

POLIOPLUS HEADLINER KIT

Every day, we come closer to the goal of a polio-free world. Now, more than ever, it's important to raise awareness of the need to eradicate polio, and Rotary's contributions to this historic health drive. Local media coverage is an effective means of delivering Rotary's message to the world.

The PolioPlus Headliner Kit contains PR elements that Rotary clubs can tailor to reflect their local involvement in Rotary's PolioPlus program. These materials will give media outlets a local news angle on the global polio eradication story.

Here are some tips on media outreach:

Identify Media Targets

Before sending stories to a journalist, get to know their outlets. Read your local newspaper and watch television programs to identify particular columns or segments (such as a health or philanthropy section) where a story on Rotary's role in polio eradication story could be placed.

Develop a Media List

After identifying media targets, put together a contact list for each story that includes the names, phone numbers, fax numbers, and e-mail addresses of journalists, editors, or news directors who might take a special interest in Rotary. Larger newspapers or broadcast stations may have departments or reporters specializing in certain topics, such as health or community volunteers, which would be the best fit for a polio-related story.

Contact the Media

You can take your story to the media several ways. Whatever approach you choose, be persuasive, persistent, and friendly- but not aggressive. The most effective methods depend on the journalist's preferences. Here are some suggested approaches: e-mail, phone, fax, mail, personalized letter, and press kit.

Conduct Interviews with the Media

Journalists are always looking for good human-interest stories. Equally valuable is a knowledgeable messenger. Develop informed, articulate spokespeople who are easily accessible and well-versed about Rotary's PolioPlus program.

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SAMPLE FEATURE STORY

Newspapers and magazines often want to cover Rotary stories, but due to time and staff constraints, they may be unable to assign a reporter. In some cases, they may accept a pre-written news story. Here are some tips for submitting a feature story to local print publications:

- Call the publication to request the name and contact information of the Features Editor.
- Mail, e-mail, or fax the feature story to the Features Editor. Include a brief introduction, asking the Features Editor to review the article for consideration in the news publication.

PUSHING POLIO TO THE BRINK OF ERADICATION

Rotary clubs take on \$200 million challenge from the Gates Foundation

Rotary clubs here and around the world are determined to do whatever it takes to achieve a world free of the crippling disease polio. A major part of that effort is to raise \$200 million in response to a challenge grant of \$355 million from the Bill & Melinda Gates Foundation.

That may seem a daunting task, but Rotary's track record shows it can be done with perseverance and hard work. Since launching its landmark PolioPlus Program in 1985, the volunteer service organization already has contributed more than \$800 million to the cause, not to mention countless volunteer hours logged by Rotary members.

[Insert local Rotarians who have participated and use this space to highlight local polio-related projects and fundraisers.]

Although the polio epidemic may be a distant memory to many-- cases have been slashed by 99 percent worldwide -- it still threatens children in parts of Africa and South Asia.

[Add quote from local Rotarians involved in polio eradication efforts and polio-related fundraisers]

Indeed, for as little as 60 cents worth of oral polio vaccine, a child can be protected for life.

However, a major funding gap now faces the Global Polio Eradication Initiative, of which Rotary is a spearheading partner (along with the World Health Organization, the U.S. Centers for Disease Control and Prevention and UNICEF). Twenty years of steady progress is at stake, and polio -- now on the ropes -- stands to stage a dangerous comeback unless the funding gap is bridged.

In response to the funding crisis, Rotary eagerly accepted a US\$355 million challenge grant from the Gates Foundation, which Rotary will match with an additional US\$200 million over three years, raising a much needed US\$555 million, all of it dedicated to polio eradication.

Rotary's worldwide membership of 1.2 million men and women -- representing about 33,000 clubs in nearly 200 countries -- immediately embraced the effort by digging deeper into their own pockets, planning special fundraisers and rallying community support. Rotary invites everyone who wants to learn more about this historic opportunity to end polio once and for all to visit www.rotary.org/endpolio.

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SAMPLE OPINION PIECE

Opinion pieces (op-eds) are editorial pieces written by an individual who is not on the newspaper's staff. Review the opinion pieces in your newspaper before submitting your own. Here are some tips to help get your piece printed in a local newspaper:

- Review the sample opinion piece and copy it onto club or district letterhead.
- Visit the newspaper's website or call them directly to obtain the contact information for the editorial section, then mail, e-mail, or fax your opinion piece to the Editor.

