications, always get someone else to read anything you're sending off. Also, use the RI staff and the RI resources. For example, every time we do an event, I always give out a packet of information on polio from RI. It's up-to-date and looks professional. It means people are taking away something that is correct and looks good.

Do you ever find it difficult to ask for money?

I don't go to someone and say, "Give me £5,000." I think one way [to bring in money] is to organize an event to help raise the issues; let people know they have to pay to come and the money is going to polio. So you're giving them something in return. The other way is to make people aware of the program and the need to complete it successfully. They can then help – either themselves, or by putting us in touch with someone who can give us money. The other powerful argument we have in Rotary is that we have already given over US\$1 billion toward polio ourselves.

How do you make sure that meetings with potential donors go well?

Research. Get all the background you can on them. Go on their website, spend time learning about their organization. Do not go into a meeting cold. Have your story polished and professional and slick. I always advise clients talking to the media to have three key messages you want to get across. It's similar when talking to potential donors. Your points are: (1) I'm in Rotary (2) Polio and the need (3) How you can help. It's all about preparation.

How much would it help if every Rotarian tapped into his or her network to conquer polio?

I'm a great believer that every Rotarian is the best ambassador for Rotary and we should be using all our skills and talents toward that end. PolioPlus is such an important program, and we've put so much into it. It's up to every Rotarian to make a contribution toward eradicating polio. We should all be proud of what we've done, and we must make eradication happen. ■

HOW TO ASK FOR MONEY

Robert Hall has helped his zone raise almost US\$7 million for polio eradication since December 2007. "All I do is facilitate people's spending money on what they are interested in," says Hall, End Polio Now coordinator for Zone 34 and a member of the Rotary Club of Dunwoody, Ga., USA. Developing personal relationships and helping others discover what they are passionate about is key to success, Hall says. He approaches fundraising in three steps:

(1) Alert. Make the potential donor aware of the fight against polio and why you are committed to it. Though it's important to include all the relevant facts, such as how many new cases occurred this year and how much money the effort still needs, Hall says a compelling story is what appeals to people. He tells one about his wife, who as a child saw other children on the playground push a little girl who had polio and take her crutches.

(2) Ask. "If you don't ask, no one is going to give, no matter what," Hall says. If you're requesting a large amount, set up a one-on-one meeting. After asking for a specific sum, stay quiet and wait for a response from the potential donor. This is difficult, he says, but the donor must have a chance to consider. If the answer is yes, make it easy to complete the donation (for example, with a credit card or through a multiyear pledge). If the answer is no, Hall gently probes for the reason with four questions: Is it the organization? Is the project a problem? Is the amount not right? Or is the timing difficult? Once he identifies the reason, he knows what to do next. In some cases, it may be coming back to the donor in a few months.

(3) Acknowledge. Follow up with a hand-written thank-you note and, if appropriate, public recognition for large gifts. Because large gifts are often a joint decision by a couple, be sure to thank them both. — SUSIE MA

ADVOCACY AROUND THE WORLD



AUSTRALIA

In March 2011, Rotarians in Australia conducted a letter-writing campaign directed toward Prime Minister Julia Gillard. They urged the Australian government to reengage in the fight against polio by contributing to the Global Polio Eradication Initiative (GPEI) and encouraged the inclusion of polio on the agenda of the Commonwealth Heads of Government Meeting, which Australia was to host that October. That August, *Rotary Down Under* published an open letter to the prime minister. The campaign was a success: At the meeting, Gillard – joined by UK Prime Minister David Cameron, Nigerian President Goodluck Jonathan, Canadian Prime Minister Stephen Harper, and Pakistani Prime Minister Yousaf Raza Gilani – announced that Australia would provide A\$50 million over four years to the GPEI to help purchase vaccine, monitor outbreaks, and respond when and where needed. She said in her remarks, “I also want to acknowledge the efforts of Rotary in what has been a longstanding global initiative for change, and I’d like to remind everyone in this room that change is possible.”



BENIN

Twelve Rotarians from Cotonou reached about three million people with Rotary's This Close campaign through social media. The Rotarians changed their Facebook profile pictures to one of the This Close ads so that all of their friends (ranging from 125 to more than 2,000) saw them. They also tagged some of their friends on the pictures, and left a comment explaining Rotary's polio eradication work. Each tagged friend received a notification of the tag and the comment. The effort triggered conversations about polio eradication, and soon others began changing their profile pictures to This Close ads too. “It started in Cotonou and went to other cities in Benin,” says Boris Crestia, Rotary public image coordinator for Zone 20. “People in Togo

started changing their profile pictures, and in Gabon they did the same. In Ivory Coast they changed their profile picture, then it went to Morocco, then it went to France. It was a very, very big success.”



