



Rotary International
**WORLD POLIO DAY:
MAKING HISTORY**

Join Rotary's Livestream Event

TOOLKIT



#endpolio | endpolionow.org

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DESCRIPTION OF EVENT

Where are we in the fight to end polio? What have we accomplished? How can we make history together? [Find out on World Polio Day.](#)

To mark **World Polio Day** on **24 October**, Rotary and Northwestern University's Center for Global Health will host a live streamed global status update on the fight to end polio. Invited guests include Global Polio Eradication Initiative partners, celebrity ambassadors, polio survivors, and Rotary members.



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ROTARY AND POLIO BACKGROUND

When Rotary began the fight in 1985, polio affected 350,000 people, mostly children, in 125 countries every year. Since then, polio has been reduced by more than 99 percent.

To date, Rotary has contributed more than US\$1 billion and countless volunteer hours to the protection of more than two billion children in 122 countries.

After nearly 30 years, the Global Polio Eradication Initiative is on the brink of making history.

WHY POLIO ERADICATION MATTERS

We are closer than ever before to ending polio. The year 2012 ended with the fewest polio cases in the fewest places in history. We have a unique opportunity to end polio, making it only the second human disease to be wiped from the globe.

Investing in reaching the most vulnerable children with the polio vaccine leads the way to reaching them with other life-saving resources. The legacy of the polio eradication campaign is to provide a road map for tackling other diseases. A win against polio is a win for global health.

AT A GLANCE

350,000

Number of people affected by polio in 1985

223

Number of people affected by polio in 2012

99%

Polio reduction since 1985

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HOW TO PROMOTE THE *WORLD POLIO DAY: MAKING HISTORY* EVENT

- Host a viewing party at your Rotary club meeting.
- Include the live stream as part of your existing World Polio Day event.
- Share the logos below on your website, blogs, newsletters, and social media channels.
- Change your Facebook cover photo and Twitter avatar to World Polio Day graphics.
- Share the sample tweets and Facebook posts through your social networks.
- Email this article <http://ow.ly/oh970> to you friends, family, and fellow Rotary members.
- Embed the Livestream video player <http://ow.ly/oh9kd> on your website.
- Follow the [End Polio Now Twitter](#) account and [Facebook page](#) and share the posts.

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MESSAGES

- We are at a “tipping point” for polio eradication. In 2012, polio cases were at their lowest levels ever. We have to finish the job or we risk losing our gains entirely.
- Since the global initiative began more than 25 years ago, Rotary and its partners have reduced polio cases by 99 percent worldwide.
- There are only three countries where the wild poliovirus has never been stopped: Afghanistan, Nigeria, and Pakistan.
- Rotary's chief role is fundraising, advocacy, and mobilizing volunteers. Other partners in the Global Polio Eradication Initiative are the World Health Organization, U.S. Centers for Disease Control and Prevention, Bill & Melinda Gates Foundation, UN Foundation, and UNICEF, along with world governments.
- Every dollar Rotary raises (up to US\$35 million/year) will be matched 2-to-1 by the Bill & Melinda Gates Foundation for polio eradication efforts through 2018.
- Rotary and Northwestern University's Center for Global Health will host a live streamed global update on polio eradication on **World Polio Day, 24 October**.
- Join the *World Polio Day: Making History* live event by visiting endpolionow.org.



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SAMPLE TWEETS

-  Join @Rotary on World Polio Day for a live global update on polio eradication. #endpolio <http://ow.ly/oh9kd>
-  We can make history together. On 24 October, watch a live global update on the fight to #endpolio <http://ow.ly/oh9kd>
-  Join @NUFeinbergMed, @DennisOgbe, celebrity ambassadors, and @Rotary members on World Polio Day. #endpolio <http://ow.ly/oh9kd>
-  Celebrate World Polio Day on 24 October with @Rotary at a live streamed global status update on the fight to #endpolio <http://ow.ly/oh9kd>
-  What is the current status of polio eradication? Find out how close during a live event on World Polio Day. #endpolio <http://ow.ly/oh9kd>