GOOD-BYE, POLIO: THANKS, ROTARY

The world is on the verge of eliminating one of the most dreaded diseases of the 20th century -- poliomyelitis. During the first half of the 20th century, polio crippled over a half a million people every year. Even today, children in some developing countries continue to fall victim to the disease. But thanks in large part to Rotary International and to the 1.2 million Rotary members worldwide, the disease will soon be all but a memory.

Before celebrating this public health milestone, the spread of the poliovirus must be interrupted in the poorest and most populous regions of the world, and surveillance must continue for several years to be sure the virus is completely wiped-out. This is no easy task. One of the greatest challenges to the effort is a funding shortage.

In response to the funding crisis, Rotary eagerly accepted a US\$355 million challenge grant from the Gates Foundation, which Rotary will match with an additional US\$200 million over three years, raising a much needed US\$555 million, all of it dedicated to polio eradication.

To date, Rotary has contributed more than US\$800 million to the protection of more than two billion children in 122 countries. Rotary reaches out to governments worldwide to obtain vital financial and technical support. Since 1995, donor governments have contributed in excess of \$4 billion to polio eradication, due in part to Rotary's advocacy efforts.

In addition to raising money for polio eradication, Rotary members offer their time and expertise in the field to fight polio by providing support at clinics, transporting vaccine, contributing medical supplies, and mobilizing their communities for immunization and other polio eradication activities. More than one million members of Rotary worldwide have contributed toward the success of the polio eradication effort to date, demonstrating the extraordinary impact civil society can have on a global public health initiative.

The PolioPlus program represents the largest private-sector support of a global health initiative. Rotary's role was recognized by former Secretary-General of the United Nations Kofi Annan as a model for public/private partnerships in the 21st century. Other spearheading partners on the global eradication team include the World Health Organization, UNICEF, and the US Centers for Disease Control and Prevention.

Once eradicated, polio will join smallpox as one of only two diseases ever eliminated. And the volunteers of Rotary will continue their humanitarian work, living up to its motto, "service above self."

Sample Letter to the Editor

when Rotary is not recognized in a news article

Sometimes Rotary is overlooked in articles about global polio eradication. Unfortunately, the omission often results from a lack of information -- editors are simply not aware of Rotary's role in the polio eradication effort. A letter-to-the-editor educating the community on Rotary's role will often remedy this situation. Here are some tips to get your letter printed in your local newspaper:

- Review the sample letter, filling in local examples and contact information, and place it on club or district letterhead.
- Visit the newspaper's website or call them directly to obtain the contact information for the Editorial section, then mail, e-mail, or fax your letter to the publication's Editorial section.

Dear Editor,

In a recent report on the global effort to eradicate polio **[Title of article, date]**, a major player on the global polio eradication team was not recognized: Rotary International.

Rotary, a humanitarian service organization with nearly 33,000 clubs in more than 200 countries and geographical areas, made polio eradication its top priority in 1985. In fact, Rotary's vision of a polio-free world inspired the creation of the Global Polio Eradication Initiative, which is spearheaded by the World Health Organization, Rotary International, UNICEF and the US Centers for Disease Control and Prevention.

As the volunteer arm and lead private sector contributor, Rotary to date has contributed more than US\$800 million, and its members have logged countless volunteer hours to immunize more than two billion children in 122 countries.

Yet today the polio eradication effort faces challenges, including funding shortages. In response, Rotary eagerly accepted a US\$355 million challenge grant from the Gates Foundation, which Rotary will match with an additional US\$200 million over three years, raising a much needed US\$555 million, all of it dedicated to polio eradication.

[insert local example here of volunteer and fundraising efforts for polio eradication]

As a result of these unique partnerships, polio cases worldwide have been slashed by 99 percent; five million cases of paralysis have been prevented; and 250,000 pediatric deaths from polio have been averted.

No single organization could have achieved this alone. As the world stands on the verge of victory over polio, it is more important now than ever to teach the world that amazing things can happen when forces join together for a common good. Your readers can join the fight to end polio by visiting www.rotary.org/endpolio.

Signed,

Sample Press Release

Global

The press release is one of the most common tools of public relations.

Review and localize all sample press releases, adding a club or district contact person, local project examples, and be sure to place the sample release on club or district letterhead. Send press releases to the Assignment Editor of your local publications.

This press release can be used by Rotary clubs at any time, whether the club is located in a polio-free region or in an area still battling the disease. Distribute this release several days before the launch of an NID.

CONTACT: NAME
ADDRESS
TELEPHONE

FOR IMMEDIATE RELEASE
[Date mailed]

ROTARY LEADS VOLUNTEER FORCE IN GLOBAL POLIO ERADICATION

(City, Country, Date) -- Rotary club members in more than 200 countries and geographical areas around the world are leading a global effort to eradicate polio worldwide.