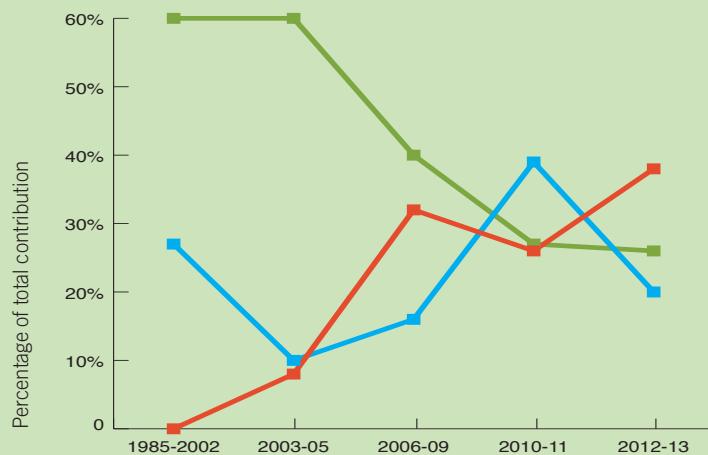
CANADA

Canadian Rotarians have held several letter-writing campaigns to persuade members of parliament to support polio eradication. For a campaign in August, Rotary Foundation Trustee Chair and Past RI President Wilfrid J. Wilkinson and International PolioPlus Committee Chair Robert S. Scott, both from Canada, took the lead by writing to Prime Minister Stephen Harper. A copy of that letter went to every Rotarian in the country, along with another asking them to contact their own member of parliament. Within three days, Wilkinson heard back from Rotarians who had spoken with the prime minister or written friends in government positions to encourage them to spread the message. “That personal touch is what’s needed,” Wilkinson says. In September, the Canadian government announced a contribution to the polio eradication effort at a side meeting during the United Nations General Assembly. The Canadian International Development Agency and the Bill & Melinda Gates Foundation will each give to the GPEI C\$1 for every \$1 raised by Canadian Rotarians up to \$1 million. Upon completion, the initiative will generate a total of \$3 million. “The fundraising by the Rotarians allows them to ask for support from the Canadian public at large,” Wilkinson says. “The fact that the Government of Canada and the Gates Foundation are behind Rotary’s polio eradication efforts is a big plus and helps our overall awareness efforts.”



FINLAND

Rotarians in Finland worked with their government to contribute US\$1.04 million from 2010 to 2012 to end polio. Through



Trends in GPEI financing

- G8 countries & European Commission
- Polio-affected countries
- Private sector (including Rotary)

Suomen Rotary, a nongovernmental organization of the Rotary districts in Finland, Rotarians applied for and received funding to support polio eradication activities in Afghanistan, such as training health workers. The Rotarians provide at least 15 percent of the funds, and the Finnish government contributes the rest. The money goes to the World Health Organization via The Rotary Foundation. The current effort runs through 2013; both the Finnish government and Rotarians have expressed an interest in continuing their work together and are considering a new project. In honor of World Polio Day, the collaboration was highlighted at a seminar organized by the National Institute for Health and Welfare, Suomen Rotary, Ministry for Foreign Affairs of Finland, Ministry of Social Affairs and Health of Finland, and the Finnish association of polio survivors.



NIGERIA

President Goodluck Jonathan has demonstrated his support for polio eradication: He nearly doubled the budget for the cause and launched an emergency action plan for the nation. State governors are also campaigning to end polio. Now, Rotarians in Nigeria are working with traditional leaders to designate polio ambassadors to reach people on the local level. Beyond entertainers and famous figures, Rotarians hope to engage community members, such as clerics and polio victims, who can make an impact. The campaign is targeted at seven high-risk states in the northern parts of the country. "We are hoping that through this methodology, we will break resistance," says Olubusuyi A. Onabolu, chair of the Nigeria PolioPlus Committee.



PAKISTAN

Rotary's Pakistan PolioPlus Committee teamed up with Coca-Cola Beverages Pakistan to promote the polio eradication effort. Coca-Cola Pakistan printed messages about polio on more

