

Rotary

The Official Magazine of Rotary International in Great Britain & Ireland

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August/September 2018

Dementia

Why it is Britain's biggest killer





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COVER STORY

Dementia

A bigger killer in the UK than cancer, the focus is on achieving a major breakthrough for dementia



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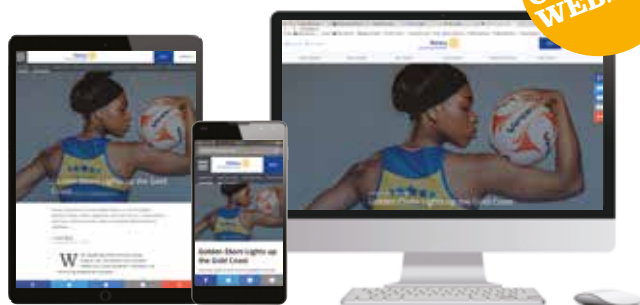
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Are you ready to join Angela's Army?

Broadcaster Angela Rippon has become a high-profile dementia campaigner. Now she is championing a new initiative to recruit volunteers who will work alongside nursing staff in hospitals to help patients with the disease. Here she tells Dave King how people can get involved.

IT is hard to think about Angela Rippon without conjuring up memories of the BBC newsreader's high-kicking dancing display on the *Morecambe & Wise Christmas Show* 32 years ago. Yes, 32 years!

Nowadays, this familiar face and voice of British broadcasting still pops up on *The One Show*, *Rip Off Britain* and has presented a number of highly-acclaimed documentaries, including the BAFTA-nominated programme, *The Truth About Dementia*.

That 2016 film investigated the disease which took her mother Edna's life, and has now begun to affect her friends. Angela also underwent a series of tests to discover whether she had any early signs of the disease.

She has now become an ambassador for the Alzheimer's Society and spoke at the Rotary conference in Torquay last April to promote awareness.

"Things have changed quite radically since my mother was diagnosed with vascular dementia in 2004," explained Angela. "Then, dementia had a very strong stigma attached to it.

"People were embarrassed by dementia and were afraid to talk about it in public - whether they were someone who had dementia or whose family were involved with dementia."

When former Prime Minister, David Cameron, put dementia onto the political agenda in 2012, Angela was brought on board to co-chair a committee which would create dementia-friendly communities across the UK.

Tied into that was the Alzheimer's Society's launch of its Dementia Friends programme, which many Rotary clubs have since joined.



"Through my work, I've seen that an awful lot of dementia patients in hospital are left without the kind of social support they need"

Angela said she has been encouraged to see large companies, organisations and individuals getting involved, understanding dementia, and to witness businesses recognising the importance of staff training.

On top of that, Angela launched a similar initiative five years ago as part of a schools project to create a dementia-friendly generation of younger people.

But now the latest challenge is to recruit thousands of volunteers to work

in hospitals nationwide to work alongside nurses in caring for dementia patients.

The programme, which was launched this summer, has the support of former Secretary of State for Health and Social Care, and now Foreign Secretary, the Rt Hon Jeremy Hunt MP, plus the Royal College of Nursing, the Royal College of Physicians and the union UNISON.

"Through my work, I've seen that an awful lot of dementia patients in hospital are left without the kind of social support they need," explained Angela.

"The nursing staff are wonderful, but nurses cannot sit for hours while a dementia patient eats at meal times. They are looking after their medical needs, they can't look after their social needs.

"So we are planning to build an army of volunteers to go into hospitals to work alongside the nurses making sure they stay hydrated, help them go to the toilet and engage with them during the day."

As Vice President of the Patient's Association, Angela pointed out that many families wrote to them complaining that their loved ones who had dementia came out of hospital in a worse condition than when they went in.

They were dehydrated, had not been fed properly, and were disorientated because no-one had looked after them properly.

"It's not that they were not looked after



Angela Rippon talking to The Princess Royal at the 2018 Rotary Conference in Torquay



medically, it's that their dementia was not dealt with because it was not understood," added Angela.

"I am hoping we can overcome that to make it much easier and more pleasant for anyone with dementia when they go into hospital to find that the experience is not disorientating, frightening and lengthy."

It's unsurprising the Department of Health is supportive of the scheme because it is not going to cost.

A few years ago, the Alzheimer's Society surveyed 2,500 patients as part of a report titled 'Counting the Cost' which showed that people with dementia stayed in hospital on average three times longer than those with a similar medical condition.

Angela Rippon believes that with her army of volunteers working with dementia patients on the wards, this will reduce the time they are in hospital and make it more

cost-effective for hospitals.

"We are not taking away nursing responsibilities," stressed Angela. "

"We are working alongside them so that those people with dementia can have some kind of social contact: someone to read to them; to talk to them; to help them go to the bathroom; to walk around with them if they are mobile, so they don't get bedsores; to make sure they drink so they don't get dehydrated; and to help them become less agitated in surroundings which can be distressing.

"All of these things we can help to alleviate by having someone there who understands the problem, who is prepared to work with the nurses while they get on with their job.

"Rotary has a vast army of volunteers and I hope they will get involved. We already have the British Red Cross and Royal Voluntary Service, because they have been doing this for some time in a general capacity in hospitals.

"But now we want a trained band of volunteers who understand dementia, know

what is required of them, so they can go into wards and say to the nursing staff, you get on with what you are doing we will look after these people to ensure they have all the support they need for their dementia." ●

FACT FILE

DEMENTIA

- There are 850,000 people with dementia in the UK, with numbers set to rise to over 1 million by 2025.
- 225,000 will develop dementia this year, that's one every three minutes.
- Dementia is one of the main causes of disability later in life, ahead of cancer, cardiovascular disease and stroke.
- As a country we spend much less on dementia than on these other conditions.

 For more information visit: alzheimers.org.uk



©courtesy of Alzheimer's Research

One of the scientists engaged in researching a breakthrough for dementia

DAVE KING

Research fights back against Dementia

In the past 50 years, scientists have put a man on the moon, but can they find a cure for dementia? A bigger killer in the UK than cancer, the focus is on achieving a major breakthrough for dementia care by 2025.

WHEN it comes to the fight against dementia, Dr Steve Andrews is right on the front line.

He's among an experienced team of acclaimed Cambridge University scientists who every day go to work in the hope of providing a breakthrough for new preventions and treatments.

"At times, it is very much like trying to find a needle in a haystack," admitted Dr Andrews.

"The numbers of possible molecules

we could make in the laboratory is greater than the number of grains of sand on the planet or the number of stars in the universe, so we have to use all of the information and technologies available to us to formulate and test smart hypotheses.

"Are we making progress? Absolutely."

At the Cambridge laboratories, whose work is funded by Alzheimer's Research UK, the scientists are working collaboratively with groups across the world to accelerate scientific progress.

Their task is to find a biological target, to understand at a molecular level what

those proteins might look like, so that the chemists can design a drug which will address some of the processes in the brain.

Currently, medicines can improve symptoms for a time, but there is nothing which can slow or stop the diseases which cause dementia.

Recently, the top pharmaceutical company, Pfizer, stopped their in-house dementia research because they felt the task was too challenging to produce a marketable drug which they could recoup their money. They felt the challenge was too risky and expensive. ►

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A patient being treated for dementia

► So it is left to the likes of the Alzheimer's Research UK scientists to solve the puzzle. They are not looking for a financial return – their sole aim is to make people's lives better. Currently, there are more than 100 treatments for Alzheimer's in clinical trials.

The scientists' goal is to bring about the first life-changing treatment for dementia by 2025 – a challenge set by former Prime Minister, David Cameron, in 2012.

Dementia is caused by the gradual loss of nerve cells in the brain.

This slow breakdown of the brain can take many years and often the damage is recognised very late, typically when a friend or relative starts to notice changes in that person's memory and behaviour.

By this stage a person may have lost 140 grams of brain matter, that's about the same weight as an orange. That person will likely then go to their GP and may have some tests before being diagnosed as having dementia.

Dr Andrews added: "What we are hoping to achieve with our research are ways of detecting the diseases which cause dementia very early on, for example, with a routine blood test, so that we can then halt the progression of those diseases with the treatments we are developing."

In the past 50 years, science has put a man on the moon. Now, according to Dr Laura Phipps, Alzheimer Research UK's Head of Communications and Engagement, there is no reason why they cannot reach their goal of a life-changing dementia treatment.



"I'll always remember the day I rang her doorbell and while she recognised my dad, she drew a blank with me."

"We are not going to make people live forever," she insisted. "But what I want is when people's lives end they have dignity, can communicate with their loved ones, they can interact, have independence and they can enjoy those last years."

"Nowadays, dementia can take that away, which is unfair and cruel. However, if we can spot it early and intervene in the same way that people can manage diabetes and HIV, that is progress."

"A few decades ago, HIV was a death sentence whereas today the life expectancy of someone with HIV having treatment is

the same as someone who does not have HIV.

"That just shows what science can deliver and that would be my hope for the diseases which cause dementia."

Last year, Alzheimer's Research UK's income grew by 38%, allowing them to put £21.4 million towards research. But that figure is still dwarfed by the £430 million which Cancer Research UK ploughs into its scientific research each year.

Alzheimer's is definitely punching above its weight in terms of discoveries, innovation and initiatives around research.

Rotary, explained Laura, has a key role to play in helping with their work. Not only through fund-raising, but also helping to grow awareness and understanding, and to change the conversation.

"We know that people don't really understand dementia," she added.

"Awareness is growing, but understanding isn't necessarily growing at the same rate. We see quite a lot of fatalism. We need to tackle that fatalism that nothing can be done."

"Rotary has a huge community reach and it can help us spread the word, and challenge people's perceptions."

For Steve, a married man with two young children, and Head of Chemistry at the Alzheimer's Research UK Cambridge Drug Discovery Institute, he knows all too well the impact of dementia which affected his grandmother.

As a result, he actively fund-raises for Alzheimer's Research UK – last year he took part in a Half Ironman Triathlon, and earlier this summer trekked over volcanoes in Guatemala.

He added: "Having lost my own nan to vascular dementia, I feel a personal determination for our work at the Drug Discovery Institute to succeed."

"I'll always remember the day I rang her doorbell and while she recognised my dad, she drew a blank with me."

