**2013 ROTARY MEDIA COVERAGE REPORT**

**SUMMARY**

Rotary’s humanitarian efforts were extensively covered in 2013 by more than 626 media outlets in 34 countries. Of those, 58 stories and features appeared in top tier international news organizations, including nine out of the 10 most influential ranked by Forbes, such as the **Associated Press, *The New York Times*, BBC, Agence France Presse, *The Washington Post*** and the***Wall Street Journal.***

Rotary's role in the fight to end polio was highlighted in top-level, global media outlets at unprecedented levels in 2013. The initiative faced challenges including two outbreaks, vaccinator killings, and progress including a US $4 billion funding commitment and reduced case counts in two out of three polio-endemic countries.

**2013 MEDIA COVERAGE HIGHLIGHTS**

* [**TIME Magazine**](http://content.time.com/time/magazine/article/0,9171,2132760,00.html) – prominently mentioned Rotary’s role in the battle against polio in Pakistan and worldwide.

*“A lot of the progress that’s been made so far is due to the efforts of Rotary International, which in 1979—the year polio was declared eradicated in the U.S.—decided to make it the mission of its then 18,000 clubs and 850,000 members worldwide to wipe out the disease everywhere.”*

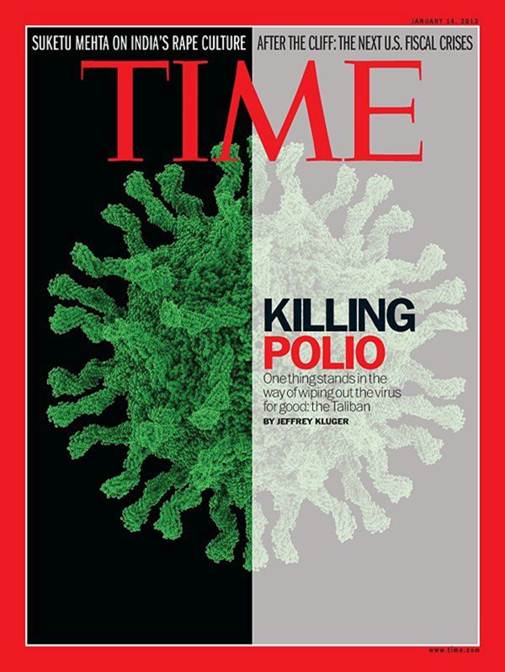
* [**The New York Times**](http://www.nytimes.com/2013/07/22/health/pakistan-fights-for-ground-in-war-on-polio.html?pagewanted=all&_r=3&) **–** Quoted NPPC Chair Aziz Memon and prominently mentioned Rotary’s role in ending polio in Pakistan.

*“Rotarians also work in places that terrify government officials.”*

* [**Spry Living**](http://spryliving.com/articles/fighting-aids-all-over-the-world/) - a monthly newspaper insert that reaches nine million households and 27 million readers in the United States, featured Rotarian Marion Bunch, founder of Rotary Family Health Days (RFHD).
* Rotary’s International Convention in Lisbon was covered by national media in Portugal, including 33 stories aired on TV and radio, 107 web articles and 55 print news articles.
* Media coverage and online conversation about polio eradication increased around World Polio Day (24 Oct.):
  + [Windy City Live](http://windycitylive.com/episodes/Archie-Panjabi/9299497)
  + [Huffington Post Live](http://live.huffingtonpost.com/#r/archive/segment/archie-panjabi-talks-end-polio-now/52697c2978c90a44e70004a5)
  + [Journal of the American Medical Association](http://newsatjama.jama.com/2013/10/25/expert-interview-global-polio-eradication-is-within-grasp/).
  + [Voice of America](http://www.voanews.com/content/nigeria-polio-cases-drop-50-percent/1776099.html),
  + [Radio France International](http://www.rfi.fr/emission/20131024-1-peut-on-vraiment-eradiquer-poliomyelite),
  + [Pakistan Today](http://www.pakistantoday.com.pk/2013/10/22/city/karachi/rotary-to-distribute-speaking-book-on-polio-vaccination/),
  + [Die Welt](http://www.welt.de/gesundheit/article121269974/Das-Virus-reist-ohne-Pass-und-Visum.html),
  + Wall Street Journal’s [India Real Time](http://blogs.wsj.com/indiarealtime/2013/10/24/on-world-polio-day-indias-progress/), and numerous other regional and international publications.
* More international celebrities signed on as Rotary polio eradication ambassadors in 2013, including actress Archie Panjabi, South Korean pop star PSY, Brazillian model Isabelli Fontana, Nigerian actress Funke Akindele and Hong Kong actor and martial artist Donnie Yen. Media coverage of their involvement brought Rotary’s call to eradicate polio to new audiences. Isabelli Fontana topped Rotary’s celebrity coverage with 30 news stories, including features in the Brazil versions of [Vogue](http://vogue.globo.com/lifestyle/festa/noticia/2013/08/isabelli-fontana-faz-campanha-contra-polio-em-noite-da-tufi-duek.html)***,*** [Rolling Stone](http://rollingstone.uol.com.br/canal/fashion/estrela-de-colecao-de-verao-modelo-isabeli-fontana-explica-preferencia-pelo-reggae-e-tudo-mais-sonhador) and[Harper’s Bazaar](http://www.harpersbazaar.com.br/moda/isabelli-fontana-de-malas-prontas-para-fotografar-nova-campanha-da-hm).
* Rotary’s social media presence was strong in 2013.
  + The industry average for user enagagement on Facebook is six percent. Rotary’s engagement was 10 percent with a reach of nearly five million users and nearly 500,000 likes, shares and comments.
  + The EndPolioNow.org website garnered more than 13.6 million page views.
  + Rotary had 2,100 mentions and more than 7,500 retweets on Twitter.
  + The social media reach of Rotary’s celebrity ambassadors for polio eradication also boosted Rotary’s visibility among their fanbases: Isabelli Fontana (319,500 users), Donnie Yen (319,733 users), and PSY (14,750,000 users).

