



**END
POLIO
NOW**

HELP ROTARY WIN THE **FIGHT** AGAINST **POLIO**

Rotarians have been fighting to eradicate polio for more than 20 years, and we are *this close* to achieving our top priority. Now is the time to act, to join this historic effort, and to help us

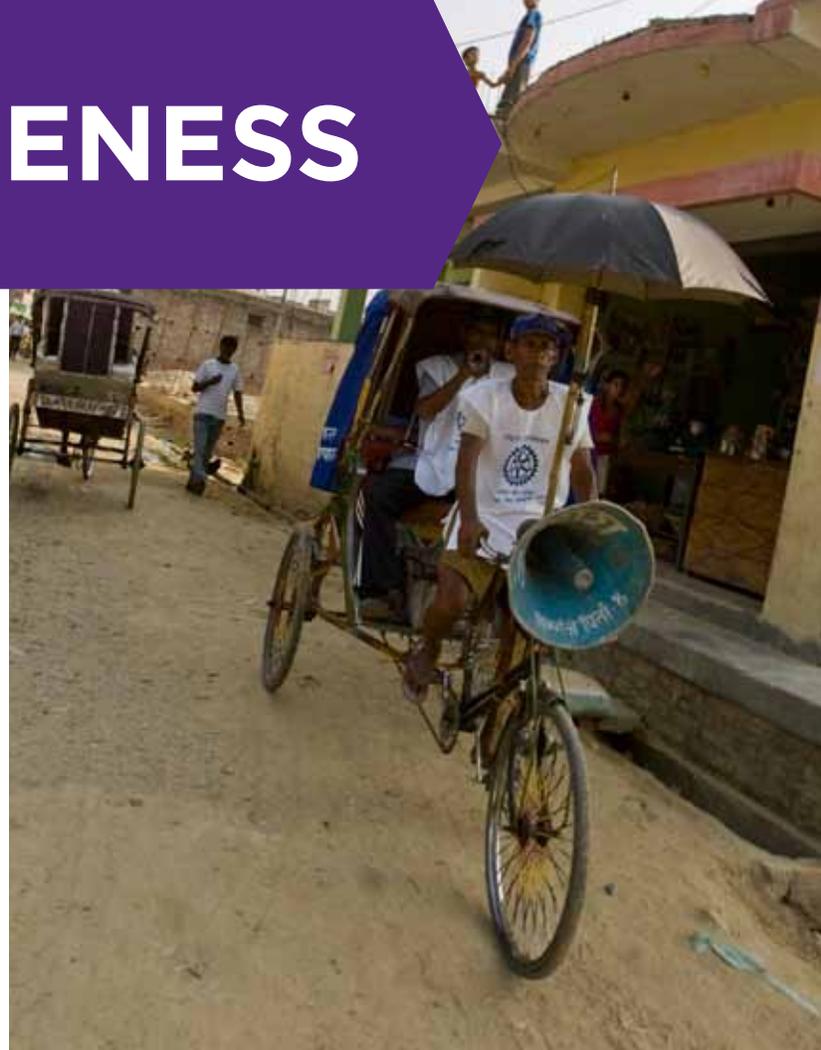
CROSS THE FINISH LINE

HERE'S WHAT **YOU** CAN DO

BUILD AWARENESS

It's important that all Rotarians know the current status of global polio eradication efforts and Rotary's unique role. Please share the PolioPlus story on social networks and ask others to join the effort.

- Ensure Rotary clubs and districts in your area are engaged
- Inform your communities about progress and the stakes involved, and ask them to help
- Direct people to www.endpolionow.org for the latest information



RAISE FUNDS

Rotary has invested over US\$1 billion, as part of a global investment of over \$9.5 billion in polio eradication. As a result of this investment, polio is at the lowest levels ever. Yet a critical funding gap threatens this progress as we work to reach the most vulnerable children in the most challenging places.

- Contribute at www.endpolionow.org
- Hold a fundraiser in your community
- Encourage new Rotarians to contribute to PolioPlus



REACH OUT

As an organization of business and community leaders, Rotarians are well-positioned to reach out and ask for support from their professional networks.

- Identify corporations and organizations in your community who may be friendly to this cause
- Ask these organizations to contribute funds, sponsor fundraising events, or provide in-kind support
- Ask professional colleagues to join our cause



ENCOURAGE ADVOCACY

Inspired by the success of Rotary's PolioPlus program, governments of the world set the goal of a polio-free world in 1988. Government support is needed now more than ever to ensure that we conquer polio once and for all.

- Invite elected officials to visit your club or participate in events
- Highlight the historic significance of polio eradication
- Encourage political and financial support
- Thank all those who get involved





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TOP 5 REASONS TO ERADICATE POLIO



1 THE HUMAN COST: If we choose to control polio rather than eradicate it, polio could rebound to 10 million cases in the next 40 years.

2 IT'S ACHIEVABLE: We have the tools to end polio 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 the US\$9 billion global investment in a polio-free world will net an economic benefit of \$40 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 being used for other health interventions such as measles vaccinations, deworming tablets, and mosquito bed nets.

5 IT SETS THE STAGE: The ability to reach all children with the polio vaccine is proof of the concept that we can succeed on our next major global health initiative.

WWW.ENDPOLIONOW.ORG