"As a child, you don't forget those days, but now I have an opportunity to channel my energies towards providing hope for other families through research." ●

 For more information visit:
alzheimersresearchuk.org

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Robotic cats - helping support dementia

Sheila Wainwright knows all too well the devastating impact of watching a loved one endure dementia. Now, she has discovered how a cute, robotic cat can make all the difference. Here is her story.

S EVEN years ago my husband John, a staunch Rotarian, died with early onset dementia. Caring for him for seven years and dealing with increasing violence, prior to being sectioned, I became aware how there is little support in the NHS for carers of people with dementia.

At a time when I was feeling particularly low, it was suggested that I ring an Admiral Nurse; a trained, mental health nurse supported by charitable donations to Dementia UK. I cannot describe the comfort, advice and dedication that nurse provided for me.

After John's death, I spent time and energy raising money to provide Admiral Nurses in Wakefield.

An initial fund-raiser, "A Night to Remember Ball", raised £15,000. After this my club, the Rotary Club of Wakefield, other local Rotary clubs, Inner Wheel, as well as other groups, began to fund-raise.

Now, after six long years of begging and pleading, with dozens of awareness-raising talks, £110,000 in the pot, it has been possible to fund the first Admiral Nurse. This will soon be followed by two more, one of whom will be based at the local hospice.

But that's not the end of the story. I attended a dementia conference in Kirklees in West Yorkshire, when I saw a table with several cats on it. Curiously, I discovered that these were robotic cats sold by an American company, to provide comfort for



"Run on batteries, the cats are hugely realistic. They miaow, roll over, purr, lick their paws and bring a smile to anyone who sees them. And, what's more, they don't need feeding or litter trays"

people with dementia.

I borrowed one and began to show it to groups when I was giving a talk.

Run on batteries, the cats are hugely realistic. They miaow, roll over, purr, lick their paws and bring a smile to anyone who sees them. And, what's more, they don't need feeding or litter trays!

The response from people everywhere was amazing with so many asking me to buy them a cat, I couldn't cope!

Encouraged by a fellow Rotarian, who had found another article about the value of these cats, I began to think what a good project this would be for Rotarians to take on board.

I remembered how, when John was violent, our little cat often jumped on his knee and he would begin to stroke her. She seemed to give him peace and calm.

Already, the robotic cats have been on television. The BBC was asking for people



Sheila Wainwright with her robotic cat

to write in with small projects with big outcomes, and as a result I appeared on the BBC1 show *Let's Get a Good Thing Going* in December with the cat – now named Snowball by a little boy who wanted one for his birthday!

I endured two-and-a-half days filming, including spending a day at Ossett Town Hall describing our project in front of an audience and showing off the cat's talents. Now I know what *Dragons' Den* feels like!

The responses after the programme were astonishing. I was overwhelmed by people writing from all over the country, as well as from Spain, all requesting information about the cats and asking how they could obtain one.

I even had an envelope addressed to 'The Robotic Cat Lady near Wakefield'!

And there were many donations from people who said they had watched the programme and wanted to give something towards buying a cat for someone who would enjoy having one.

I contacted the agent at Hasbro and did a deal which meant the cats we wanted would be sold through Amazon at £99.99, with no postage costs.

There are 3,800 people diagnosed with dementia in my home town of Wakefield, with a further 1,000 undiagnosed. Many were living at home, alone and lonely.

So I thought, what if we could persuade schools through a talk in assembly to raise money for one cat? We could then ask one of the Admiral Nurses to identify someone who would gain comfort from a gift of a cat and hopefully a relationship could be built with the school.

Here we were now, addressing social isolation as well as raising awareness of the needs for people with dementia.

And what about businesses?

Already an association in Wakefield is showing interest in providing a grant to buy cats to donate.

As an Ambassador for Rotarians Easing Problems of Dementia (REPoD),

it occurred to me what an excellent project this would be for Rotary to pursue nationwide.

We could encourage every Rotary club in the country to raise enough money to buy at least one cat.

Wouldn't that make a difference to so many people with so little effort? ●

FACT FILE

ROBOTIC CATS

- Ted Fischer, vice president of Hasbro, is convinced that high-tech cats can help battle the feelings of loneliness and isolation that some older adults face.



For more details about Admiral Nurses, visit:
www.dementiauk.org
To buy a robotic cat, visit Amazon.



Barry Rassin
Rotary President 2018/19

BE THE INSPIRATION

A WELL-KNOWN saying goes, “If you want to change the world, go home and love your family.” That doesn’t mean people should ignore the needs outside their own homes; instead, pay attention to the needs within.

It can be tempting, when our priority is service, to focus only on the things that look like service: the projects, the planning, the work that yields a visible benefit to those who need it. But to do that work effectively, we need to keep our own house in order.

Our membership has hovered around the same 1.2 million mark for 20 years. We aren’t growing, and our membership is getting older.

We have too many clubs that don’t have the knowledge or motivation to have an impact: clubs that don’t know what we’re doing on a global level, clubs that don’t know about our programmes or our Foundation, that don’t even know how to get involved.

With a membership that is still mostly male, we aren’t doing enough to become the organisation of choice for women who are seeking to serve.

We are a membership organisation first. If we want to achieve the goals we’ve set for ourselves, we need to put membership first. All of us have a responsibility to take membership seriously, not only by inviting prospective members, but also by making sure new members are welcomed into clubs that offer them something of value.

If you see someone walk into a meeting, be sure that person has a place to sit and is part of the conversation. If you’re enthusiastic about a Rotary programme, make sure your club knows how to get involved. If you see a need in your community, talk about it at this week’s meeting. If we want to be part of an organisation that’s strong, that’s active, and having an impact – start at home, and Be the Inspiration. ●



Ron D. Burton
Trustee Chair 2018/19

SERVICE PROJECTS

WITHOUT The Rotary Foundation’s Endowment Fund, our efforts would be for naught. The endowment is the backbone of Rotary’s efforts around the world, providing access to the time, talent, and resources needed to make a difference.

Our goal of building the Endowment Fund to \$2.025 billion by 2025 and this year’s fund-raising goal of \$380 million are surely some of the most important tasks for our organisation.

Your financial support has made possible every single thing that Rotary has done over the years. But what’s equally essential – and might sometimes be overlooked – is your participation.

Without you, Rotary is nothing. The Foundation needs your presence, your input, and your creative mind just as much as it needs your generous financial backing. Your Rotary club needs you to be there at meetings – not to warm a chair, but to engage, to inspire.

You don’t need to wait for someone to ask you to chair a committee or be a club officer to begin to transform your Rotary journey. There’s a place in Rotary for all of you to step up and become people of action.

Be engaged. Working with your club on service projects that qualify for District Designated Funds is one way to participate and use your voice to make a real difference.

If your club has no service projects that interest you, work on getting some new ones under way. Carry out community assessments to find out how we can best use our resources to create positive change.

This month, I invite you to transform the way you think about your involvement with Rotary. Consider every meeting a chance to discover new channels for your energy and to brainstorm how you can work together for a better world. ●



Brian Stoyel
RI Director 2017-19

MY GOALS

EACH year at the June Board meeting, changeover directors are asked for their goals for the forthcoming year. My submission was as follows:

- To continue raising the awareness of the role of Director in Zones 17 & 18A by visiting districts for assemblies, council, conferences, special events and celebrations with full participation in Rotary in Great Britain and Ireland membership, executive and governing council meetings;
 - To endorse Rotary2 as a pro-active means for membership growth in the formation of new clubs/groups;
 - To continue regular monthly meetings with my Rotary International Co-ordinators for membership, public awareness and foundation, continuing our team emphasis for the next 12 months;
 - To assist with the change organisation underway at Rotary in Great Britain and Ireland, i.e. committee structure and event programming, in the changing of outdated names using EXPO (conference), ‘Be The Inspiration’ (Institute);
 - To encourage more Rotary awareness with and in our areas of focus and Foundation, creating more donors for our Rotary charity by way of benefactors, major gifts and Arch Klumph Society members, as well as continuing our fight against polio;
 - By decreasing the number of Rotary International committees our hope is to improve the governance of Rotary International as speedily, but efficiently, and effectively as possible – in my vocabulary ‘actions speak louder than words’;
 - Finally in my role as Chairman of the Executive Committee, to work closely with and justify the faith placed in me by President Barry, to make myself available to everyone and seek the necessary advice and guidance of our efficient secretariat staff at Alcester and Evanston.
- I look forward to the challenges and success that 2018/19 may bring. ●



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Four-midable Four Seasons Fairways

FOUR SEASONS FAIRWAYS, one of the Algarve's most prestigious villa resorts, boasting a mix of 132 two and three bed villas, is thrilled to announce the opening of their new clubhouse following a seven-month refurbishment and €2m investment. The new-look clubhouse has been completely redeveloped and now features a glass-walled wine cellar, indoor/outdoor bar, two heated swimming pools and a spectacular 'Upside Down World' Kids Club.

It is also home to Amara, an intimate restaurant serving contemporary cuisine with a Portuguese influence and VIVO Bistro & Cocktail Lounge.

Jorge Oliveira, General Manager, commented: "Here at Four Seasons Fairways, we are committed to maintaining high standards and offering an outstanding experience for all our guests.

"We are hugely proud of our investment strategy, which allows us to commit to upgrades and developments across our villa portfolio and communal areas on an ongoing basis."

The new clubhouse area is the heart and soul of the resort blending contemporary design with a Portuguese twist.

Astrid Schep, founder of Quinta Style, the interior design company chosen to oversee the renovations, said: "The elegant, welcoming space has a warmth to it, a comfortable, relaxing, home from home feel with a sophisticated atmosphere that flows seamlessly from inside to out."

Four Seasons Fairways is open year-round, so great thought was required to create a design that works for all seasons, whatever the weather.

With this in mind, the team created a space that is fresh and light, incorporating a stunning and spacious indoor/outdoor bar, area that sits alongside intimate, cosy areas for dining and a spectacular fireplace.

The layout and design of the restaurants reflect the essence of Portuguese dining – the feeling of warmth between friends and family, a social, convivial atmosphere. The craftsmanship and attention to detail throughout is second to none.

Guests will also notice, on entering the clubhouse, that they pass over a large rug, handmade in Northern Portugal, the design of which symbolises Portuguese lace, one of the country's oldest and most intricate handicrafts.