**Full text media coverage report is included on following pages.**

**Killing Polio  
TIME Magazine  
January 14, 2013**  
<http://content.time.com/time/magazine/article/0,9171,2132760,00.html>

The children in Gadap town like to play tea party. There are no little tea sets here, not in this densely packed, grindingly poor Pakistani slum, the biggest in the megacity of Karachi. Children scavenge bottle caps from piles of trash near the foulsmelling stream that flows through the town. Using them as cups, they sip the filthy water, imagining perhaps what it would be like to sit down at a real tea party one day.

What the children don’t think about is the poliovirus that swirls in the water, deposited there by human waste—the biggest reason the stream is so foul to begin with. They know nothing of the way a capful of water can introduce the virus to the mucus membranes of their mouth, where it binds with cells in the pharynx, replicates there and then migrates to the gut and the lymph system—multiplying explosively all the while—until it finds its way to the central nervous system, slaughtering the motor neurons that allow muscles to move as they should, leading to paralysis of the legs, sometimes the arms and occasionally the muscles that control breathing.

But Salma Khan thinks about that kind of thing a lot. Just a few months ago, her son Bilal would race tirelessly around their family compound in Sango, far to the northeast of Karachi, chasing his twin sister Urooj. Then one day he developed a fever that quickly grew worse. Within days, he could no longer walk. Today, Khan holds her son in her lap, lifts his left leg and watches as it drops limply back down. Just 18 months old, he is a toddler who can toddle no more. “Now all my dreams are shattered,” she says. “He will be paralyzed for life.”

The particular poliovirus that claimed Bilal’s legs probably came from Gadap Town. Genetic profiling has tracked the slum strain in all four Pakistani provinces as well as in Afghanistan and China. “Gadap Town is a polio factory,” says Salah Tumsah, a polio expert with the World Health Organization (WHO). It’s not the only such factory in the country. Any place there’s an open sewer or an unclean dish, any place children come into contact with children, the virus could be growing.

Pakistan once had plenty of company in battling the polio scourge. As recently as 1988, the disease was endemic to 125 countries, paralyzing or killing 350,000 people each year—mostly children. Thanks to exhaustive medical, philanthropic and political teamwork, the virus has been routed, corralled into only three countries: Pakistan, Afghanistan and Nigeria. By December 2012, there had been only 213 cases worldwide. Only one other time in human history has a disease—smallpox—been wiped out in the wild. Polio, that fearsome crippler of children, scourge of peasants and Presidents, could soon become the second, unless the entire crusade, so close to completion, itself becomes a casualty of war. In December, during a polio-vaccine drive, at least eight field workers—six of them women or teenage girls—were killed in motorcycle drive-by shootings linked to the Pakistani Taliban. In July a polio doctor from Ghana working in Karachi was shot but survived. That bloodshed followed a Taliban order last June to halt the scheduled immunization of 161,000 children in North Waziristan province until American drone strikes stop.

“In the garb of these vaccination campaigns,” said one piece of propaganda, “the U.S. and its allies are running their spying networks.” There is no truth in that, but the lie got legs in 2011 when it was revealed that in the run-up to the killing of Osama bin Laden, a Pakistani doctor masqueraded as a hepatitis-vaccine worker in an attempt to collect cheek swabs from family members in bin Laden’s compound to try to confirm he was living there.

Extremists have never needed such kernels of truth to sabotage vaccine efforts, however—not when rumor mongering, much of it outlandish, can scare the public into refusing immunizations. The polio vaccine contains HIV, they are told. It’s made from pig or monkey urine. It’s meant to sterilize children. Whether it’s fear of outsiders or general suspicion of anything touched by the West, the lies work.

“We are an illiterate people,” says Saiful Islam, a shopkeeper in Mohib Banda, near Peshawar, in northern Pakistan. “When one person says something, we don’t ask where he learned it. We just believe it.” Islam believed, and when polio workers came in July, he refused to let them vaccinate his 6-month-old daughter. Now she wears pink braces with black Velcro straps on her little legs and squirms as he exercises her left foot to prevent it from curling in on itself. All viruses fight back against their eradication.

Polio is the only one with a propaganda wing and an armed militia on its side.

**At the Brink**

By almost any measure, the rear guard protecting the poliovirus is outgunned by the forces trying to eliminate it. A lot of the progress that’s been made so far is due to the efforts of Rotary International, which in 1979—the year polio was declared eradicated in the U.S.—decided to make it the mission of its then 18,000 clubs and 850,000 members worldwide to wipe out the disease everywhere. UNICEF, WHO and the U.S. Centers for Disease Control have put their muscle behind the push, and in 2007, the Bill and Melinda Gates Foundation joined as well, spending $1 billion so far to battle the disease. “I’m very focused on impact per dollar,” Gates said at a September meeting of the U.N.’s Economic and Social Council—a meeting also attended by the Presidents of all three endemic countries and U.N. Secretary General Ban Ki-moon.

“This is one of the smartest allocations of resources the world can make.”

