



2007-08

PolioPlus Partners Challenge

to all Rotarians, Clubs and Districts

Progress – Polio Eradication IS Realistic: The technical feasibility of eradicating wild-type poliovirus was confirmed in October 1999 when the last case of paralytic polio due to wild poliovirus type 2 (1 of 3 types) was detected anywhere in the world. By 2002, the feasibility of eradication was reaffirmed by certification of eradication of all 3 wild poliovirus types in three of the six World Health Organization (WHO) Regions.¹

The Case – Completing Polio Eradication: In 2006, only four countries still had wild-type poliovirus, limited to small geographic regions of Afghanistan, India, Nigeria, and Pakistan. This war on polio will not be won until the last case of polio is gone. This must be done as quickly as possible.

PolioPlus: Rotary launched the PolioPlus program in 1985 and contributions to the PolioPlus Fund continue to support the most essential components of polio eradication activities in our partnership with the World Health Organization (WHO), Centers for Disease Control and Prevention (CDC), and UNICEF. With Rotary's community-based network worldwide, Rotary is the volunteer arm of the global partnership dedicated to eradicating polio.

PolioPlus Partners: In 1995, a sub-program of PolioPlus, the PolioPlus Partners program (PPP), was developed to allow individuals, Rotary clubs, and districts the opportunity to directly contribute to polio eradication projects submitted by fellow Rotarians in polio-endemic, importation, and high-risk countries through the PPP Open Projects List.

The Need – PolioPlus Partners in 2007-08: Contributions to PPP go directly to Rotarians conducting social mobilization and surveillance activities in the polio-endemic, importation, and high risk countries. Social mobilization is organized community activities designed to help make immunization activities successful. Rotarians play a critical role in these activities by using PPP contributions to purchase:

- Media and posters to communicate when and where the immunization activities will occur.
- Caps, aprons, badges, and megaphones to identify health workers and volunteers.
- Stickers or balloons to reward children and parents to encourage future participation.
- Bicycles, 4-wheel drive vehicles, and motorcycles to distribute the vaccine.
- Vaccine carriers, refrigerators, and ice packs to maintain the integrity of the vaccine.

These tools are provided through the PolioPlus Partners program. Additional funding of at least US\$5 million will be needed to purchase these tools in 2007-08.

The Incentive – Matching Funds for PolioPlus Partners: Since the Polio Eradication Fundraising Campaign (PEFC) ended in 2005, fundraising for PPP, in addition to PolioPlus, remains a priority. The Trustees of The Rotary Foundation recognize the significant funding needs for PPP and will continue to match both cash and District Designated Funds (DDF) contributions US\$.50 for every US\$1.00; up to US \$1 million in 2007-08. This matching opportunity is an incentive for individuals, clubs, and districts to make a contribution to PolioPlus Partners in 2007-08.

The 2007-08 PolioPlus Partners Challenge – What Can Rotarians Do? Funding for PolioPlus Partners is essential to help all Rotarians achieve the goal of a polio-free world. To help meet the significant and ongoing funding needs, we are extending a Challenge to all Rotarians, clubs, and districts to become *2007-08 PolioPlus Partners*:

1. Asking for 100% participation from all Rotary districts to allocate a minimum of 10% of their available DDF.
2. Asking all Rotary clubs and districts, Interact and Rotaract clubs to have a club program for PolioPlus Partners by March 2008.
3. Requesting district leaders to encourage all clubs chartered after 1 July 2003 to consider making a club contribution, having a fundraiser, or making individual contributions to PolioPlus Partners.
4. Requesting zone, district, and club leaders to encourage new members after 1 July 2003 to contribute and become a part of Rotary's number one goal of global polio eradication.
5. Encouraging all Rotarians that view PolioPlus as their primary Rotary interest to make another contribution to PolioPlus Partners.

With everyone's continuing support, we shall demonstrate our resolve and achieve the final goal of a polio-free world for all the worlds' children.

¹The World Health Organization 2007, 'Case for Completing Polio Eradication', viewed 21 June 2007, <http://www.polioeradication.org/content/general/TheCase_FINAL.pdf>