Four Seasons Fairways has also incorporated a club room, an entertainment area into the clubhouse area with full-size snooker table, private work stations, lounge area and a giant TV screen to show major sporting events.

The carpet, wallpaper and panels throughout this area evoke a sense of local heritage and are inspired by 'Azulejos', traditional Portuguese tiling, which can also be found in the resorts newly renovated villas.

Four Seasons Fairways wanted to create a statement with Amara, an elegant restaurant boasting some of the best views in Quinta do Lago.

The restaurant is home to an intimate bar area featuring low hanging white Morwad marble pendant lighting by Tom Dixon, where guests can enjoy an aperitif before dining. ●

Four Seasons Fairways is offering the following rates for Rotary Magazine readers:

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Sunshine days

What began as a genteel day out to a theme park in Surrey for a handful of disadvantaged children 28 years ago, has fast become a major Rotary activity across the UK with 680,000 youngsters benefiting.

THE story of KidsOut is a truly remarkable one.

Back in 1990, Lady Grantchester, head of the Moores family, and the daughter of Sir John Moores, founder of the Liverpool-based Littlewoods football pools and retailing business – suggested to Rotary Kingston in Surrey giving disadvantaged children a day out.

She approached Rotarians Peter Jarvis and Graham Child, a deal was struck and that summer 200 children headed for Thorpe Park thanks to Rotary Kingston and the Kingston Littlewoods store.

It was so successful that Lady Grantchester offered a one-off grant to any Rotary club willing in future to take part in a similar event on the second Wednesday in June.

KidsOut is a charity started by Rotarians, indeed CEO Gordon Moulds CBE is a Rotarian, and the organisation has three Rotarian trustees.

Overnight, several Rotary clubs around the country joined in as the National Rotary KidsOut Day was born.

It immediately became the biggest single outing for disadvantaged children in the UK, and this June a record-breaking 30,000 youngsters enjoyed a sun-kissed outing to one of scores of attractions.

The idea is to bring a bit of sunshine to children who would not normally be able to have a great day out; those with a physical or mental disability, lack of money, or they live in a refuge.

The day also looks after young carers and siblings with life-threatening conditions.

“As a Rotarian, we talk about our, having ‘A Rotary Moment’, something that we would not experience if we were not in Rotary, and even after my years as a Rotarian, every year KidsOut always brings a tear to my eye,” explained Steve Cartwright, Rotary KidsOut co-ordinator, and a KidsOut trustee.

“You cannot put a price on that!

Since 1990 over 680,000 children have benefitted from a day out to adventure parks, farms and wildlife venues. This summer, 316 Rotary clubs took part in the day at 94 venues.

The biggest was Drayton Manor in Tamworth which, for the past three years, has opened its doors exclusively for KidsOut youngsters – and this June a staggering 5,000 children visited the Staffordshire adventure park.



“To be honest, the joy and the look on the children's faces says it all!”

Other major attractions included Wicksteed Park near Kettering, Whipsnade Zoo and the Woburn Safari Park in Bedfordshire, Legoland near Windsor, Chatsworth House in Derbyshire, as well as Chessington World of Adventures in Surrey.

Kingspark School in Dundee was the venue for a string of entertainers including a one-man band, clowns, face-painters, along with football games and film shows.

The Rotary clubs organise the day out,

FACT FILE

KIDSOUT

- The first National Rotary KidsOut Day took place in 1990
- KidsOut was founded by Rotary on the spirit of volunteerism and service to the community.
- KidsOut is the only national children's charity focusing directly on their needs and working to bring fun and happiness back into their lives.



Children enjoying a day out at Drayton Manor thanks to Rotary KidsOut

liaising with the venues and schools, and they cover the entry cost as well as food.

The children are transported by the schools, their parents, guardians or carers, and not by the Rotarians.

And unlike other charities, KidsOut is currently able to provide a subsidy of £1 per child, which is paid to the Rotary club, plus a free Rotary KidsOut baseball cap if required.

“Rotary, in partnership with KidsOut, provides an extended opportunity for children, to experience something which ordinarily they would not be able to do,” added Steve.

“Whether on the grounds of disability or personal circumstances.”

“KidsOut themselves also support children to the KidsOut Day, through small family groups living in refuges - in which case a parent usually accompanies the child.

“KidsOut is all about youngsters enjoying themselves, taking part and doing something that most of us take for granted.

“Whilst, as the charity KidsOuts’

name suggests, it is for kids, but we must not forget that it also allows the parent, guardian and carer to also enjoy themselves too.

“To be honest, the joy and the look on the children’s faces says it all!”

Rotarians and Rotary International in Great Britain & Ireland continue to be at the heart of KidsOut and the National Day Out, shaping KidsOut into an efficient and effective charity, with just over 92p of every £1 received going directly to provide KidsOut services.

In 1999, KidsOut registered as a charity to comply better with different pieces of legislation, as well as helping organisers negotiate cheaper access to theme parks and opening up new opportunities to reach out to the UK’s most vulnerable children.

In 2007 the charity developed Phyzzpod to benefit children with physical and learning difficulties, and in 2008 it started Toy Box for children relocated due to domestic abuse.

World Stories began in 2010 to support the growing number of children speaking English as an additional language, and in 2012 KidsOut launched Fun Days to support even more vulnerable children with happy memories throughout the year.

By 2015, KidsOut became the only charity nationally to support every child in a Women’s Aid Federation refuge, providing toys, days out, workshops and more.

The next event on the calendar is the Rotary Festive Fun Day on December 4th. For this event, KidsOut offer a subsidy of £5 per child, including a cap.

There is also an opportunity to get hold of a limited number of free tickets to selected pantomime performances in Birmingham, Cardiff, Leeds, Manchester and Nottingham. ●



For more information contact Steve Cartwright at:
scartwright1@hotmail.com
07772 808925



REBECCA WARNER

Drive of a lifetime raises over £50,000

Rotary's road trip gets into gear, motoring for End Polio Now.

THE allure of the Purple4Polio Rotary Grand Tour enticed over 40 teams to feel the freedom of the open road, generating thousands of pounds for End Polio Now, Rotary's campaign to protect every child in the world from the crippling disease.

Drivers and their crews in all kinds of vehicles visited as many Rotary checkpoints as was safely possible over

four days of glorious May sunshine, before crossing the finish line at Halifax Minster in West Yorkshire.

One of the teams was Red Fox with a stunning convertible red Mini Cooper. David Marklew, driver, reckoned it was a great way to meet the polio challenge.

He said: "The weather was fantastic and we were able to travel our route with the soft-top down and the wind in our hair."



“It is estimated that over £50,000 was raised. With the Bill & Melinda Gates Foundation promise to triple funds, the final figure will be considerably more.”

“The looks which our liveried Mini received and the waves from members of the public were tremendous.

“People were asking what we were doing, and the chance to tell them about polio eradication generated great publicity for our campaign.”

Denise Rudgely and Val Browning from the Rotary Club of Ashburton-Buckfastleigh in Devon, enjoyed a scenic drive to Halifax.

They visited Powderham Castle in Devon, the Haynes Museum in Somerset and the Williams F1 Conference Centre in Wantage, Oxfordshire, where Denise realised a life-long dream.

She said: “We were able to walk under the circuit via the tunnel and stand on the winner’s podium. As a petrol-head, this was an immensely pleasing thing to do.

“The lasting memory for me is that I am proud to have done it for such a worthy cause.”

Bob Maskall, wife Kate and Syd Owen, all from Bangor Gwynedd Rotary in Wales, had a great time with their MG ZR160.

“The best bit by far was the fun of meeting lots of different Rotary members in some unusual places,” said Bob.

“We started from Bangor and travelled to Glasgow via Llandudno and Drumlanrig Castle in Dumfries & Galloway.

“Day two saw us head south for the Beamish Museum in County Durham, Ye Olde Bell Hotel in Nottinghamshire and the Rockingham Motor Speedway in Northamptonshire.”

The checkpoints were breath-taking and included the Monnow Bridge in Monmouth – the only remaining fortified bridge in the UK – the Brands Hatch racing circuit in Kent, as well as the Firth of Forth crossings in Scotland.

It is estimated that over £50,000 was raised. With the Bill & Melinda Gates Foundation promise to triple funds, the final figure will be considerably more.

As well as winning fund-raising efforts, there were a few other prizes too.

The oldest car was an easy victory for Peter and Gwen Bramwell’s AJS 9 from the 1930s. A Vauxhall Zafira driven by Michael and Margaret Longdon of West Ashfield Rotary in Nottinghamshire, who travelled as THE2M’s, clocked up the greatest distance with 2,250 miles.

Gordon Wellington, Morriston Rotary in Swansea, managed to bag most of the checkpoints and got a bonus point for flying over to Ireland.

Mr Dumpy, a flat-bed transit which became a mobile advert for End Polio Now, took home the best dressed vehicle award.

Roger Frank, along with friends John Taylor, Alan McVie and Arthur Littlefair

from clubs across Cumbria, found the tired builder’s workhorse and fixed it up.

Months of hard work paid off and the trusty, instead of rusty transit, carried them around the country. The team, affectionately known as the Murmansk 4, raised a staggering £1,600. As for Mr Dumpy, he has been stripped back to his former self and sold on to raise even more for the cause.

The award for longest driving hours went to team Windermere Rotary Against Polio with an indefatigable Audi A6.

Rotary GB and Ireland President and grand tour creator Denis Spiller thinks the grand tour will drive again.

He said: “Can we do it again next year?” was the frequent request as we all gathered at Halifax Minster for the finish line party. It was only intended as a one-off, but if we can come up with a new spin, then maybe 2020 will be time for a second lap of Great Britain and Ireland.

“Thank you one and all. This has generated so much fun and fellowship.

“I am still on a high and the best news of all is that it looks like we have raised over £50,000 for polio eradication even before the Gates uplift.” ●



For more information visit:
endpolionow.org



Be the Inspiration

*New President of Rotary in Great Britain & Ireland,
Debbie Hodge, reflects on her year ahead at the helm*

TO all those Rotarians reading this I want to say 'thank you'. Thank you for making the choice to be a Rotarian – because Rotary is more than a lunchtime meeting in the diary or the once a month quiz night. Rotary is a way of being that changes lives, including our own.