In terms of raw caseload, it’s not easy to see how. When you’re down to counting cases in the hundreds, you should be able to declare victory and go home—especially in a world where 34 million people are infected with HIV and 225 million have malaria.

But those numbers can mislead. For one thing, for every 200 polio infections, only one results in paralysis. The rest look like nothing more than a cold or a passing fever, though the child is still spreading the virus. What’s more, polio moves fast. In 2003 the disease seemed near its end until clerics in northern Nigeria halted inoculations, based on rumors about sterility and HIV contamination. Two years later, polio cases—nearly all of them the Nigerian strain—were raging across 16 countries throughout Asia and down to Oceania.

Fighting these periodic outbreaks gets expensive, which is why eradication is the most cost-effective goal. Rotary and other groups calculate that $1 billion spent per year over the next few years to extinguish the last fugitive strains of polio could save up to $50 billion over the next 20 years, both in treatment costs for infected children and in the perpetual, hold-the-line vaccination programs that must be maintained as long as the virus is at large. Vaccinations against smallpox have not been a burden on medical balance sheets since the late 1970s.

“Once polio is gone, you eliminate those costs forever,” Gates told Time. What’s more, the medical infrastructure put in place to get the polio vaccine out there— the supply chains, volunteer networks and innovations like GP S trackers on vaccine shipments to prevent them from going astray—can then be repurposed to fight other diseases. But the polio battle must first be won. And even if that battle has already led to bloodshed in the field, it’s at the submicroscopic level, down where the viruses live, that the truly consequential war is being waged.

**The Half-Century Fight**

It was in 1955 that epidemiologist Thomas Francis Jr., who led the massive field trial of Jonas Salk’s polio vaccine the year before, stood onstage at the University of Michigan’s Rackham Auditorium and announced the results. “The vaccine works,” he said. “It is safe, effective and potent.” That was the epidemiological trifecta scientists had been hoping for, and the six-inch headlines and global hoopla that followed were measures of the profound relief the world felt. In 1952, nearly 58,000 Americans were stricken by polio; by 1961, the figure was down to 1,312. That was the year before Albert Sabin’s oral vaccine went into wide use. When it did, the U.S. numbers fell effectively to zero.

There are critical differences between the Salk and Sabin vaccines—differences that led to ferocious arguments when the men were alive and have continued long after their deaths. The Salk vaccine uses akilled virus to trigger the critical immune reaction and requires an injection. TheSabin vaccine uses a live, weakened virus that is taken orally, multiplies in the gut and spreads to the bloodstream where, like the Salk vaccine, it teaches the immune system to recognize polio and go on the attack if it ever sees it again. The Salk vaccine costs up to $3 per dose today. The Sabin formulation costs less than 20¢ and can be administered with just two drops. “You could train people to do this,” says Dr. John Sever, vice chair of Rotary’s internationalantipolio drive. “If they could count to two, they could be an immunizer.”

But the Sabin vaccine isn’t as obvious achoice as it seems. Polio spreads via feces, and on a single assage through a singlebody, a live Sabin-vaccine virus can mutatefrom safe to deadly, infecting both the recipient of the vaccine and people close by.

“These cases are rare as hen’s teeth,” says Dr. Bruce Aylward, WHO’s chief of polio eradication, “but after you spend $10 billion and 25 years to eradicate the disease, you don’t want a vaccine-related epidemic.” (Hen’s teeth, in this case, is 610 cases out of 2.5 billion vaccinated children since 2000, according to WHO—rare indeed.)

In the three endemic countries, a twopronged strategy is thus being used: stay with the Sabin vaccine to wipe out naturally occurring polio, then use Salk to take care of any vaccine-related cases that remain. In the U.S., where cost and the greater difficulty of administering an injection are not issues, Salk is used almost exclusively. “The Salk vaccine never causes symptoms and never causes transmissible polio,” says Gates. “It is a perfect vaccine.”

Another complicating factor: polio is not just one disease; it’s actually three.

The virus comes in a trio of genetically distinct types, known prosaically enough as Type I , Type II and Type III , and each reacts differently to vaccines. The way to attack them all at once is to administer what’s known as a trivalent vaccine, with three distinct formulations in each drop or shot. That usually works, but not always.

In Egypt, Types II and III were eradicated as early as 2004, but Type I refused to die.

“We worked with the Egyptian government to tighten up the whole operation,” says Aylward. “We had them make sure their vaccination teams actually went to the top floors of all of the apartment buildings.”

Even that wasn’t sufficient, however, and WHO decided that what was needed was a highly potent, monovalent vaccine to hit Type I alone. Pharma giant Sanofi Pasteur said it could develop it within 12 months. Aylward gave them four, and they settled on five. The Gates Foundation donated $10 million to the effort—enough to buy 50 million doses—and by the end of 2004, polio was expelled from Egypt for good. In the three endemic countries, Type I is again causing headaches, with Type II eradicated and Type III getting close. But if you don’t stay on top of the virus until the very last case of the very last strain is wiped out, polio will break free again.

**All Medicine Is Local**

There’s no one way to flush those last cases out, and the right strategy depends on the country in question. Despite the shootings in Pakistan, the most worrisome place in terms of caseload is Nigeria.

It’s the only country whose polio rates actually went up in 2012, to 119 cases compared with 62 in 2011. (In Pakistan, there were 56 cases in 2012 and 175 in 2011.) Nigeria’s problem area continues to be the north, with antivaccine propaganda again leading to refusals. In 2012, WHO dramatically increased its presence in the country, from 744 workers to 2,948. It is also using satellite mapping to reach children in villages that, says John Hewko, general secretary of Rotary International, “we didn’t even know existed.”