As the lead private sector partner of the Global Polio Eradication Initiative, a partnership spearheaded by the World Health Organization, Rotary, US Centers for Disease Control and Prevention and UNICEF, Rotary has contributed more than US\$800 million to fight this crippling and potentially fatal disease.

But of even greater significance are the countless volunteer hours more than one million women and men of Rotary have donated to help immunize nearly 2 billion children in over 122 countries over the last 20 years.

Rotary volunteers provide necessary assistance in the field where mass immunizations are taking place by promoting national immunization days through mass communications, transporting the vaccine to immunization posts, and by squeezing drops of the oral polio vaccine into the mouths of children.

Rotary members continue to extend their assistance to countries still battling the disease by providing a wide range of items necessary for mobilizing communities and promoting immunization activities. Rotary also provides vital assistance for the growing laboratory network that is necessary to track the last cases of the disease.

In addition, Rotary reaches out to governments worldwide to obtain vital financial and technical support. Since 1995, donor governments have contributed in excess of \$4 billion to polio eradication, due in part to Rotary's advocacy efforts.

Rotary volunteer **[Insert club or district spokesperson's name]** views Rotary's involvement in global polio eradication as an integral collaboration of government and volunteer agencies working together to tackle large-scale initiatives. "No single agency can do this job alone. Rotary

offers a nonpolitical, nonreligious voice to the partnership that addresses the needs of the community because we are part of the community.”

Remarkable progress has been achieved in the fight against polio. Since 1988, the number of polio cases has been reduced from 350,000 each year to less than 2,000 in 2008. Today, polio remains endemic in just four countries: Afghanistan, India, Nigeria, and Pakistan. The Americas were declared free from polio in 1994, as well as the Western Pacific region in 2000, and Europe in 2002.

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Sample Press Release

National Immunization Days

This press release can be used by Rotary members and/or clubs that are directly participating in a National Immunization Day (NID) in a polio-endemic country. This release will also help promote routine polio immunization activity.

CONTACT: NAME
ADDRESS
TELEPHONE

FOR IMMEDIATE RELEASE
(Date mailed)

ROTARY ENCOURAGES PARENTS TO IMMUNIZE THEIR CHILDREN AGAINST POLIO

(City, Country, Date) -- Members of the Rotary Club of **(Name of club, city)** are reaching out to the community this week to urge parents to bring their children to designated immunization posts to receive the oral polio vaccine during National Immunization Days (NIDs) on **(Dates of NID)**.

NIDs are part of a international health strategy to eradicate polio worldwide. Rotary International is the leading private partner in the global polio eradication initiative, having contributed more than US\$800 million to this effort. In addition, Rotary volunteers provide necessary assistance in the field where immunizations are taking place. In **(Name of country)**, a total of **(Number of Rotarians in country)** are dedicating their time and energy to this historic health drive. **(Insert NID-related activities)**

With members in more than 200 countries and geographical areas, Rotary assists health care teams during NIDs, transports the vaccine and health care workers to immunization posts, administers the vaccine to children, and helps to equip laboratories that track the disease. Rotary members also contribute medical supplies to support the global effort.

Rotary volunteer **(Insert club or district spokesperson's name)** views the NID as a successful collaboration of government and volunteer agencies. "No single agency can do this job alone. Rotary clubs are part of the community, and members serve their community. We find this link helpful in reaching out and educating parents and siblings on the importance of immunizing children."

Rotary's partners in the global polio eradication initiative are the World Health Organization (WHO), UNICEF, and the US Centers for Disease Control and Prevention.

According to WHO, other key strategies for polio eradication, in addition to NIDs, include maintaining high levels of routine immunization coverage (parents need to bring children in on regular basis for immunizations throughout the year); implementing a rigorous reporting system and laboratory network to identify possible cases of polio; and, when cases are identified, adopting aggressive immunization campaigns to reach children where the disease remains.

Remarkable progress has been achieved in the fight against polio. Since 1988, some two billion children around the world have been immunized against polio thanks to the unprecedented cooperation of more than 200 countries and 20 million volunteers, backed by an international investment of \$6 billion. Since 1988, the number of annual polio cases has been reduced from 350,000 to less than 2,000 in 2008.

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Sample Press Release

Rotary's US\$200 Million Challenge

This press release highlights your club's fundraising efforts for Rotary's \$100 Million Challenge.