A Rotarian, when asked where he went every Tuesday lunchtime, said: "I go to meet with friends and we change the world."

That's what Rotarians, 'people of action' do; we change the world, sometimes one person at a time, sometimes a whole community, and sometimes a whole country.

Just how does this happen? It happens because we do good in the world – that's our calling card.

Rotary connects all the peoples of the world, just as the sea connects all countries.

The ebb and flow of the tides remind us that while the sea is a constant presence, it is also a change agent – the shoreline is never the same two days running.

Rotary is forever changing, yet it is an organisation which has been built on enduring principles which enable Rotarians around the globe to connect for the good of the whole world.

The first principle is vocation – we bring our vocation, our business and professional skills, knowledge and personal talents into Rotary for the service of others.

The second is our Rotary values – honesty, fairness, truth, trust, integrity, fellowship and service. These we take out from Rotary into the communities where we work, live and make connections.

These principles make us unique in the world of membership and service organisations as exemplified in our vision statement: "Together we see a world where people unite and take action to create lasting change – across the globe, in our communities and in ourselves."

So what will be our lasting change, our legacy this Rotary year – will we see the last case of polio?

It is perfectly possible, but the last case doesn't mean we have done the job; we need three full years of zero cases before we can have the purple party to end all parties!

To keep up the momentum watch out for the opportunities and updates, from bulb planting to teddy bear picnics.

In my working life as a nurse, I have seen enough to know that conflict can lead to violence with sometimes catastrophic results, but it was my experience of the Number 30 bus destroyed by a bomb on July 7th, 2005 that taught me the true meaning of Rotary's Object 'Peace and Goodwill around the world'.

This was reinforced by Sakuji Tanaka's Presidential theme for 2012/13, the year I was District Governor, Peace through Service, symbolised by a peace crane, and built on a quest for peace after the devastation of Hiroshima.

The bus was destroyed and people killed and injured in Woburn Place, outside the British Medical Association (BMA) offices and less than 50 yards from my office in Tavistock Square.

I spent the day supporting the injured at the BMA and then supporting those staff members from the BMA who had been working to save lives and helping people make sense of a senseless situation.

On that bus were peoples of all faiths, people from many nations, caught up in a wider conflict that sets individuals, communities and nations against each other.

I hope that over this Rotary year we can build a legacy of peace through creating a series of hubs that will enable young people and Rotarians to learn non-violent ways of resolving conflict.

Rotary's enduring legacy marking 100 years since the end of the First World War.

Yet everything we do should and does bring peace. If we are providing clean safe water, it will enable children to get an education instead of being permanent water carriers.

If we provide effective health care strategies, we are building resilience in the community. If we provide education programmes that enable people to read, they will be less likely to be exploited.

Supporting Peace Scholars, working with Foundation Scholars, sharing our values in RotaKids, Interact and Rotaract, every action is an action which brings peace to individuals, to communities and to nations.

It is perhaps in our own communities that we can have the greatest impact, for in all our communities there are examples of individuals being cruelly exploited – we call it Modern Slavery.

Sharing in the work of the University of Nottingham Rights Lab will help Rotarians to make a difference in their local community by enabling that community to become a slave-free community.

This will be a major part of the Rotary Showcase 2019 (*go to the Rotary Showcase 2019 website for further details*).

Is all this possible? Yes it is! Because Rotary enables individuals to come together, develop friendships that are the building blocks for taking action.

An individual can only achieve so much, but a team working together with a shared passion can change the world.

That team is Rotary – so Rotarians, Be the Inspiration that enables transformation of ourselves, our communities and the world, build that lasting change based on friendship and service.

Be people of action ●



For more information visit:
rotarygbi.org/enquire

*“An individual can
only achieve so much,
but a team working
together with a shared
passion can change
the world.”*





Simply blind faith

HOW much does an international project cost? For The City of St. Asaph Rotarians, it was lots of friendship, good connections, plenty of fellowship and great effort - with only a little cash.

The North Wales club's impressive project to help the School for the Blind of Budapest came about through a series of friends.

John Harris, who is not a Rotarian but regularly supports St. Asaph, spotted the possibility. John works worldwide in education, specifically supporting those who teach children with disabilities - and one of the centres which John works with is the Budapest school.

The School for the Blind of Budapest is one of the first specialist schools for the blind in the world.

The title of School for the Blind is something of a misnomer. Initially founded in 1826, but occupying its current buildings since the 1880s, the school now accepts students up to the age of 26-years-old with a range of disabilities, though their main sensory disability is blindness.

Another centre John has contact with is the Brondyffryn School in Denbighshire, which provided a sense of serendipity for the Rotary project.

The school in Denbighshire announced that it was going to relocate, making available some of its equipment. John moved in quickly, aware that the Hungarian school wanted the equipment, so he contacted Rotary friends to ask if they could help transfer the equipment.

What was being given away was an entire sensory room, including a number of specialist features and a lot of electrical sensory stimulators.

Rotarians arrived with a small van and several cars to retrieve the dismantled room, before hiring a van to transport



“The School for the Blind of Budapest is one of the first specialist schools for the blind in the world.”

the equipment, including a two-metre long acrylic tube, padded walls and all the electrics, to a warehouse in Chester.

While all this was going on, the school's principal in Budapest managed to persuade DHL to transport the three pallets of equipment for free on the 1,300 mile journey from Chester to Budapest.

The room was successfully transported to the Hungarian capital where it was stored at the school until space was cleared for it to be re-erected.

With no instructions for reassembling the electrical equipment, this took six months to complete before the room was

finished to the delight of the students who now have a safe sensory space in which to relax and learn.

Oh and the money? St. Asaph Rotarians spent about £60 from club funds to hire the van to transfer the items from St. Asaph to Chester. All the rest was friendship and goodwill. ●

FACT FILE

SCHOOL FOR THE BLIND, BUDAPEST

- In Hungary the first school for the blind started operating in 1826
- It provides services to 250 blind students between the age 3 and 22



For more information visit:
sensage.eu/members/hungary/budapest

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A Welsh marriage made in Rotary

ROTARY Swansea will be the next club in Wales to celebrate its centenary, and in its near 100 years it has developed some outstanding initiatives, particularly ones which help young people to achieve their potential.

However, an increasing age profile, leading to a natural decline in membership, was placing a question mark over its future.

The four clubs which make up the Swansea Rotary Partnership took part in a workshop earlier this year looking at the way ahead for Rotary in the city.

Rotary Swansea Bay, the youngest of the four clubs, offered to merge their resources with Rotary Swansea.

And this came to fruition on June 29th, when Rotary Swansea Bay returned to its "Mother Ship", handed in its charter and the two clubs became one.

Although the two clubs are very different in their approach, like all marriages starting out, there is hope for the future that they can work things through together.

The marriage will ensure continuity of such initiatives as the High 5 Awards, an idea that originated from Rotary Swansea and Swansea City Council.

It recognises the achievements of Swansea's Young People who have overcome adversity to achieve something significant.

Rotary Swansea provides an independent input to the judging process and also facilitates several of the "rewards" - usually experiences that money can't buy.

One recent winner Ashley Mansell, who runs a Kids Play initiative, was given the opportunity to shadow BBC Wales political correspondent, Nick Servini. The tables were turned when Ashley was filmed interviewing Nick.

Rotary Swansea has been providing memorable experiences for primary children for decades - usually part-funding and organising a trip to the pantomime in



Schoolchildren visit the Tate Gallery for a visit funded by Rotary Swansea

“Although the two clubs are very different in their approach, like all marriages starting out, there is hope for the future that they can work things through together.”

the local Grand Theatre, where the children also get to meet some of the cast.

This year, however, the club paid towards a trip to the Tate Gallery for local Clase Primary school where they had some stain glass exhibits on show.

A good working relationship has developed with many of the primary schools it has helped over the years. Impressed with the dedication of Sea View Community Primary School in a "challenging" area of

the city, the club has also agreed to pay for awards that will be given out in a BAFTA type ceremony at the end of term.

Swansea Bay Rotary has also created its own niche in the city. Born out of a Rotaract Club in 1992 it was one of the earliest dual gender clubs formed in the UK and as Founding President, Marjory Taylor admitted: "Many Rotary clubs were not quite sure what to make of us."

But, as attitudes to women in Rotary changed, so the club established itself particularly in its approach to fund-raising which is about placing the emphasis on fun.

For the past 21 years it has organised an annual boules/petanque championship in Swansea Marina which has raised thousands of pounds for the Lord Mayor's charities. It has also developed water projects in Kenya, more recently in Ndori, where the project benefited from a global grant. ●

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Community Champions, Pauline Craven and Alan Hilliar

Holding out for a hero

It is one of the showpieces of the Rotary calendar, an opportunity to shine the spotlight on sometimes reluctant heroes, who go the extra mile in their communities. Meet this year's Rotary Champions of Change.

CARDIFF City Hall was the host for a glittering evening to mark the 2018 Rotary Champions of Change Awards.

A dozen Rotarians from Great Britain & Ireland were recognised for their work to improve the lives of others in their own communities and abroad. Seven non-Rotarians were also honoured through

the Community Champion Awards, recognising their outstanding humanitarian work. The awards were hosted by HM Lord-Lieutenant of South Glamorgan Morfudd Meredith.

In April's issue of Rotary magazine, we featured the five winners of the domestic award. Here we focus on the international, community and presidential awards. ●



Andrew Errington receiving his Presidential Award from Rotary GBI President Denis Spiller

Presidential Awards

Andrew Errington

Andrew has introduced new membership approaches to his club in Saughall, near Chester and his Rotary region.

The programme of 'Modernisation, Innovation and Showcasing' was developed a year ago. Most efforts to galvanise organic membership growth had hit a brick wall, but by using a series of roadshows and questionnaires, Andrew established that an old-fashioned image, a reluctance to change and with no idea how to interface with prospective members, were the core issues.

He showed clubs how to overcome these problems with presentations and a 10-point plan to hold a Showcase evening. The results were astonishing with the first event producing nine new members.



"Through engaging with colleagues who were members of other community organisations, membership grew by over 40% in a 16 month period"

Brendan O'Shea

After a career in the Irish Navy and the European Commission, Brendan joined Rotary and was determined to increase the Rotary membership in Mallow, Co. Cork.

