PREPARING FOR WORLD POLIO DAY
ON
24TH OCTOBER 2023

Take Action for World Polio Day: 24 October

Every year, Rotary members around the world mobilize for **World Polio Day**. We raise awareness of polio and gather support for our global effort to make sure that every child is protected from it.

By staying tenacious, hopeful, and committed, we *will* make history by making polio the second human disease ever to be eradicated.

How you can take part in World Polio Day

Host an event or activity. The Rotaract Club of Samaro, Sindh, Pakistan, conducted a polio awareness session to educate parents about polio and its effects on children. The club provided educational materials and gifts for the children.

Plan a fundraiser. Rotarian Jason Browne partnered with Raids of Love, a community of gamers dedicated to doing good, to host "Gamers to End Polio" charity streams on Twitch, YouTube, Facebook, and Kick. They raised over US$4,000 for PolioPlus and also educated viewers on polio and Rotary's PolioPlus initiative. Learn more about this fundraiser by watching the first **Voices of Members video**.

Post on social media. Use the materials on the **World Polio Day Resources page** to spread the word about World Polio Day and the importance of polio eradication. Don't forget to use the hashtags #EndPolio and #WorldPolioDay!

However you decide to get involved, **register your club's action**. No effort is too small or too big to share. As a special incentive this year, the districts with the highest percentage of clubs that register a World Polio Day action will receive a special thank-you message from RI President R. Gordon R. McInally.

Tell us about your club's action

Get ready for World Polio Day, 24 October

As **World Polio Day** on 24 October approaches, we need everyone's help to raise awareness about Rotary's efforts to eradicate polio for good! Share social media posts using the #EndPolio and #WorldPolioDay hashtags, **create a fundraiser** (or you may want to **customise the fund raising specifically for your district/region**) for Rotary's PolioPlus Fund, or host a virtual or community event. You'll also find a variety of resources to help you plan and promote your action on our **World Polio Day Resources** webpage.

Public Image

BEFORE THE EVENT:
Publicise the planned World Polio Day event.
Get assistance from you're your district/club public image committee. Work as a team. Produce flyers. Broadcast the event in social media, short messaging, websites, radio, print media etc.

Think if it is worth doing paid 'advertorials' in the social media so that the information about the event will reach new audiences.

How about getting social media influencers to work as the 'event ambassador' for your event to boost awareness & participations as well as to boost followers?

DURING THE EVENT:
Work with district/club public image committee to take videos, photos during the event for letting your community and the world know that end polio eradication is Rotary's #1 external priority. Rotary and partner organisations have reduced polio by 99.9%. Capitalise on the event to use the videos and photos to portray to public that Rotarians are People of Action. Use **Rotary Brand Center** with images taken from your event to produce localised materials and images.

AFTER THE EVENT:
Work with your District/Club Rotary Foundation Committee (and District/Club Fund Raising/PolioPlus Committee) and the District/Club Public Image Committee to continue to publish information on the progress of polio eradication. This is especially important for the donors.
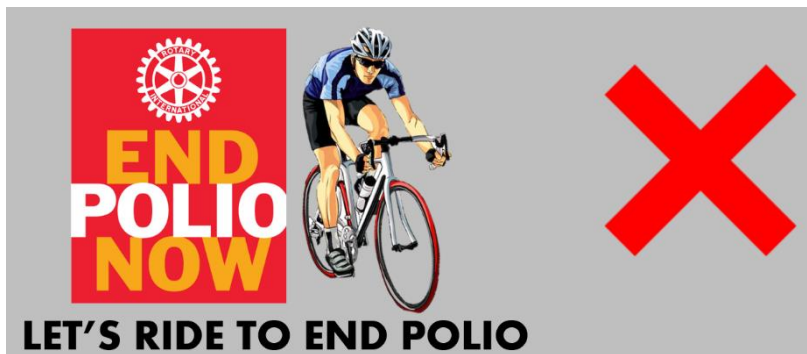
USING BRAND COMPLIANT LOGO

This End Polio Now logo does not have the Rotary wheel in it. Therefore, it cannot be used alone. It has to be used with the Masterbrand Signature of the club or district nearby so that our audiences will be aware that this initiative is associated with Rotary.

This End Polio Now logo can be used alone. Anyone seeing this logo will be aware that Rotary is associated with the polio eradication initiative.

Urban Kuching
Rotary
Club

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Urban Kuching
Rotary
Club

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LET'S RIDE TO END POLIO

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LET'S RIDE TO END POLIO

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**Minimum Clear Space
Surrounding logos**

Any additional text or graphics
to be placed surrounding the
logo can only be placed with
minimum clear space between
them.

This is to make sure that the
logo is not obscured and our
audiences do not have the
impressions that those
additional text/graphics are
part of the logo.

Video Resources:
(courtesy of Mike Crosby & Dr Marny Eulberg, Zone 26 & 27 End Polio Now Leaders/Coordinators)

We are fortunate that Mike and Dr Marny are sharing these video productions which can be used in any district/club.

They have worked with the public information zone coordinators to put together for separate public service announcements. These are very important for media to share non- profit messages. Do take advantage by asking local media to share this good news about Rotary's work to end polio.

The videos have been reviewed and approved by the Zone RI Director and TRF Trustee.

Here are the links to the PSAs:

World Polio Day Videos:
Three short videos (in Englis) to promote World Polio Day are now available at the following links:

30 second Female English:	https://vimeo.com/863283520?share=copy
30 second Male English:	https://vimeo.com/863283433?share=copy
60 second Male English:	https://vimeo.com/863283209?share=copy

In case there is a need to do translations to local language or even incorporating local adaptations, the scripts to the videos are provided below.

Script - 30 Sec PSA - World Polio Day (75 Words)
---------------------------------START---------------------------------
Every child deserves a future free from polio, a preventable disease that has no place in our world.

Join us on October 24th for World Polio Day, a day to raise awareness and support for the eradication of polio.

Together, we can ensure a polio-free world for every child.
Visit our website at endpolio.org to donate and support the Rotary PolioPlus Program.

World Polio Day – October 24.

Together, we can end polio forever.
-----------------------------------END---------------------------------

Script - 60 sec PSA - World Polio Day (160 Words)

--------------------------------START--------------------------------

On October 24th, the world unites to mark a day of hope and determination – World Polio Day. A day when we stand together to eradicate one of humanity's deadliest diseases.

Polio once paralyzed millions, but thanks to the Rotary PolioPlus Program and the generous donations from people like you, we're on the brink of victory.

The Rotary PolioPlus Program has tirelessly fought to protect vulnerable children in the most remote areas of the world. Yet, there are still areas where the virus persists. Together, we can end polio for good!

Join us in this historic endeavour! Donate now at endpolio.org and be a part of the generation that ends polio once and for all.

Together, we can change the course of history and ensure a world where every child is free from the fear of polio.

October 24th – World Polio Day. Let's make history. Donate now at endpolio.org and help us finish the fight against polio.

-------------------------------------END------------------------------------

Andre Suharto
End Polio Now Coordinator 2023-24
Zones 10B & 10C
(Brunei, Cambodia, China, Laos, Hongkong, Macau, Malaysia, Mongolia, Myanmar, Singapore, Thailand, Vietnam)