

Purple 4 Polio

ROTARY CLUB BRIEFING



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The Rotary Polio Story

1,240
CHALLENGE
GET MOVING
TO END POLIO

The Rotary Polio Story is more compelling than ever as we all now understand how a virus can literally be a plane ride away. Polio and COVID-19 have the same classification by the World Health Organisation as a public health emergency of international concern.

Thankfully for polio we already have safe and effective vaccines. Rotary promised a polio free world back in 1985 and to achieve that goal we continue to have to immunise over 400 million children in around 50 countries every year. So much has already been achieved and it is essential we sustain and strengthen our efforts with our partners and with our communities everywhere.

Engage your community in the Rotary Polio Story and encourage them to help make history. When polio is finally eradicated it will be only the second human disease ever to be wiped off the face of the earth. Reach out to people of all ages in your local community and involve local celebrities, polio survivors, disability groups, local politicians and the media.

Once engaged with Rotary through our inspiring polio story people are often interested in finding out more about Rotary generally. Keep in touch with them offer volunteering and joining opportunities. By all working together we can maximise monies raised and awareness of the Rotary End Polio Now campaign as well as getting people involved in your other club's activities.

With the 1240 Challenge to Get Moving to End Polio there is no limit to the ideas for this sponsored activity. People can join in with what you are doing or organise or do something if their own choosing.

It could be a one off event or activity, over a period of time, done at one venue or in their own home or area and can be for individuals or groups. Use this as one of the Purple4Polio activities raising money to help Rotary End Polio Now and forever and really raise Rotary's profile.

The Get Moving to End Polio activities your club does, and which you encourage the whole of your community to get involved with, can run at any time or over any time period.

Make sure you tell stories in a fun and interesting way that brings to life your club projects locally and internationally. Use those stories to promote how they can get more involved with Rotary projects, and ultimately, become a member.

If you have any ideas or queries please contact the [RotaryGBI Polio Champion Jannine Birtwistle](#).



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The priorities

Remember there are three main priorities for us as Rotarians to help End Polio now and forever:

- 1. Raise funds** for Rotary End Polio Now - our annual goal here in RotaryGBI is to raise at least \$55 per capita each Rotary year
- 2. Advocacy** generally, and in Great Britain and Ireland particularly with local and national politicians, including MPs and MEPs
- 3. Keep the Rotary profile linked closely with the polio campaign** to ensure our pioneering role is recognised

Regular events and media coverage, including social media, are great ways to help with all three of these priorities.

The more Rotarians, clubs and districts help Rotary meet these priorities the easier they all become - so here is our suggestion for a fun way for your entire club and community to Get Moving to End Polio.



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What is it about?

Unless and until we finish the job and the whole world is entirely free of the tenacious poliovirus, children everywhere are at risk.

Annually around 2 billion doses of the polio vaccine have to be administered through the Global Polio Eradication Initiative's efforts. This is in addition to routine immunisations in many parts of the world. If we ease up on our work now it is estimated there will be at least 200,000 cases annually all over the world within 10 years. Today the only two countries where there are still new cases of wild poliovirus are Afghanistan and Pakistan.

The length of the border between Afghanistan and Pakistan is, in itself, politically sensitive. The distance used by the Global Polio Eradication Initiative and its members is "more than 1,240 miles".

Simply incorporate the number 1,240 in some way into your Get Moving to End Polio 1240 Challenge. That could be a darts, online scrabble or card game score, the number of rows knitted, the number of steps walked up and down each day or metres swam, and so on. Use your imagination to set a local challenge in your area which is appropriate to the current circumstances. It doesn't have to be a face to face event, it could be done online or in someone's own home or community.

The fight for a polio free world is one which every citizen of the world can get involved in and make a difference as only together can we end polio. There are other interests, priorities and competing fundraising requests on people both within Rotary and in the wider community.

Whilst we would encourage the sponsorship to be 100% for Rotary's End Polio Now campaign we have no problem if participants want to split it 50/50 between polio and another registered charity of their choice. This will also be something that can help you get other charities and organisations in your local area involved and you could make it a win-win for everyone involved at an individual, club and/or group level.