Through engaging with colleagues who were members of other community organisations, membership grew by over 40% in a 16 month period with over 60% of the Chamber of Commerce now members.

Thirteen members have now joined Rotary. The success has been replicated through nine clubs in the area with 16 others in the pipeline.

This led to Ireland's first Peace Advocacy training for seven schools, 32 pupils and teachers and 13 Rotarians.

Community Champions

Sean Bailey

Sean was seriously injured playing football and feared he may never walk again.

However, Sean defied the odds, though he will never run or play football again and still has difficulty with his movement and communication. Sean formed a football club for those with cerebral palsy or an inherited brain injury.

Their philosophy is that engagement in sport is a great healer.

They now provide footballing opportunities for over 100 players. Many arrive with walking aids, but with great perseverance many have been able to regain their ability to walk once more. It is a life-changing event.

Afolasade Bright

Councillor Sade, as she is fondly known, delivers projects focusing on the elderly in the Barking and Dagenham, and neighbouring boroughs.

As Mayor of Hackney in 2006 she raised a substantial amount of money for Age UK and was made Honorary President.

She continues to fund-raise and has set up the Pennu Charity which promotes good health and well-being among the elderly, and has also established a Memory Café and Recreational Centre.

Sade is leading a group of older people to devise projects to challenge stigma and isolation, while running community events for the elderly.

Paul Brooks

Former traffic officer Paul from Clayton-le-Wood, Lancashire, has turned a small group

of bikers into North West Blood Bikes — the largest Blood Bike group in the world.

Paul and his wife have spent the last five years fund-raising, managing this charity and liaising with the five local NHS Trusts from South Lancashire to South Cumbria.

As Chairman and Trustee, Paul now heads a team of 300 riders who answer over 1,000 calls every month for the NHS.

Howard Craven

After spending nearly 20 years in and out of jail, Howard has been supporting and mentoring former prisoners. He is also able to offer acupuncture to relieve stress for past and present prisoners.

For the past two years, Howard has been helping with Rotary in his region's 'You Can Change' programme which helps prisoners realise how change and successful integration into the community is possible.

They are defined not by their past, but by the decisions they take on the course, and the way they live the rest of their lives.

Pauline Craven

Pauline first visited Yugoslavia as a volunteer during the Balkan War in 1993 distributing aid to refugees. Two years later she set up a rehabilitation centre for children who were sick from the Chernobyl disaster.

In 2000, Pauline met Alan Hilliar on one of the convoys and three years later they formed their own registered charity - The Felsted Aid for Deprived Children.

Since then, they have devoted their lives to raising funds, collecting supplies

and distributing them, not only to the centre in Chernihiv, but to orphanages and hospitals in the Ukraine, sometimes with the help of Rotarian volunteer drivers.

Roberta Lovick

For the past 20 years, Roberta has been devoted to improving end of life care.

In Norfolk, she established a palliative care charity supporting patients and carers, and thanks to partnership working with health trusts and voluntary organisations, a £1.5 million palliative care centre was opened by the Princess Royal in 2013 at the James Paget Hospital in Great Yarmouth.

Since its opening, the Louise Hamilton Centre (named after Roberta's daughter) has seen 27,000 people pass through benefitting from over 20 therapies and support services.

Nationally, Roberta is regarded as a champion for palliative care, serving on a number of national bodies.

Molly Rennie

Molly is Chair of the West Dorset and Weymouth and Portland Domestic Abuse Forum. Along with the Women's Action Network Dorset, Molly runs the 'Reclaim The Night' event in Dorchester, which encourages women to highlight the danger they feel when out alone at night.

Molly's achievements in raising the profile of the campaign against domestic abuse has been inspirational by ensuring that a refuge in Dorset became a reality, with the funds to run it. Molly has become active educating young people who have witnessed domestic abuse.

Champions of Change

Home

Cormac Doyle
Mike Harvey
Sarah Newcombe
Daniel O'Reilly
Tom Yendell

International

Tony Clayson
Peter Croan
Patsy Dodd
Bob Parfitt
Alison Stedman
Alan Wolstencroft
Norman Yates

Community

Sean Bailey
Afolasade Bright
Paul Brooks
Howard Craven
Pauline Craven
Roberta Lovick
Molly Rennie
Presidential awards
Andrew Errington
Brendan O'Shea



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For more than 70 years MAF has supplied a solution for the problem of poverty in isolation, delivering a lifeline for isolated communities in more than 25 countries across the developing world.

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Mapping for people in a crisis

One UK charity has become a leader in mapping humanitarian disasters so that responders know where to focus their efforts first. So how does this organisation make sense from the chaos?



WHEN disasters like earthquakes, hurricanes or floods strike, in order to save lives and reduce suffering, certain urgent questions need to be answered: which areas have been worst affected, where are the most vulnerable people, what has happened to roads, railways and communications networks, and what help is already being provided - where are the gaps?

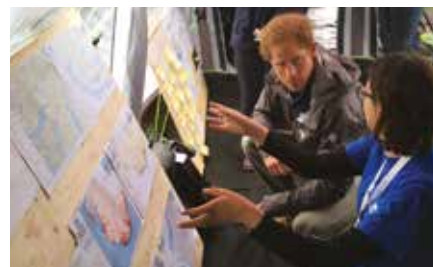
The situation can be chaotic, confusing and, in some cases, dangerous. The challenge for responders is to work out what they need to do first.

Humanitarian mapping charity MapAction quickly gathers crucial data at the disaster scene and conveys it visually in the form of maps and charts.

Within hours of an alert, MapAction's team of highly-skilled geographic information experts map the needs of those affected to help co-ordinate the response.

They piece together a 'shared operational picture' for aid agencies, charities, governments and local partners, helping them make informed decisions, co-ordinate relief efforts and deliver the right aid and emergency supplies to the right places, fast.

"Even in slower onset emergencies such as refugee crises, famines or epidemics like the 2014 Ebola outbreak in Sierra Leone and Liberia, understanding the geography of the situation is often the first crucial step to mounting an effective response. It helps to ensure that the right aid is pulled to the right place," explained MapAction Trustee, Roy Wood, who is also a Rotarian.



Prince Harry and Rachel Alsop discuss maps at Triplex

"Humanitarian emergencies often strike vulnerable communities, in places where information about populations and infrastructure may be hard to get hold of or even non-existent.

"The first thing we do on hearing that we are needed is a data scramble, to find, check, sort and begin to visualise as much useful information about the affected region and the disaster as we can get from all reliable sources.

"That might be something as simple as an orientation map for aid workers arriving from other countries. MapAction personnel are often among the first humanitarian responders to arrive at the scene after a disaster and every minute counts.

"So, by the time they get on the plane, we want them to have as much useful information as possible to begin helping response teams."

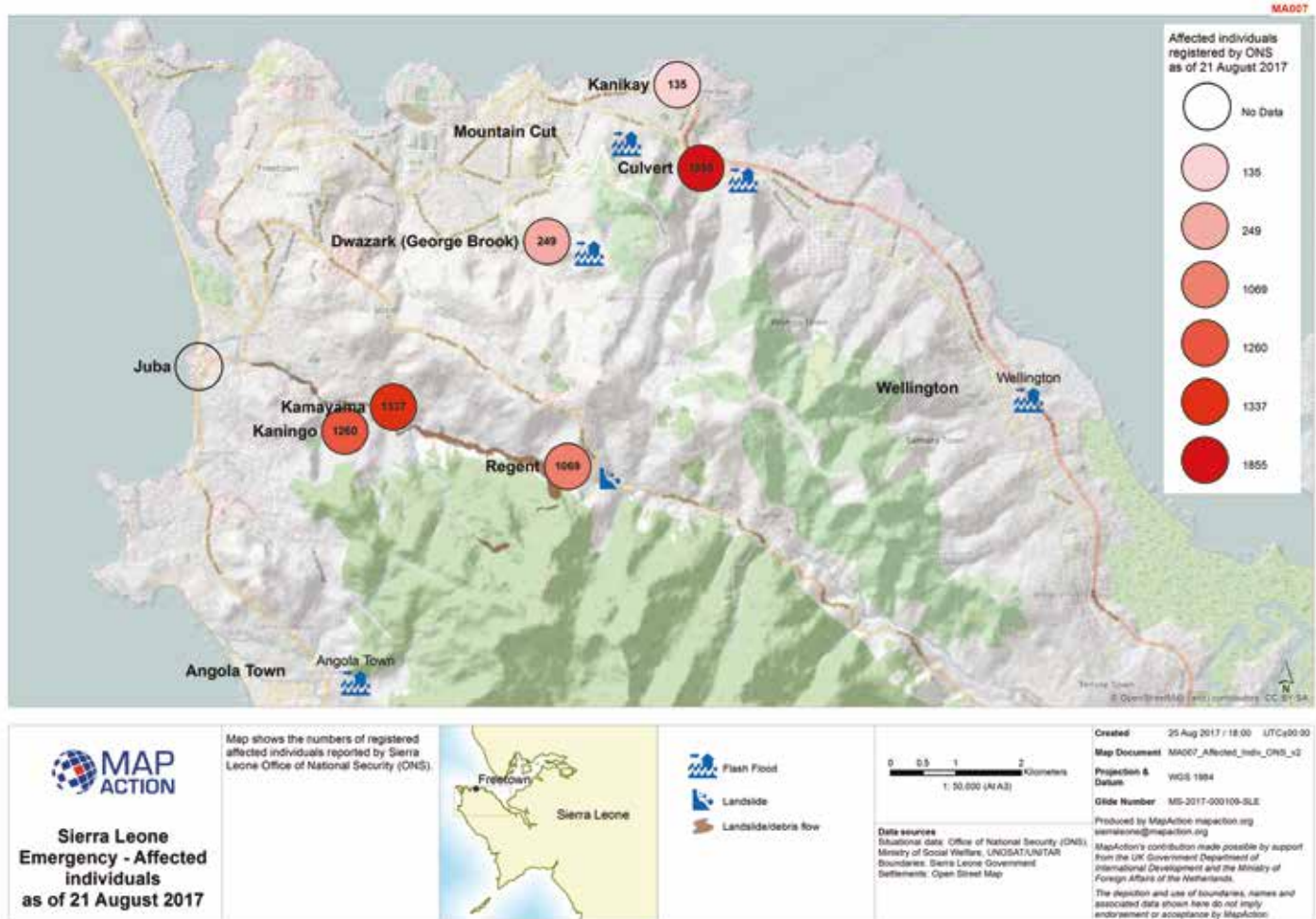
MapAction works through a small core team of around 15 staff, and over 80 highly skilled and trained volunteers, many of whom are ready to deploy at just a few hours' notice to anywhere in the world.