Afghanistan, so often a source of trouble in the region, is moving comparatively smoothly toward eradication, with just 34 cases in 2012, down from 80 in 2011. The Islamic Development Bank has made a $3 million grant to Afghanistan to help antipolio efforts. That’s just a small fraction of the $227 million the bank made available to Pakistan, also for polio vaccinations, but the disparity in funding partly reflects the disparity in need. What’s more, the fact that the bank is involved at all suggests a regional buy-in that was lacking before.

It’s also a hopeful sign that the leaders of all three endemic countries have put their prestige on the line. Nigerian President Goodluck Jonathan pledges that polio will be wiped out in his country by 2015. Afghanistan’s Hamid Karzai signed a polioeradication plan in September and made a show of personally administering drops to children. But it’s Pakistani President Asif Ali Zardari who has the most to gain—and lose—in the polio campaign. His daughter Asifa Bhutto Zardari is a leading spokeswoman for the eradication effort, recalling in speeches that her mother—the late Prime Minister Benazir Bhutto, who was assassinated in 2007—administered the vaccine to her when she was a child. President Zardari speaks of “my martyred wife,” who dreamed of a world free of disease.

Pakistan is putting institutional power behind the sentimental appeals. After the December shootings, the government temporarily suspended the inoculation program, but Prime Minister Raja Pervez Ashraf quickly issued a statement confirming the country’s commitment to the campaign. He called for an inquiry into the attacks, promised the safety of polio workers and pledged to proceed with plans to deploy 250,000 health workers to vaccinate 34 million children in 2013. Polio teams will continue to work at toll plazas, boarding busses and looking for children who don’t have blue ink staining a finger— a mark applied by field workers after a vaccine has been administered. When they find one, they vaccinate on the spot.

Appeals to religion and reason are being deployed as well. Health workers in tribal areas cite Koran verses that encourage the care of children and reach out to local religious leaders for support. If the mullah in Mohib Banda had endorsed the vaccine, says Saiful Islam, father of the paralyzed sixmonth- old girl, “100% of the village would have accepted it.” And how to answer those rumors of vaccine-related sterility? Tahira Yasmeen, a polio worker for UNICEF, has a way: “I tell them I am married and young. If I were worried, I would not take it,” she says.

Then she downs a few drops. “They laugh and they let their children take it.” Rotary, WHO and the other groups had hoped to have halted transmission in all three endemic countries by the end of 2012. Now they acknowledge they will have to continue intensively vaccinating in 2013, especially during the comparatively cool months when the virus is at its weakest. “You pound the disease through the low season,” says Aylward. “Then you need 12 months of no cases before you could say that we did it. You’re not going to open the champagne at least until 2014.”

When that does happen—when polio joins smallpox in the supermax lockdown of the lab—it will be an existential as much as a medical victory. Viruses and bacteria have had their way with humans since the dawn of history—a species-vs.- species war we have too often lost. We are on the brink of wiping out a virus that richly deserves extinction. The war may be slow, but there is no tonic like a big victory over a disease to ensure there will be more victories to come.

# # #

**Pakistan Battles Polio, and Its People's Mistrust  
New York Times (cover story)   
July 23, 2013**   
<http://www.nytimes.com/2013/07/22/health/pakistan-fights-for-ground-in-war-on-polio.html?pagewanted=all&_r=3&>

KARACHI, Pakistan — Usman, who limps on a leg bowed by the polio he caught as a child, made sure that his first three children were protected from the disease, but he turned away vaccinators when his youngest was born.

He was furious that the Central Intelligence Agency, in its hunt for Osama bin Laden, had staged a fake vaccination campaign, and infuriated by American drone strikes, one of which, he said, had struck the son of a man he knew, blowing off his head. He had come to see the war on polio, the longest, most expensive disease eradication effort in history, as a Western plot.

In January, his 2-year-old son, Musharaf, became the first child worldwide to be crippled by polio this year.

“I know now I made a mistake,” said Usman, 32, who, like many in his Pashtun tribe, uses only one name. “But you Americans have caused pain in my community. Americans pay for the polio campaign, and that’s good. But you abused a humanitarian mission for a military purpose.”

Anger like his over American foreign policy has led to a disastrous setback for the global effort against polio. In December, nine vaccinators were shot dead here, and two Taliban commanders banned vaccination in their areas, saying the vaccinations could resume only if drone strikes ended. In January, 10 vaccinators were killed in Nigeria’s Muslim-dominated north.

Since then, there have been isolated killings — of an activist, a police officer and vaccinators — each of which has temporarily halted the campaign.

The war on polio, which costs $1 billion a year and is expected to take at least five more years, hangs in the balance. When it began 25 years ago, 350,000 people a year, mostly children, were paralyzed. Last year, fewer than 250 were, and only three countries — Afghanistan, Nigeria and Pakistan — have never halted its spread at any point.

While some experts fear the killings will devastate the effort here, Pakistan’s government insists that they will not, and has taken steps to ensure that. Vaccinators’ pay was raised to $5 a day in the most dangerous areas, police and army escorts were increased and control rooms were created to speed crisis responses.

But the real urgency to finish the job began earlier, for a very different reason. Two years ago, India, Pakistan’s rival in everything from nuclear weapons to cricket, [eliminated polio](http://latitude.blogs.nytimes.com/2013/02/01/lessons-from-indias-successful-war-on-polio/).