It can be used to promote other activities your club gets involved with such as training for the Rotary Ride for prostate cancer.

You can access real life stories from Rotarians, health workers and others involved in the work for a polio free world in Afghanistan and Pakistan. We will publish stories in a variety of ways over time including on the [End Polio GBI Facebook page](#). The GPEI website has many stories and [videos](#) as does the [Africa Kicks Out Wild Polio website](#).

Please reach out to people with connections to Afghanistan and Pakistan in your community local and more widely. Remember it isn't just Afghanistan and Pakistan that we are working in now but also in many other countries and WHO regions to keep them wild polio-free and to squash any outbreaks of [vaccine-derived polio](#).



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Planning ideas

1. Work together with your club and district teams including your District Governor (DG), District Rotary Foundation Chairman (DRFC), District End Polio Now Champion (DEPNC), Membership, Public Image, Youth and the whole family of Rotary to make this a fun event for all.
2. As well as planning your own event(s) also agree how you can get your community involved, not just with your plan(s) but also inspire them to organise an activity or do their own personal challenge.
3. Get Moving to End Polio can be done by individuals, groups, relay teams or clubs, it can be on a single day, over a period of time, as part of other activities, whatever you want.
4. Make sure you [register your event](#) (see below).
5. The ideas are only limited by your imagination. Don't just think physical activity but how you can be fully inclusive and get people of all abilities and groups involved, people who love knitting, playing scrabble, throwing darts - absolutely anything - and remember to have the number 1240 feature somewhere in it.
6. Consider using the colour purple somewhere in your event to link to other **Purple4Polio** activities raising money for the End Polio Now campaign. Some ideas for using purple:
 - Ask people to wear something **purple**
 - Encourage every participant to wear a **purple** crocus buttonhole
 - Run a Name the Bear competition and aim for 1,240 entries
 - Run a 'Spot the Poliovirus competition' and use the map of Afghanistan and Pakistan with pins for people to pinpoint the virus and aim for 1,240 entries
 - Paint 1,240 **purple** pinkies (the little finger on the left hand with **purple** nail varnish)
 - Hold an online **purple** hat competition
 - Hold a cake sale with **purple** cupcakes, purple drinks or **purple** fruit such as blueberries
 - Incorporate **purple** lighting and/or decoration in venues where activities are taking place
 - Ask people to wear something **purple** for a virtual Scrabble competition
 - Organise a raffle and sell more than 1240 tickets and have all the prizes wrapped in **purple** or with **purple** bows
 - Get local companies and businesses involved who have **purple** in their logo, name, etc. You may be able to talk to them about sponsoring event(s) for Get Moving to End Polio or other polio activities such as Fill Your Plate for Polio around Rotary Day 23rd February or your World Polio day activities on 24th October



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7. Consider using an inspirational speaker(s) who can share a personal story of polio, such as a polio survivor, Rotarian who has participated in a National Immunisation Day, a member of the [Rotary GB&I Polio Team](#) or someone who has been connected with polio in some way.

8. Look at the [supporting materials available electronically](#) and get them printed locally, including:

- [Logo](#)
- [Collection tin thank you labels](#)
- [Invite](#)
- [Invite poster](#)
- [Name cards](#)
- [A3 information sheet](#) (these can also be used as a placemat for table-based activities)
- [Public Planning Ideas](#)
- Use the [sponsorship forms](#) for participants to get sponsorship and donations money and/or event, individual or group-specific [Virgin Money Giving](#) pages can be set up

9. Publicise the event in advance using the materials in item 8 above and the suggested [press releases template pack](#).

10. Use [#Purple4Polio](#), [#EndPolio](#) and [#PeopleOfAction](#) hashtags in your social media posts to enable people, including the media, to quickly find the wealth of activities across the whole of Rotary GB&I. You can use social media before, during and after your event. Don't forget to speak to your District Public Image and social media leaders to see how they can assist you.