"Our volunteer model enables MapAction to operate very cost-effectively,

FACT FILE

MAP ACTION

- MapAction provides its services without discrimination, independently and neutrally anywhere in the world where there is a life-threatening humanitarian need
- Our well-rehearsed deployment model means our volunteer mapping professionals are often at the scene within 24-48 hours of a disaster striking
- Since MapAction's beginnings in 2003, our emergency mapping service has helped coordinate the response to over 60 different humanitarian crises
- All volunteers are invited to join MapAction as part of a team ready to be deployed at very short notice anywhere in the world



A map showing affected area of Sierra Leone after landslide and floods

while having a powerful impact right at the heart of humanitarian responses,” explained current MapAction Chair of Trustees, Nigel Press.

“We can scale our efforts up and down as needed, without the overheads of large numbers of staff waiting around to be called to the next emergency.”

The charity works closely with national governments and regional and international aid agencies such as the United Nations, the International Federation of Red Cross and Red Crescent Societies and Save the Children.

Its patron, Prince Harry, takes a hands-on approach in his support, participating in training exercises and face-to-face briefings on major emergencies such as the 2015 Nepal earthquake.

MapAction volunteers are drawn from a wide variety of fields and professions, from Antarctic surveying to meteorology and zoological research.

They join the charity with a solid understanding of geographical information systems, databases and information management, and undergo a rigorous and ongoing training programme covering all the skills they need to work in the highly

demanding and specialised environment of a humanitarian emergency.

“MapAction gives me a real balance in life; the people I meet and experiences I have are a constant reminder of how lucky I am,” reflected volunteer Kirsty Ferris, a Subsea Equipment Rentals Manager.

She has been deployed numerous times to disasters such as the Ebola outbreak, three Caribbean hurricanes, Typhoon Haiyan in the Philippines, the Nepal earthquake, the Syrian refugee crisis and floods in Ghana, Mexico and Albania.

“I get to make a real impact in devastating situations using my expertise in GIS, information management and mapping.”

In between deployments and team training, volunteers prepare government authorities and responders around the world to plan and prepare for disasters, sharing their humanitarian mapping and information management knowledge as well as providing remote mapping support as needed.

Several Rotary groups have supported MapAction's work in recent years, and the need for its services is greater than ever. The United Nations Office for the Coordination

of Humanitarian Affairs estimates that in 2018 there will be 128 million people needing urgent, life-saving assistance around the world.

Last year's Caribbean hurricane season was one of MapAction's most intensive and extensive periods of operation to date, with teams mobilised across the region – while conflict in different parts of the world is causing large-scale displacement of entire populations, often putting people in very dangerous and vulnerable situations.

MapAction has sent expert mappers to almost 80 humanitarian emergencies since it began operations in 2002, and supported many more responses remotely.

Next time you hear about an emerging humanitarian disaster anywhere in the world, there's a good chance that MapAction mappers are already pulling together all the available data and using it to make life-saving maps that help create a clear picture out of the chaos. ●

i Rotary clubs interested in a presentation from MapAction should contact Milena Balfe at: mbalfe@mapaction.org



Why I want to End Polio Now!

Jannine Birtwistle has a passion – and that passion is Rotary’s fight against polio. The Guernsey-based Rotarian explains her motivation for being at the forefront of the End Polio Now campaign.



I KNEW polio was infectious, but I didn’t realise wanting to End Polio Now, and to do so forever, was too.

I had known from my first Rotary experience in 1989 as a group study exchange team member visiting Texas, that eradicating polio was a Rotary priority.

Rotary Guernsey raised money for it when I was President in 2006. And as District Polio Officer that year, polio quickly became a passion for me and, luckily, for my husband Paul too!

The more I learnt about this entirely preventable disease, which has absolutely no cure, the more I realised Rotary simply had to finish the job.

Frustrated by the fact that just two End Polio Now branded products were being made available worldwide to support clubs in their awareness and fund-raising activities, I decided that with support from Paul, from Rotary District Governor, Nigel Barnfield, and Rotary Guernsey that I could do something about it.

The End Polio Now Shop Guernsey was born, making its first appearance at our 2009 District Conference with a red-themed stand featuring 14 products which really stood out.

Within six months, we’d been asked to make the products available, both nationally and globally! New friends who’d heard the polio story provided professional photographs and a website.

The rest is history and the shop is still going strong with #Purple4Polio items

now a part of the product range. www.endpolionowguernseyshop.org All profits go to End Polio Now.

February 2010 was my first National Immunisation Day in India and I’ve now done three more. My passion has been fuelled by seeing first-hand the commitment of Rotarians who have been on the front line of the campaign since 1985 and meeting polio survivors still crawling in the streets.

It is inspiring to speak with survivors who have been given opportunities to turn their lives around through corrective surgery, callipers or hand bicycle carts.

And it has been eye-opening to meet survivors now suffering with post-polio syndrome, as well as meeting families and communities who have been impacted by the devastating and long-term effects of this life-threatening and paralysing disease.

I am more determined than ever to do everything I can to help Rotary finish the job.

The media love creating headlines! “Polio outbreak in Venezuela” was an inaccurate, premature and opportunistic news story which did not reflect the World Health Organization’s statement issued about the investigation of acute flaccid paralysis reported in the country.

These headlines were disproved when laboratory test results confirmed the cause was nothing to do with the poliovirus.

The best place for checking facts is the Global Polio Eradication Initiative’s website, polioeradication.org, with weekly updates, current news and lots of other user-friendly information.

However, this ‘fake news’ gives all of us in Rotary a warning that we must not take our foot off the pedal, but accelerate our efforts to do everything we can, working

together, to wipe polio off the face of the earth.

Rotary clubs, working as a team locally, regionally and nationally, are engaging with and inspiring our local communities, politicians and celebrities to get involved with the Rotary polio story. The more we demonstrate Rotary in action, the more doors we can open and the more headlines we can create together – and don’t forget to take full advantage of the power of social media.

For every \$1 raised, the Bill & Melinda Gates Foundation will give Rotary an additional \$2 for the End Polio Now campaign.

Rotary clubs are arranging lots of different #Purple4Polio events on for World Polio Day on October 24, and I would love our readers to get involved.

Many will feature the planting of purple crocus corms, including 20,000 being planted at Stoke Mandeville Hospital, and the purple lighting of many local iconic buildings such as The Library of Birmingham in the Heart of England Rotary district.

Food for thought for next year and the week of February 18th, with Rotary Day on February 23rd, when I hope we will see clubs organising meal events ranging from barbecues (in the snow?), tea and a cake, beer and a pie, #Purple4Polio ice cream snacks, to full black tie dinners and more.

We want local communities to join in the fun. ●



For more ideas, or to get involved in the End Polio Now campaign, contact your local Rotary club or RotaryGBI Polio Champion, Jannine Birtwistle at: rtnjannine@icloud.com



Online and in print

Stay informed, keep connected
and be inspired



ROTARY WEBSITE

A redesigned and redeveloped **rotarygbi.org** website will be launching in July 2018.

This visually-refreshed and mobile-responsive website will provide a modern, online shop window for Rotary in Great Britain and Ireland.

The website will add greater focus on membership, donations and other means for people to get involved with Rotary. There will be strong calls to action and the People of Action campaign will be included throughout.

We tell Rotary's story by sharing yours. The website will also be news-focussed, allowing for dynamic and regular updates of articles and features. They will showcase how Rotary members and projects make a difference locally, nationally and internationally.



ROTARY MAGAZINE

As one of Rotary's most powerful marketing tools, we are delighted to offer Rotary clubs and members fantastic packages to order and utilise Rotary magazine in their area.

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These can be used either for club members, or to distribute within your local community.

Members will continue to receive a digital edition free of charge and all magazine content will be available online on the new **rotarygbi.org** website.



Order your copies today at **shop.ribi.org**
or call the Rotary Support Centre on **01789 765411**

Looking for a defibrillator?

A defibrillator is a medical device. It needs **Governance** to make sure you meet all liabilities, and appropriate storage to ensure the safe keeping, with regular maintenance and checks to keep it in working order. It is not a TV you just buy from the internet, and then forget, or something where you buy the cheapest available, just to tick the box. This is about saving lives.

The **Community Heartbeat Trust** is a national heart charity, that is dedicated to helping communities place defibrillators addressing the equipment, the Governance, the liabilities and the long term support. We look at projects *holistically* and *sustainably*. We have an active programme of donating AEDs to needy causes. CHT is the *preferred supplier* to Rotary GB&I.

We offer the **right** equipment choices for the situation, with the **right** storage meeting the correct requirements, the **right** back-up for the community, and the **right** long term resilience and add on services to make the project a success. All supported by a range of free advice and support services. We don't make profits for shareholders.

CHT is now the **leading** organisation placing community defibrillators, working with most ambulance services daily, and as a 'not-for-profit' we can offer unbiased and detailed advice on how to undertake this type of project – correctly.

If you want to place a defibrillator into the community, come to speak to us first. We are the **only** specialists in this area, and are staffed by people who *know* this marketplace, and have *lived and breathed* defibrillators. We don't have commercial or self interests, nor try to convince you to buy unsuitable or old technology equipment. We just help you '**Do It Right**'.



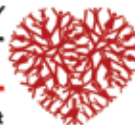
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Diary of a Rotary Doctor

Rotarian John Clegg is a retired paediatric orthopaedic surgeon who worked in Coventry for 30 years before retiring in 2005. Every year for the past 13 years, he has worked in a polio camp in rural India. John has recently returned from the latest camp – here is his story.

WORKING as a paediatric orthopaedic surgeon gave me the opportunity in 2002 to meet and become friends with a wonderful orthopaedic surgeon and Rotarian, Joy Patankar from Mumbai.

A trip to India followed in 2004, where I learnt of the work that he and his fellow Rotarians had been carrying out as a Rotary project in rural India.