“Nothing wounded our pride as much as that,” said Dr. Zulfiqar A. Bhutta, a vaccine expert at Aga Khan University’s medical school.

Bill Gates, who is the campaign’s largest private donor and calls beating the disease “the big thing I spend the majority of my time on,” said that Pakistan’s desire to not be further humiliated “is our biggest asset.”

After India’s success and hints from the World Health Organization that it might issue travel warnings, Pakistan’s government went on an emergency footing. A cabinet-level “polio cell” was created. Vaccinators’ routine pay doubled to $2.50. More than 1,000 “mobilizers” were hired to visit schools and mosques to counter the ever-swirling rumors that the vaccine contained pork, birth control hormones or H.I.V., the virus that causes AIDS.

Mullahs were courted to endorse vaccination. They issued 24 fatwas, and glossy booklets of their directives were printed for vaccinators to carry.

Perhaps most important, local command was given to deputy commissioners, who have police powers that health officials lack.

Pakistan is closer than ever. Although cases will not peak until after the summer monsoons, there have been only 21 so far this year. A few years ago, 39 substrains of the polio virus circulated; now only two do. About 300,000 children live in areas too dangerous for vaccinators, but almost all the sewage samples from those areas are clear of the virus.

Ultimately, though, success will depend on more than political will and the rivalry with India. In the wake of the recent killings, it will rely most of all on individual acts of courage, like those by prominent imams who pose for pictures as they vaccinate children.

Or by Usman, who appeared with his polio-stricken son, Musharaf, in a fund-raising video asking rich Persian Gulf nations to buy vaccines for poor Muslims elsewhere.

Or by volunteers, like the women of the Bibi family, in Karachi, who formed a vaccination team. Two of them, Madiha, 18, and Fahmida, 46, were gunned down in December. Television news showed female relatives keening over their bodies. Not only are those women still vaccinating, but Madiha’s 15-year-old sister also volunteered for her spot.

“All the children of Pakistan are our children,” said Gulnaz Shirazee, 31, who leads the team. “It’s up to us to eradicate polio. We can’t stop. If we’re too afraid, then who will do it?”

**A Moving Target**

If there is one spot on earth where polio may make its last stand, it is a cramped slum called Shaheen Muslim Town No. 1 in Peshawar, a hotbed of anti-Western militancy. Since sampling began, its sewers have never tested negative for the virus.

It is a neighborhood of migrant Pashtun families who rent rooms briefly and move on, looking for menial jobs picking fruit or making bricks. On a recent sunny afternoon, its alleys were full of carts drawn by donkeys whose faces were decorated with the red prints of hands dipped in henna. Many women wore the full burqa popular in Afghanistan.

In this part of the world, virtually all those with polio are from the Pashtun tribe, in which resistance to vaccination is highest. It is Afghanistan’s largest ethnic group and the wellspring of the Taliban, but a minority in Pakistan. Pakistani Army sweeps and American drone strikes have driven many Pashtuns from their mountain valleys into crowded cities.

Peshawar worries even Dr. Elias Durry, a normally optimistic polio specialist with the W.H.O. “You can get 90 percent vaccine coverage, and come back a few months later, and it’s 50 percent,” he said. “People just move so quickly.”

Shaheen’s sewers are concrete trenches about a foot deep, into which wastewater, rendered milky white by dish soap, flows from pipes exiting mud-brick houses. A child reaching into one for a stick to play with showed how easily the virus, carried in fecal matter, could spread.

Though the area has clean water from a well, the steel pipe it flows through at times dips inside the sewerage trench. It has dents where trucks have banged it, and it is pierced by connectors, some attached just to rubber hoses.

“Piped water with sewage mixed in is worse than no piped water,” said Dr. Bhutta of Aga Khan. “Sometimes rural populations have it better. They carry water from the river, and they defecate in open fields, so there’s no mixing.”

Pakistani children suffer diarrhea so often that half the country’s young are stunted by it. Polio immunity is low, even in vaccinated children, because other viruses crowd the gut receptors to which the vaccine should attach.

At the clinic in Shaheen, the doctor running the polio drive, an ophthalmologist, complained that he got too little police help.

“I have 28 teams, so I requested 56 constables,” he said. “I was given 12.”

He said the underpaid officers inevitably knocked off at midday because their station house serves a hot meal.

The same problem was echoed in Gadap Town, a Karachi neighborhood where vaccinators were killed in December. As a team worked its way from house to house with a reporter, it had every reason to feel secure: because the visit was arranged by an official, six officers with AK-47s came along.

But another team passing by was guarded only by an aged sergeant with a cudgel.

“Yes, we have a security problem,” Dr. Syed Ali, a local official, said quietly on a side street. “What is a stick in front of a gun?”

The isolation and poverty of the Pashtun tribe underlie its resistance. Many of its imams are from Islam’s fundamentalist Deobandi sect, which emerged in the 19th century as a reaction to the British conquest.

Many Pashtun neighborhoods receive few government services like health clinics, paved streets or garbage pickup, but get shiny new billboards trumpeting the polio fight paid for by Western donors.

“People tell us, ‘We need schools, we need roads, we need housing, and all you bring our children is polio, polio, polio,’ ” said Madiha, a black-veiled Gadap vaccinator.

In the middle of last year, it became known that in 2011, the [C.I.A. had paid a local doctor](http://www.nytimes.com/2012/07/10/health/cia-vaccine-ruse-in-pakistan-may-have-harmed-polio-fight.html?ref=donaldgjrmcneil) to try to get DNA samples from children inside an Abbottabad compound to prove they were related to Bin Laden.