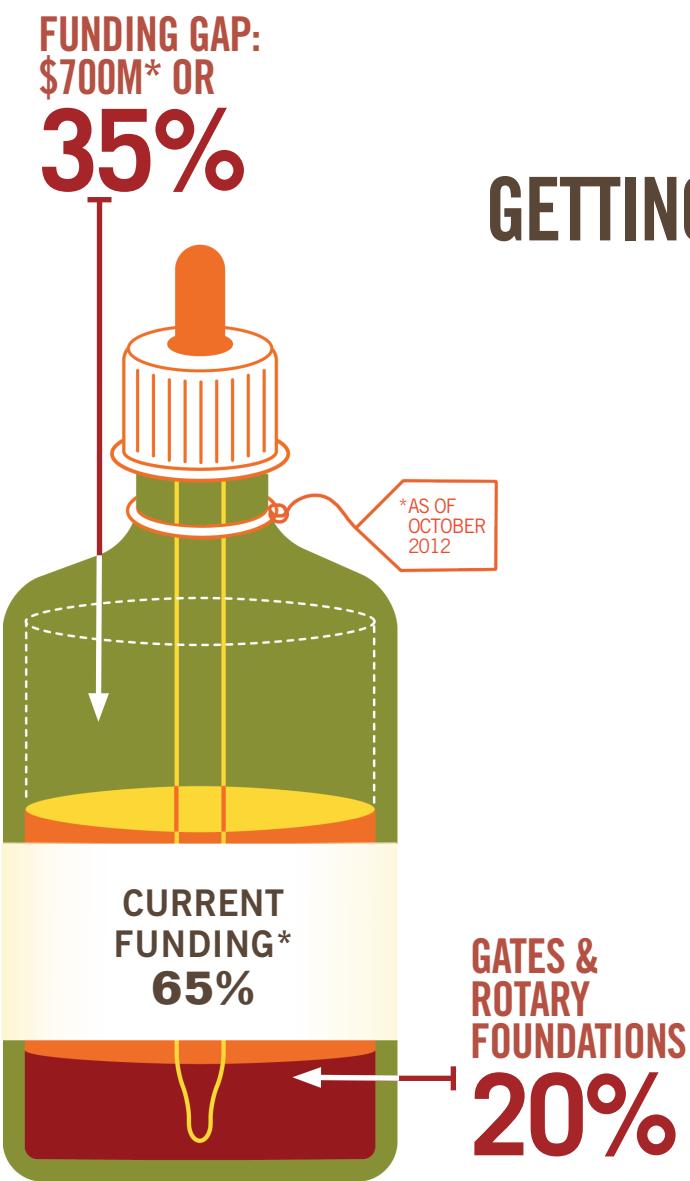
than 70 million bottle labels and incorporated End Polio Now ringtones at its call stations across the country. In addition, the company placed permanent messages on 250,000 Coke coolers that were distributed throughout Pakistan and promoted National Immunization Days on billboards. Coca-Cola Pakistan has also agreed to provide sponsored vans as needed to transport the polio vaccine, and to help provide clean water in high-risk districts to reduce diarrhea in children. "Having Coke on our side gives us a lot of mileage, and we can inspire other multinationals to join hands with us in supporting this noble and national cause," says Aziz Memon, chair of the Pakistan PolioPlus Committee.



USA

James L. Lacy figures he spent 40 days in Washington, D.C., last year, calling on the offices of government officials to raise money for polio eradication. "You can imagine how many contacts and how many people I was able to see in that number of days," says Lacy, 1998-99 RI president and chair of the Polio Eradication Advocacy Task Force for the USA. Working with Ed Long, of the firm Van Scyoc Associates, he keeps officials and their staff members up-to-date on the status of eradication, what has been accomplished so far, and what's expected to be accomplished in the next year. It's worked: In fiscal year 1995, the first year of the lobbying effort, the United States appropriated \$11 million to the U.S. Centers for Disease Control and Prevention, which rose to \$111.6 million in fiscal year 2012, with an additional \$39.5 million appropriation for USAID. "I think one of the things that Congress was most impressed with was the amount of money Rotarians have raised ourselves," Lacy says. Each year, Rotary honors members of Congress who have made contributions to ending polio, such as writing letters to the U.S. president or other congressional members, as polio eradication champions. The United States is the leading public-sector donor to the GPEI, with an investment of more than \$2 billion.

GLOBAL POLIO ERADICATION INITIATIVE BUDGET 2012-13: US\$2.18 BILLION*



GETTING STARTED

The most important thing you can do right now is talk to your elected officials, business leaders, and friends about supporting polio eradication. Not sure what to say? Here are three ideas:

- 1 Share articles about polio eradication, particularly those that draw attention to Rotary's role and the need for support.
- 2 Illustrate the importance of ending polio with graphics available at www.endpolionow.org. Graphics convey key messages simply and can be shared through social media at any time.
- 3 Invite an elected official to speak to your club and use the event as an opportunity to highlight Rotary's commitment to ending polio. Give the speaker a polio-related gift, such as an End Polio Now pin or a framed photo of a child receiving vaccine. You can also provide a certificate to announce that a contribution has been made in the speaker's name to PolioPlus.