My first experience of a polio camp was in 2005 when I was impressed by the organisation, enthusiasm and dedication in providing free, first class orthopaedic treatment to poor people who would otherwise have had no treatment.

I also experienced first-hand the fellowship of Rotary, together with the wide-ranging activities of the Deonar Club in Mumbai.

My first polio camp was in Barshi, Maharashtra, in 2005. Travelling overnight by train was an experience, with an enthusiastic reception from local Rotarians, repeated many times in the future.

Accommodation varies from place to place, but it is usually reasonably comfortable, if sometimes a little primitive.

The camp usually starts with an opening ceremony involving the Rotarians, hospital staff and the families of the patients. The outpatient clinic begins shortly after.

Large numbers of patients wait sometimes for a few hours to be assessed

by the Indian orthopaedic surgeon in view of the language barrier. I was able to contribute with the diagnosis of many cases, useful with my paediatric orthopaedic experience.

Large numbers of patients are seen in quick succession. Those suitable for operation are then prepared for theatre.

The numbers of patients seen over the three days of the camp varied, usually between 150 to 200 people. At Chandausi in 2006, this was over 700 patients and at Pandharpur in 2008, the figure was 500.

On my first visit to Barshi in 2005, I

saw my 30 years' experience in Coventry twice over witnessing a wide range of paediatric and adult conditions presented to the camp.

The operating theatres are adequate and in Sastur, where we have visited several times over the past three years, the facilities of the hospital are first class.

The hospital staff are very enthusiastic and quick to learn. They work very hard throughout the day, and after the operations have finished they are preparing for the next day. The project could not take place without them.

Surgeons operate on a child's legs



LATEST NEWS FROM AROUND GREAT BRITAIN & IRELAND

FEEDING THE 7,000

TWO Newbury Rotarians have returned from Tanzania having promised seven primary schools that pupils will receive breakfast at school three times a week.

The schools are on the Lake Victoria island of Ukerewe, accessible only by a three-and-a-half hour ferry journey from the mainland town of Mwanza.

The island's 350,000 population are subsistence farmers and fishermen who live on the edge of poverty. Most schoolchildren walk long distances to school on an empty stomach, lucky to get something to eat when they get home after school.

Three years ago, with the help of local farmers, John and Chris Philip initiated a Rotary project to establish environmental clubs in three schools, each with a membership of 30 students.

The project's general aim was to inspire

and empower children to be engaged in preserving and protecting their environment, as well as benefitting from it as future farmers.

Following training, the pupils were given farming tools, watering cans, fertilizers, pesticides and a variety of seeds including maize, sorghum, egg plants, Chinese cabbage and Amaranthus.

"THIS WAS THE BEST BREAKFAST EVER FOR ME. TO SHARE A MUG OF PORRIDGE WITH THOSE CHILDREN"

With their teachers, they worked outside school time to transform many unused sections of the school compounds into thriving farms.

The first harvest was used to provide food for the entire school. The second harvest was used for the same with some produce sold to generate funds to buy pencils, rubber, paper and toilet soap - it also helped them to buy bags of sugar.

Each school also managed to establish a tree nursery - the total trees planted exceeded 35,000, which included many fruit trees.


Training was later extended to teachers and parents. They were trained on agroforestry practices, use of green and farm yard manure, planting of cover crops, crop rotation, and use of liquid manure and mulching.

John and Chris have visited the schools before, but on this occasion were invited to share breakfast at one of the schools. Porridge was prepared on open wood fire under a tree by the pupils and at break time they queued up with 1,400 pupils receiving a mug of porridge.

John said: "This was the best breakfast ever for me. To share a mug of porridge with those children, who but for Rotary's commitment, would have had nothing to eat. It was a humbling experience."

Their plans are to reach out to four more schools - making seven in total. The total cost for two years until it becomes sustainable is £16,830. ●



 For more information visit:
foundation@newburyrotary.org
rotariandoctors.org



MAKING A DIFFERENCE IN PUNE

CARDIFF Bay Rotary Club has been working with seven Rotary clubs in India as part of an imaginative hygiene project in the city of Pune.

Thanks to a global grant, the Welsh club has joined forces with seven Rotary clubs in Maharashtra, led by the Rotary Club of Pune Inspira, to address the challenge of the safe disposal of sanitary napkins.

Pune Inspira is a modern, currently all-female Rotary club and this was its first Global Grant project.

Some 250,000 used sanitary napkins are discarded in Pune every day. They choke drainage pipelines, litter footpaths and infect the waste pickers scavenging on landfill sites. What's more, they take 500 years to degrade.

This \$77,000 (£54,700) project involved installing 168 incinerators in colleges, girls' hostels, Mahila Ashrams, schools and public

places across Pune. Rotarians also delivered basic hygiene training to over 10,000 girls.

It is estimated that 16,000 women and girls will continue to benefit directly and 70,000 people indirectly from this project every day.

It has also demonstrated that Rotary is playing its part in the campaign to clean up India's great cities by 2019.

Cardiff Bay's contribution to this project was £9,500 with further funds contributed by the Indian Rotary clubs and matched by Rotary Foundation grants from both Districts' Designated Funds and the World Fund.

The Welsh club was anxious to ensure that it was responding to a genuine local need and not simply imposing a project on a community that was not a priority for that community. ●

OVER 500 YEARS OF VOLUNTEERING

Havant Rotarians have reached 504 years of volunteering in their local communities.

Fourteen members of the South Hampshire group were recently recognised with long service awards.

President Jenny Edgell said: "504 years of volunteering is a fabulous achievement. The certificate for the shortest time is 25 years and the longest serving member David Barnard has 58 years of volunteering and service through Rotary."

"Volunteering with Rotary is unique and there are people out there who have time on their hands who want to put something back."

"It's the friendship which is so strong in Rotary. Making new friends and being able to put new ideas into action is very rewarding."

Meanwhile, Terry Gauntlett a founder member of Langley Park Rotary Club has been awarded a Mayor's Award by the Mayor of Bromley for many years of devoted service to the borough.

Terry was one of only six people to have been given the award this year. He is not the first in Langley Park Rotary though; another member David Stoneham received the award in 2016. ●



CLUB BACKS LIVER SCANNER APPEAL

CHRISTCHURCH Rotary Club has announced that it donated £54,000 to 26 charitable causes over the past year. A major enterprise was the purchase of a mobile liver scanning device when funds of over £29,000 were donated to the Bournemouth Hospital Charity. This equipment will revolutionise the management of liver disease in the local community. Beneficiaries have also included local Scout and Guide groups, plus a donation to ShelterBox.

**£54,000
26 CHARITIES**

IMPRESSIVE FOOD PACKING



TEN Rotary Clubs from the Heart of England joined forces to organise a successful Rise Against Hunger event at the King Henry VIII School in Coventry.

During the day, schoolchildren, Guides, Sea Cadets, community and business groups packed a staggering 50,112 meals which will be going to schoolchildren in Kibera, Kenya.

In addition, a £1,000 donation was made to The Trussell Trust to support its work in the UK, with 250 kilos of food donated to its food banks.

Rise Against Hunger has worked with organisations across the world with its meal packaging events. Since the launch of its meal pack events in 2005, it has organised 377,547,230 meal packs serving 74 countries.

Rotary clubs across the world are helping Rise Against Hunger meet the United Nations goal of ending world hunger by 2030. ●



REMEMBERING **THE FALLEN**



ROTARY International President, Ian Riseley, joined British, French and Australian Rotarians who attended the Anzac Centenary Commemorations at the Australian National Memorial in Villers-Bretonneux, northern France.

Prince Charles and the Prime Ministers of France and Australia attended the commemoration and the memorial which contains the names of nearly 11,000 Australians who died during the First World War and who have no known grave.

The Rotary Club of Ashford in Kent was represented by four members and their partners, who extended their visit to take in the French Rotary District 1520 conference, together with their twin club of Amiens. ●

ANY **OLD IRON?!**

THE Rotary Club of Nantwich is on the hunt for any old or new unwanted tools or toys which are taking up unnecessary space in sheds, attics and garages.

Tools such as saws, chisels, anvils, spanners, screwdrivers, planes, hammers, shovels, spades, along with toys of any kind, no matter how well used, will be collected and sold by the Cheshire-based club at the monthly car boot sales at Alderford Lake.

All funds raised go towards humanitarian projects to help the very poorest people from rural villages in India.

Rotarian John Crowe said: "In India, we will be supporting 'Jungle Crows', a charity which, through the sport of rugby, runs programmes focussed on hygiene, road safety and the menace of mosquitoes. The programme has been developed from the

real life experiences of their coaches and the children they coach."

If you have a collection of unwanted tools or toys contact John Crowe on 01948 663 768 or 07860 301355, and he will arrange collection. ●



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SEAN'S TRIP OF A LIFETIME

SEAN DUNNE has proven he is a person of action when he embarked on the trip of a lifetime working on the front line eradicating polio in India.

A member of the Rotary Club of Newbridge in County Kildare, Sean travelled to India with Rotarians from across Ireland and the UK in a bid to immunise millions of children as part of Rotary's PolioPlus campaign.

Sean's trip to India, which he committed to once he had retired, was not only because he wanted to see the country, but as International Chairperson for Rotary Ireland, Sean wanted to see first-hand how the effects of this disease are still affecting people today.

He said: "Polio is a terrible disease, but one that can be eradicated with a simple and harmless vaccine.

"It may seem that polio is something of the past, but until it is eradicated worldwide, it is still a danger to every human.

"Rotary and the Bill & Melinda Gates Foundation have been working together raising funds and although we are close to saying goodbye to this awful disease forever, we must not take our eyes off the goal - if the immunisation programme was to stop or slow down this disease would again ravage thousands of people across the world in a very short space of time. Let us not forget, that even today, "Polio is only ever a plane ride away from any of us."

Sean is very active in his role of International Chairperson as he works to help those in need internationally, encouraging Irish Rotarians to support international projects as well as those they support closer to home.

Sean added: "The world we live in is becoming smaller and as Rotarians we believe it is our responsibility to help people regardless of borders.

"To provide help within our own communities is vitally important but to reach out further and join forces with Rotarians across the world means we can achieve so much more." ●

A PERFECT PARTNERSHIP



ALMOST three years ago, the Rotary Club of Bognor Hotham in West Sussex, working with the Chichester-based charity Extra Cover, sponsored a three wheeled tuk-tuk car to transport disabled children and young adults to school in Panangala, Sri Lanka.