CONTACT: NAME

ADDRESS

FOR IMMEDIATE RELEASE

TELEPHONE

(Date mailed)

Rotary club of [insert name of city] raises [\$___] to help eradicate polio worldwide

(City, Country, Date) – As part of Rotary International's pledge to match, dollar-for-dollar, a US\$100 million challenge grant from the Bill & Melinda Gates Foundation over three years, the Rotary club of [insert name of city] raised [insert amount] to end polio worldwide.

Rotary, a humanitarian service organization with nearly 33,000 clubs in more than 200 countries and geographical areas, made polio eradication its top priority in 1985. As the volunteer arm and lead private sector contributor in the Global Polio Eradication Initiative (GPEI), Rotary has since contributed more than US\$800 million, and its members have logged countless volunteer hours to help immunize more than two billion children in 122 countries.

"The extraordinary dedication of Rotary members has played a critical role in bringing polio to the brink of eradication," says Bill Gates, co-chair of the Bill & Melinda Gates Foundation. "Eradicating polio will be one of the most significant public health accomplishments in history, and we are committed to helping reach that goal."

Local Rotary volunteer [Insert club or district spokesperson's name] views Rotary's fundraising efforts as a way to fulfill the organization's promise of a polio-free world. "Twenty years ago, we made a pledge to end this crippling and potentially fatal disease – once and for all. As we stand on the brink of victory, we will do everything within our power to fulfill this promise to the children of the world."

Remarkable progress has been achieved in the fight against polio. Since 1988, the number of polio cases has been reduced from 350,000 a year to less than 2,000 in 2008. Today, 70 percent of the world's population lives in polio-free countries. The Americas were declared free from polio in 1994, the Western Pacific region in 2000, and Europe in 2002.

A highly infectious disease, polio still strikes children mainly under the age of five in countries in Africa and South Asia. Polio can cause paralysis and sometimes death. As there is no cure for polio, the best protection is prevention. For as little as 60 cents worth of oral vaccine, a child can be protected against polio for life.

The GPEI is spearheaded by the World Health Organization, Rotary International, the US Centers for Disease Control and Prevention (CDC) and the United Nations Children's Fund (UNICEF).

For further information, visit www.rotary.org/endpolio

Additional Resources

Public Service Announcements

Rotary clubs can improve their public image and raise awareness of global polio eradication efforts in ways other than news coverage.

Rotary International provides pre-produced public service announcements (PSAs) for print, billboard, and internet advertisements and encourages all clubs to localize these materials for use in their communities.

A variety of PSAs, including many polio-focused materials, are available for download at: rotary.org/humanityinmotion.

Newspaper Supplements

Spotlight the good work of Rotary at home and abroad by arranging for a local newspaper supplement. Ask club members to support the supplement by purchasing advertising space for their businesses. Then work with the newspapers' editor to develop stories that focus on Rotary's service locally and globally, particularly as relates to PolioPlus.

Photographs

Sometimes a great story idea can be strengthened by a good photograph. Rotary maintains a photo library, through which you can download polio-related photographs for your PR outreach. Here is a link to [Rotary Images](#).

Citizen-generated Media

Citizen-generated media gives users the ability to produce content on a variety of topics, easily uploading it to the Internet. This interactive media allows users to share information by posting ideas and opinions to sites including: discussion forums, blogs (short for Web logs) and message boards.

These outlets affect marketing and advertising trends because this content is easy to locate with the aid of search engines. Consider creating a blog to document an NID trip, or progress in your club's fundraising efforts toward Rotary's US\$200 million challenge.

"End Polio Now" materials

Rotarians and friends of Rotary can be part of the legacy of achieving a polio-free world by contributing to Rotary's US\$200 Million Challenge at www.rotary.org/endpolio. Be sure to include a link to the site on your club's and district's Web site and publicize it at fundraising events.

Promote Rotary's challenge with *End Polio Now Buttons* (988-MUP), available at a cost of US\$50 per quantity of 100.

Encourage support for Rotary's challenge through distribution of *Rotary's US\$200 Million Challenge Brochure* (986-EN), which describes to Rotarians and non-Rotarians Rotary's commitment to finish polio. Available free in nine languages.

Encourage participation in Rotary's challenge by displaying *Rotary's US\$200 Million Challenge Poster* (987-EN) at Rotary meetings, fundraisers, and other events. Available free (limit two per order) in nine languages.

The above tools can be ordered from RI Publications Order Services (tel.:847-866-4600; fax: 847-866-3276; e-mail: shop.rotary@rotary.org); the international office serving your area; or the online *RI Catalog* at <http://shop.rotary.org/catalog>.