Even though the doctor, Shakil Afridi, who is now serving a 33-year sentence for treason, was offering a hepatitis vaccine, anger turned against polio drops.

Leaders of the polio eradication effort could not have been more frustrated. They were already fighting new rumors that vaccinators were helping set drone targets because they have practices like marking homes with chalk so that follow-up teams can find them. Now, after years of reassuring nervous families that the teams were not part of a C.I.A. plot, here was proof that one was.

“It was a huge, stupid mistake,” Dr. Bhutta said.

Anger deepened when American lawmakers called Dr. Afridi a hero and threatened to cut off aid if he was not released. The W.H.O. and the Unicef, afraid of offending the United States, did not protest publicly. Unicef’s executive director, Anthony Lake, is a former White House national security adviser, which put the agency in an awkward position, an agency official said on the condition of anonymity because of the sensitivity of the issue.

But the deans of a dozen top American public health universities wrote [a letter of protest](http://www.nytimes.com/2013/01/08/us/deans-condemn-vaccine-ruse-used-in-bin-laden-hunt.html?ref=donaldgjrmcneil) to the Obama administration. Mr. Gates said he endorsed it, though he was not asked to sign. He also said he discussed the issue with Tom Donilon, the former national security adviser, though he would not give details of the conversation.

**Fistfuls of Rupees**

New opposition has forced the adoption of new ground tactics.

Dr. Qazi Jan Muhammad, the former deputy commissioner of Karachi East, called his approach “a mix of carrots and sticks.”

Whole apartment buildings were missed, he discovered, because Pashtun watchmen were shooing away vaccinators.

“I had the police tell them: ‘Either you let them in, or you go behind bars,’ ” he said.

He had traffic circles blocked so teams could approach each car, and he led some teams himself holding fistfuls of rupees, worth about a penny each.

“I saw a girl, about 11, carrying her 2-year-old sister,” he said. “I gave her a 10-rupee note and said, ‘Will you allow me to give drops to your sister? You can get sweets for yourself.’ ”

“She told all the children, ‘A man is giving away 10 rupees,’ and they all came rushing. I vaccinated 400 kids for only 4,000 rupees.”

The sewers of his district, which has several million inhabitants, are now virus-free.

**At the Front Lines Again**

The country’s new determination has also brought [Rotary International](http://www.rotary.org/en/serviceandfellowship/polio/pages/ridefault.aspx) back to the front lines.

The club, founded in Chicago in 1905, started the global polio eradication drive in 1988. It has had chapters in what is now Pakistan since 1927, and is now led by Aziz Memon, a hard-driving textile magnate.

Mr. Memon, 70, and other Rotary-affiliated executives have used their money and political connections to keep the pressure on. They compensated the killed vaccinators’ relatives and held news conferences at which the families urged others to continue fighting.

Rotarians also work in places that terrify government officials. In an industrial neighborhood in Karachi, where both gangs and the Taliban hold sway after dark, Abdul Waheed Khan oversaw a Rotary polio clinic in his school, [Naunehal Academy.](http://brighteducationalsociety.webs.com/) A big, gregarious man, he angered the Taliban by admitting girls to his academy and offering a liberal arts education instead of only Koran study. His only security was local teenagers who ride motorcycles beside his car to keep anyone from pulling up alongside.

In March, he hosted Dr. Robert S. Scott, the 79-year-old Canadian chairman of Rotary’s polio committee, who flew in to vaccinate children to prove that the fight would go on despite the December killings.

“I had a fatwa put on my head,” Mr. Khan said in April as he led a tour of the clinic. “They said I was Jewish. I had a friend issue a counter-fatwa saying I was a good Muslim.”

On May 13, Mr. Khan [was killed](http://blog.rotary.org/2013/05/16/kahn/) by gunmen who also wounded his 1-year-old daughter.

His clinic will not close. “No one can replace Waheed, but life has to go on,” Mr. Memon said.

**‘This Is Good Work’**

Rotary also sponsors a tactic used to reach children from areas too dangerous for home visits: “transit point” vaccinating.

At a tollbooth on the highway into Karachi, Ghulam Jilani’s team takes advantage of an army checkpoint. As soldiers stop each bus to search for guns, Rotary vaccinators hop aboard. On a typical day, they reach 800 children.

Yes, Mr. Jilani said, the soldiers’ presence may intimidate some resistant families into complying. Also, he added brightly: “We scare them a little. We say, ‘You are entering a city with the disease. Don’t you want your children safe?’ ”

About 90 percent comply, he said, sometimes after a public argument between a father who believes the rumors and a mother, outside their home and at times backed by other women on the bus, insisting the children be protected.

Near the Afghan frontier, where thousands of children live in valleys under Taliban control, teams do the same at military roadblocks. At hospitals, which are usually guarded by soldiers, nurses will pack extra doses of the vaccine on ice for families willing to smuggle it to neighbors.

Some frontier clan chiefs have lost their government stipends for opposing vaccination, and officials have threatened to deny national identity cards to their clans. But the chiefs are in a bind; the Taliban have assassinated many for cooperating with the government.

Mr. Memon of Rotary opposes what he called “these coercive gimmicks.”

“We can’t twist arms,” he said. “We want to win them over with love and affection.”

Among hundreds of men wearing turbans and topees at Karachi’s main train station, Muhammad Arshad stood out in his blue baseball cap with Rotary’s bright yellow gearwheel.