The tuk-tuk enabled children to be collected from remote areas, travelling along rough rain forest paths to school. None of these children had ever had the opportunity to go to school before.

Extra Cover had already set up the Panangala Special Education School providing teachers, food, resources, toilets, and water. Later the Panagala Vocational Training School was opened and the only way to fill both schools was to provide transport.

Now the schools have two tuk-tuks, with

15 children at school and 25 young adults attending the training centre.

The training centre has recently moved to the town of Towelama where transport links are better, and which will attract more students. The tuk-tuks will need to be fully overhauled or even replaced very soon.

Now, in their latest venture with Extra Cover, the Bognor Rotarians are supporting a small pre-school in Sri Lanka which was on the brink of closure two years ago.

With two teachers and 25 children, the Rotary Club of Bognor Hotham stepped forward donating £1,500 towards the cost of the teachers and daily food for the children.

Help with resources and school uniform is also offered when parents cannot provide it themselves. ●

SAIL ON NENE FLYER

NORTHAMPTON Sailability has recently taken delivery of a brand new RS Venture Connect sailing boat which is specially adapted for use by sailors with disabilities.

The boat, which cost over £12,000, has been paid for by funds raised by Nene Valley Rotary Club, along with a donation from Wooden Spoon Charity.

A launch party was recently held at

Pitsford Reservoir where sponsors had an opportunity to view the boat. Then Rotary Club President, Alastair Rowton, named the boat Nene Flyer and Sailability Chairman Roy Child thanked everyone who has been involved in this major fundraising project.

Nene Flyer takes its place among the fleet of boats which provide sailing opportunities for those with all types of physical and mental disabilities. "

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STROKE AWARENESS FOCUS

THE Rotary Club of Liverpool South was among scores of clubs across Great Britain and Ireland who took part in the Stroke Association's annual 'Know Your Blood Pressure Day'.

The campaign is to help people understand the link between high blood pressure and a stroke, other risk factors and what people can do to reduce their risk of having a stroke.

Rotary Liverpool South worked with Liverpool John Moores University and Belle Vale Shopping Centre in Liverpool to carry out blood pressure tests on shoppers.

During the day, a record 424 persons were tested; 157 males and 267 females. Nineteen people were advised to visit their doctor following the check, a reduction on this number from previous years.

Sixty miles up the Lancashire coast, the Rotary Clubs of Fleetwood and Thornton Cleveleys joined forces to host a similar event at the Fleetwood Freeport Shopping Centre.

Supporting the 'Healthy Fleetwood' initiative, 160 people had their blood pressure taken over the two days, with three people advised to seek further advice. ●



KEEPING THE BEAT



THE Children's Heart Surgery Fund (CHSF) has hit its target for their Keeping The Beat appeal after Wakefield Chantry Rotary Club made a breakthrough donation of £7,500.

Launched in 2016, Keeping The Beat is a fund-raising campaign to raise £500,000 towards a new children's heart theatre at Leeds General Infirmary (LGI).

This revolutionary facility will be used to treat babies and children with congenital heart disease (CHD) by delivering both open heart surgery, and heart procedures by keyhole surgery.

Dick Wood, then President of the Wakefield Chantry Rotary Club presented Lisa Williams CHSF Community Fundraiser, with the cheque.

The moneys were raised by members,

partners and friends in response to an appeal by Dick Wood, and his partner Maggie Ablitt, who had made Keeping The Beat one of the main charities for his year in office.

Sharon Coyle, Chief Executive Officer of CHSF, said: "We're on cloud nine to have reached this target within two years, and once again our supporters throughout the region have shown their dedication, generosity and passion in reaching this significant milestone.

"The new theatre will significantly improve outcomes for present and future generations of CHD patients in our region."

"For future CHD patients, the facility will mean less invasive procedures, faster recovery times and shorter waiting times. It is also of critical importance to the integrity of the hospital as a whole, which needs to fulfil clinical standards set by NHS England." ●

HAPPY CAMPING

WHEN the Rotary Club of Shrewsbury Darwin first supported the Duke of Edinburgh's Award programme at local schools its members recognised the value of the life skills the scheme could produce for young people.

The club has now agreed to consolidate its support through the programmes

organised by Shropshire Girl Guiding by donating a range of equipment for use by their groups across Shropshire, including tents, tables, rucksacks and kettles.

At the handover, then President Rob Dapling said: "The Rotary Club of Shrewsbury Darwin is pleased to support an organisation that will be able to use the equipment to help young people for years to come."

IT'S ALL PANTS!

MEET the Yellowmen, a group of Sussex Rotarians and friends, who have been working in the Kenyan district of Central Pokot for 12 years.

They include doctors, nurses, engineers, builders, teachers, paramedics, a dentist, an optometrist, mechanics, linguists, students, a broadcaster and an accountant who travel twice-yearly to Africa to support local medical services and schools.

In that time, the Yellowmen, have built a clinic in Tikeet, refurbished a clinic in Marich and a hospital in Sigor, supplied medicines and diagnostic equipment to five local clinics, supported HIV groups, built new classrooms and refurbished existing schools, and hosted a series of health clinics, including an optical screening programme and a dental survey.

The instigator behind the project is Eddie McCall, a member of the Senlac Rotary Club near Hastings who first visited West Pokot in 2000. He said he was moved by the simplicity of the way of life and by the daily struggle faced by the people of Pokot. "I was particularly struck by the lack of adequate health care," explained Eddie.

Now the Yellowmen's focus is tackling the education and welfare of girls. Their team

of nurses have produced a presentation on menstruation, designed to educate girls what was happening to their bodies.

"This is also a tool to get local teachers and medics to change the lack of support for girls suffering from painful periods and lack of basic knowledge," explained Eddie.

**"IT'S A SMALL
THING YOU MIGHT
THINK, BUT NOT
SO TO THESE
GIRLS"**

"At the presentations, sufficient sanitary towels were taken to supply each girl attending with one month's supply. The presentation also looks at the towels which are made and used by the girls, focusing on the whole question of hygiene."

In follow-up talks with local nurses and teachers, it soon transpired that the problem was even worse than first thought. Not only

was there a lack of sanitary towels which the girls could afford, they often couldn't even afford sufficient pants to keep them supplied during their periods.

Once this became apparent, the Yellowmen ladies went into action and the Knickers Project was born.

So far sufficient money has been raised to buy 1500 pairs of pants which will be given to the girls when they receive their free sanitary towels during the Yellowmen visit this September.

"It's a small thing you might think, but not so to these girls," added Eddie.

"Those girls who cannot even afford sanitary towels or sufficient pants to last them through their periods will not attend school. So each month they miss anything between two and five days amounting to perhaps 10 weeks throughout the year."

Eddie explained that 1500 pairs of knickers may not be sufficient, but it is a start. As a guide, the Yellowmen can buy a dozen pairs of pants in Kenya for Kes 550/- or about £4, far less than the cost of carrying free knickers to Kenya by air.

"The Knickers Project is a bit elastic which will grow as more money is collected," he said.

For more information about the project please contact Nadia Jones on 0798 38 11 46. Donations, made payable to the "Rotary Club of Senlac", may be sent to The Yellowmen Knickers Project c/o The Cottage, Crowhurst, Battle, East Sussex, TN33 9AS. ●

i To find out more about the Yellowmen visit:
www.senlacrotary.org.uk
www.yellowmen.org



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WHAT IS A 21st CENTURY MAN?

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PUBLIC SPEAKER

In a post Harvey Weinstein world what is his future? And if masculinity is dangerous how can a man begin to manage his maleness?

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"Engage With Gentle Words" is a new comedic talk that Matthew is offering to Rotary groups. It's thought-provoking, literary and participatory. The males it covers range from toddlers and schoolboys to gangsters and gentlemen. It's essential listening for any man who wishes to become developed and mindful.

To find out more about Matthew Collins and to book him for this talk, go to: www.matthewcollins.co.uk

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Just outside the RI building on Sherman Avenue lies a statue of a man sitting on packing crates, cradling a baby in his arms as he prepares to give the child polio vaccine. An African boy and an Asian girl stand at his feet watching.

The seven-foot high bronze sculpture represents one of the thousands of Rotarians who have donated time and money to protect children in developing countries from the crippling disease, and which we are so close to eliminating.

On a recent visit to Chicago, I spent some time visiting Paul Harris's former home in Beverly, to the south of the city, walking around the home of the founder of this great movement.

Later, I spent a couple of days at the Rotary headquarters which helped crystalize what we do as Rotarians, and why we do it. How proud would Paul Harris be now of what Rotary has achieved in 113 years?

Yes, Rotary is, at times, an unwieldy and frustrating bureaucracy of Japanese Knotweed proportions, but my trip to Illinois, including a visit to Paul Harris's grave, reminded me how the world would be a much poorer place without our organisation.

I was gathered in Evanston with editors of Rotary magazines from around the world. The biggest discussion was about the relevance of a printed magazine and the emergence of digital. Is print about to receive the last rites?

Some countries, the Ukraine for example, have binned their magazine. I delivered a speech warning fellow editors and RI bigwigs that you ditch the magazine at your peril.

Digital is a fantastic, fast-moving platform which opens up a whole new vista of opportunity to deliver your message, but the trusted magazine remains the best marketing tool Rotary has.

You want to reach out to prospective new members, you want to tell the community and key stakeholders what you are doing, you want advertisers to invest? Print is still the media of choice. Fact.

Those words were supported by Dr Samir Husni, the founder and director of the Magazine Innovation Center at the

University of Mississippi.

During his speech, he pointed out how "digital is not the heaven for a sick print product" and urged editors to "create and curate, to make that magazine content credible and collectible".

Next March, Evanston hosts a meeting of the Rotary Council on Legislation. This august body meets every three years to review proposed changes to the bylaws which govern Rotary.

The future of the global magazines is under serious threat because the bean counters see digital as an easy solution. How foolish they are because they have no proper concept of the power of print and its place in a multi-media society.

It is fair to say that the momentous success of the End Polio Now campaign, which that emotive bronze statue on RI's doorstep represents, would not have happened without the global reach and resonating impact of the written word. ●

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