- You can also download our [draft social media posts](#)
- [Social media hints](#)

11. Invite local celebrities, politicians at all levels, media contacts, polio survivors, disability groups, Chamber of Commerce members, medical professionals, teachers and your community at large. Use this as an opportunity to inspire and keep the Rotary End Polio Now campaign high on their radar.

12. Ensure those involved are up to speed on the Rotary Polio Story. Visit the following for more information:

- [Polio Factsheet: The Basics](#)
- [End Polio Now website](#) from Rotary International
- [Global Polio Eradication Initiative website](#)

13. If you have video display facilities or are looking for some social media content to share or post, check out the variety of [short films available on polio](#), or download videos from the [People of Action suite](#), which showcase Rotary projects, activities and flexible club innovations.



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Registration and Events

Register your event

Please register your event [here](#) or by emailing the RotaryGBI Polio Champion [Jannine Birtwistle](#).

A map of all the events across RotaryGBI will be available [here](#). You will receive an email acknowledgement of your registration.

You will be contacted by email after the event to ask how much was raised, and to send through high resolution photos with captions and any media coverage.

Get your entire community involved

Use the Get Moving to End Polio activity to inspire the whole of your club, the family of Rotary and your entire community to step up and get involved. They can join in with your planned event/s, organise their own, or set their own personal challenge and get sponsorship.

A separate Get Moving to End Polio [Planning Ideas for the Public](#) is available.

After the event

1. All sponsorship monies should be [submitted to Rotary](#), either by cheque, online or through Virgin Money Giving.
 2. Use the [post event press release template](#) to tell the story of your event and include funds raised, action photos and any useful quotes or amusing stories.
 3. Reply to the email you will receive asking for funds raised, photos and media coverage.
 4. Follow up with any new contacts you made to build future relationships. Use this opportunity to encourage them to get involved with Get Moving to End Polio again next year and with Fill Your Plate for Polio around Rotary Day 23rd February 2020 and the weeks either side of it.
- People interested in joining Rotary
 - People interested in getting involved with future events or projects
 - Media outlets who covered your story to inspire them with more stories about Rotary locally and internationally
 - Schools, businesses or community groups who got involved to see how you can work together in the future
 - Community groups that you have not previously worked with to explore what new opportunities your relationship with each other can bring



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Suggested polio activities

1. See the [Suggested Polio Activities](#) document for a range of ideas across this Rotary year and beyond. Many of these activities can be repeated annually to help with your planning and to enable you to build on the success of what you have already achieved and what you will achieve this Rotary year.
2. The Get Moving to End Polio and Fill Your Plate for Polio suggested activities are two major fundraising opportunities. Please use them to reach out new parts of your community as well as building on existing contacts and relationships.
3. Make sure that whatever you do, use the [suggested press releases](#) which you can tailor to your activity, [social media posts](#) and the [social media hints and tips](#). There is often more than one opportunity linked to a polio related activity to raise public awareness e.g. seeking sponsorship for and/or encouraging non-Rotary groups to place orders for crocus corms each year, when the crocus corms are planted and when they bloom (don't forget [signage](#)).
4. Continue to involve the whole Rotary family and all teams/committees including Public Image, Membership, Youth and International in your club and district related polio activities.
5. Use any and all your polio related activities to think multi-faith, multi-cultural, all abilities and fully inclusive in every way. Only together can we end polio and the Rotary Polio Story really can bring everyone together.
6. See the [Info Sheet](#) and [Request for Involvement and/or Sponsorship](#) document (please note this an example for World Polio Day) to help you reach out to your community.
7. If you are seeking sponsorship to cover part or all of your costs for any of your polio-related activities please see the [Sponsorship Requests Guidelines](#).
8. Ensure any and all your Polio related activities are registered using the [online form](#) or email Rotary GBI Polio Champion [Jannine Birtwistle](#) so they can be added to the map on the [Purple4Polio](#) page on the [rotarygbi.org website](#).



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