Threading his way through the crowd squatting on Platform 1, he picked out children under age 5.

“What a nice boy,” he said to Sohail Ameer, chucking his infant, Abadur Rahann, under the chin. “May I give him drops against polio?”

Mr. Ameer agreed, and it was over in seconds. Abadur looked nervous, but he did not howl and squirm like some.

After the December killings, Mr. Arshad worried briefly, he said. “But then I thought: This is good work, and God will protect me.”

Friendly strangers came up to the Rotary table to suggest he play it safe and quit. He replied that the railroad police would protect him.

His wife tried the hardest.

“But I told her,” he said. “If a man has to die, he can die even at home. I’m going back to work.”

# # #

**‘Good Wife’ Star Joins the Fight Against Polio  
Associated Press  
June 17, 2013**  
<http://www.youtube.com/watch?v=WVzpw2GOluk&feature=youtube_gdata>

Emmy award-winning actress Archie Panjabi is on a mission to help make sure all children get the polio vaccine. She's signed up with Rotary International to help spread the word and has even learned to administer oral vaccinations. This Associated Press video was picked up by several outlets, most notably [USA TODAY](http://www.usatoday.com/videos/news/2013/06/17/2432789/), [Yahoo!](http://au.lifestyle.yahoo.com/womens-health/video/watch/17663594/good-wife-star-joins-the-fight-against-polio/), and the [Globe and Mail](http://www.theglobeandmail.com/arts/arts-video/video-good-wife-star-joins-the-fight-against-polio/article12620406/).

# # #

**Rotary and Gates Intensify Push Against Polio  
Wall Street Journal  
June 25, 2013** <http://online.wsj.com/news/articles/SB10001424127887324637504578567241797783754>

Rotary International and the Bill & Melinda Gates Foundation have renewed a fundraising partnership they hope will inject millions of new dollars into the final push to eradicate polio, a goal both say is closer than ever.

Only 69 cases of polio were reported globally so far this year as of June 19, and an independent board monitoring the global eradication effort recently said halting transmission of the disease by the end of 2014 is "a realistic prospect." The number of cases has declined substantially from 1,352 reported in 2010, and the virus is endemic in pockets of only three countries: Pakistan, Afghanistan and Nigeria.

But the war on the final vestiges of polio is tough. Polio vaccinators have been shot and killed in recent months in Nigeria and Pakistan. An eradication goal was missed last year. And the virus appears to be resurging in the Horn of Africa, with more than one-third of the cases so far this year in Somalia and Kenya—two countries that had been largely polio-free.

Under the agreement, the Gates Foundation said it will match two to one every new dollar that Rotary commits to polio eradication up to $35 million a year over five years. That could total $525 million, including $175 million from the Rotary Foundation and $350 million from the Gates Foundation for polio immunization programs, the organizations said.

The fundraising is part of a six-year drive to raise $5.5 billion for a "polio eradication and endgame strategic plan" led by Rotary International, the Centers for Disease Control and Prevention, Unicef and the World Health Organization to wipe out the virus by 2018. Governments, nongovernmental organizations and individual philanthropists such as New York City Mayor Michael Bloomberg have pledged $4 billion of that amount. The Gates Foundation has committed $1.8 billion of that amount, which it says will include its matching funds for Rotary.

Nigeria is ground zero for the reemergence of polio. The country was making surprising headway in 2010 against the crippling disease, in part thanks to an unlikely meeting of two leaders: Microsoft mogul Bill Gates and the Sultan of Sokoto, the spiritual leader of Nigeria's 70 million Muslims. WSJ's Rob Guth reports.

Rotary launched its first fundraising campaign for polio in 1985, prodding a World Health Organization resolution to eradicate the disease. It has contributed $1.2 billion since then toward eradication, raised through donations from Rotarians as well as their communities, and thousands of Rotary volunteers have helped immunize children in multiple countries.

Over the past year, volunteers have vaccinated people in mobile clinics and at toll plazas in Pakistan, met with religious leaders, and implemented lessons learned from India, which successfully stopped transmission of polio with programs like health camps that offer nutrition training and other health services along with polio vaccine.

"Rotarians are spending not only money out of their pockets and raising money in the community, but they've also spent a considerable amount of their own money and time to go to these countries and help with the vaccination efforts," said John Germ, vice chairman of fund development for the Rotary International PolioPlus Committee.

The amount Rotary is seeking to raise is less than approximately $228 million it raised during a recent five-year campaign, in which the Gates Foundation also matched funds. Part of the reason is concern about "donor fatigue," Mr. Germ said. But mainly, he said, Rotary's goal now is to persuade major donors such as governments and corporations to give more for the final eradication push. "We need to reach out and get money from those who have not given," he said.

And, he said, Rotary is likely to raise more than the $35 million a year. "Rotary's got a history of exceeding its goals," he said.

"We both want to maintain the momentum," said Gates Foundation CEO Jeff Raikes, adding that the new endgame strategy has plans and resources for quelling outbreaks like the one in the Horn of Africa. "We're very excited about what can be done here."

# # #

**Nigerian Millionaire Donates $1 Million To Rotary International  
Forbes   
June 26, 2013**  
<http://www.forbes.com/sites/mfonobongnsehe/2013/06/26/nigerian-millionaire-donates-1-million-to-rotary-international/>

Sir Emeka Offor, a wealthy Nigerian oil baron, has donated $1 million to PolioPlus, an international polio eradication programme promoted by Rotary International, Nigeria’s Vanguard newspaper has reported.

