**POLIO OUTREACH GUIDE**

Educate yourself about this important issue and share the knowledge with your networks. By using your voice, you can help us get one step closer to a polio-free world. Here’s how you can share the story.

**Make Local News**

Spread the word to your local newspaper and television programs, particularly special health and philanthropy segments. Write a letter to the editor or comment on an online publication after a relevant story is published.

**Share your voice**

Tell the story of your support for polio eradication, using photos, video, infographics, and advertisements. Visit endpolionow.org for updates and share the news with your friends through social media.

**Use Key Messages to tell the story**

* Polio anywhere is a risk to children everywhere. The Global Polio Eradication Initiative is committed to fighting the disease until every child is safe.
* This is our chance to make history by wiping out the second human disease ever. Globally, we are “this close” to ending polio.
* Since the global initiative began more than 25 years, Rotary and its partners have reduced polio cases by more than 99 percent worldwide.
* There are only three countries where the wild poliovirus has never been stopped: Afghanistan, Nigeria and Pakistan.
* Rotary has raised more than US$1 billion dollars and committed countless volunteer hours to fight the disease.

Why end polio now?

* **The Human Cost:** If we don’t end polio now, experts say the disease could rebound to 10 million cases in the next 40 years.
* **It’s Achievable:** There is no cure for polio, but the polio vaccine successfully prevents cases. Success in polio eradication sets the stage for the next big global health initiative.
* **It’s a Good Investment:** The world has invested $9 billion dollars toward polio eradication and an independent study published in the medical journal *Vaccine* estimates the net economic benefits at US$40 to 50 billion over the next 20 years – a savings that can be put toward fighting other diseases.

The infrastructure for polio immunization also strengthens the systems for other health interventions.