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SAMPLE FACEBOOK POSTS



Where are we in the fight to end polio? What have we accomplished? How can we make history together? Find out during a live global update on World Polio Day. <http://ow.ly/oh9kd>



Rotary and Northwestern University's Center for Global Health will host a live streamed global update on polio eradication on World Polio Day, 24 October. Join in and take action in the fight to end polio. <http://ow.ly/oh9kd>



Join polio eradication partners, celebrity ambassadors, polio survivors, and Rotary members on World Polio Day for a live global update on the fight to end this crippling disease. <http://ow.ly/oh9kd>

Add one of the World Polio Day logos to make your post more engaging.

#endpolio | endpolionow.org

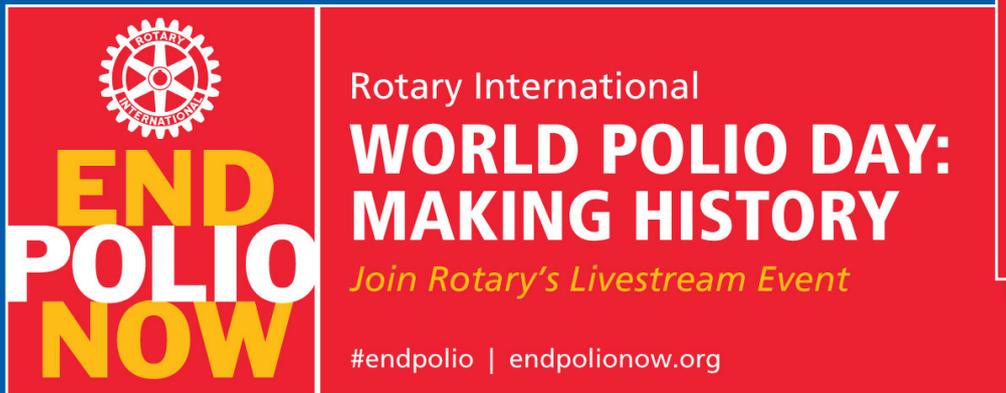
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LOGOS

Share on your website and through social media.



Right click to save images or [download here](#).

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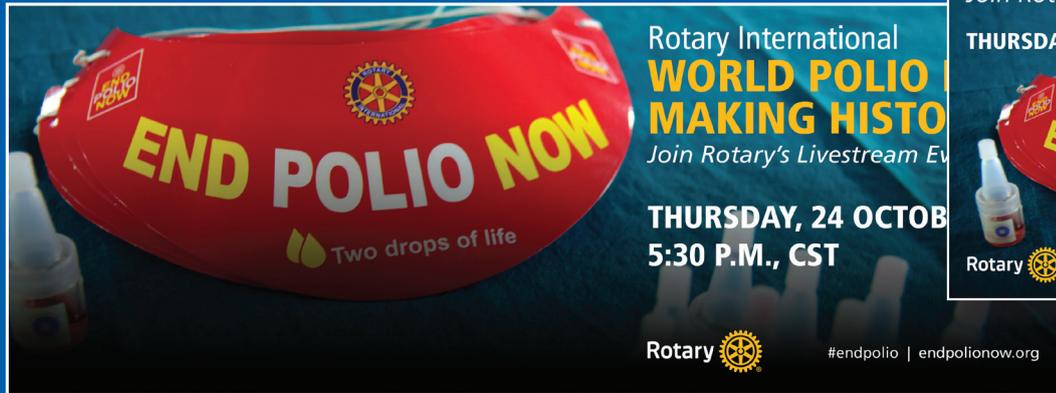
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COVER PHOTOS

Post on your Facebook and Twitter accounts.



Facebook



Twitter

Right click to save images or [download here](#).

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Join in.
Speak out.
Donate.
Be a part of history.

[Download all World Polio Day materials](#)