Offor, who is the founder and Executive Vice Chairman of Chrome Group, a Nigerian conglomerate with interests in oil trading, biofuels, dredging and logistics, made the donation on Sunday during the ongoing 2013 Rotary International Convention taking place in Lisbon, Portugal.

“Polio should have no place in our world. Therefore, today I am giving an additional $1 million to PolioPlus,” he said, during the convention in a video available here.

This is not the first time the Nigerian tycoon is donating to Rotary’s PolioPlus initiative, which provides funding for the Global Polio Eradication Initiative (GPEI). Last year, he gave $250,000 to the program.

Nigeria, Pakistan and Afghanistan are the few remaining areas in the world that are still affected by Polio.

“Considerable effort is being made to eradicate polio in Nigeria, but at times progress is slow. In 2011, we had 62 documented cases of polio. In 2012, that number increased to 122. This year 26 cases have been documented so far,” Offor explained while announcing the donation.

According to Offor, ignorance, difficulty in accessing affected rural areas and various myths surrounding polio vaccines, particularly in Africa were major obstacles hampering the success of immunization campaigns and efforts by international aid agencies.

“Many parents simply refuse immunizations for their children because they fear that some evil motives are at play or even fear perceived bad side effects,” he complained. “An additional problem is reaching the nomadic and remote populations that are often strongholds for the disease. Even in the best of times, Government capacity to reach these “hidden populations” is severely limited.”

According to report, since the inception of PolioPlus, members of Rotary International have contributed more than $160 million to polio eradication in Nigeria.

Sir Emeka Offor is one of Nigeria’s emerging philanthropists and one of the West African country’s successful men. His Chrome Group which is a Nigerian leader in oil trading, biofuels, dredging and logistics has an annual turnover of over $1 billion according to sources at the company. His Sir Emeka Offor Foundation which he solely funds supports causes in education and health. In May, he donated $600,000 to Books For Africa, a non-profit organization in St. Paul, Minnesota, USA which provides educational books to children in Africa. The foundation also gives aways millions annually in scholarships to underprivileged Nigerian students.

# # #

**Polio: A killer on the run  
Washington Post  
October 7, 2013**  
<http://www.washingtonpost.com/opinions/michael-gerson-polio-is-a-killer-on-the-run/2013/10/07/8c96bd1c-2f85-11e3-bbed-a8a60c601153_story.html>

Following a walk through nearly empty hallways, there is no receptionist at Thomas Frieden’s outer office. Just a ring-for-service sign. The director of the Centers for Disease Control and Prevention (CDC) is trying to manage a partial shutdown at an institution where nearly everything is ultimately a matter of life or death. “The longer it goes,” he said, “the more complex it is. What isn’t an imminent threat to health on Day Four is on Day 10.”

A ‘shutdown’ that changed Russia forever: Twenty years before today’s American crisis, a president and a congress battled to the end. Russian Federation President Boris N. Yeltsin had a few challenges familiar to President Obama today, writes Emory political scientist Thomas F. Remington, but the results of that confrontation still reverberate in Moscow. Here’s Remington on what happened.

As of now, eight of 10 global disease detection centers — the field offices where outbreaks are identified and countered — are closed. No processing of blood samples for parasitic diseases is taking place. No testing of counterfeit malaria medicines.

Fortunately, the CDC’s polio eradication effort has been largely exempted from the shutdown. It is part of one of the most ambitious medical enterprises in history — attempting to eliminate a highly contagious virus from the wild. This has been achieved only twice before, with smallpox and rinderpest. The end of polio transmission is a few hundred yearly cases away. Even a brief pause would risk losing ground.

Poliovirus — which destroys neuron cells controlling swallowing, breathing and the use of limbs — was once a source of seasonal panic in the United States. Epidemics (usually arriving in summer) sometimes caused states to close their borders, with inspectors demanding certificates of health for children younger than 16. American infections peaked at nearly 58,000 in 1952. (Sen. Mitch McConnell and Rep. Steve Cohen were both infected as children.) As late as 2004, dozens of Americans still lived in iron lungs.

But the use of the Salk and Sabin vaccines has chased the virus across the planet. The last American infections were in 1979 (among Amish who resisted vaccination). This was also the year that Rotary International started a campaign to eliminate polio transmission in the Philippines, beginning a global eradication movement that now includes the World Health Organization, UNICEF, the Gates Foundation and the CDC. In 1999, type 2 poliovirus (of three types) was eliminated in the wild. India has been polio-free since 2011 — an important proof of concept. (If polio can be eliminated in northern India — with its dense population and poor sanitary conditions — it can be defeated anywhere.)

More than 99 percent of poliovirus transmission has been stopped over the past few decades. But the final bit is the hardest.

In 2011, an independent review panel questioned whether the opportunity for polio eradication was being squandered. It lit a fire under the movement. Partners increased their commitments. Frieden moved his effort into the CDC’s Emergency Operations Center — a high-tech amphitheater in which the disease is minutely tracked in maps and charts.

There are two regions where wild polio transmission has never been eradicated: in the tribal areas along the Afghanistan-Pakistan border and in northern Nigeria. In Afghanistan, efforts by the ministry of health have been innovative and successful. There have been only six cases so far this year, all of which (when the CDC examined the genetic fingerprints of the viruses) originated in Pakistan. In Pakistan, infections are largely confined to North Waziristan, where the local Taliban commander has banned vaccination. In Nigeria, the government has recently improved the management of its program and infections are down. But the terrorist group Boko Haram — which rejects everything Western, including vaccines and education — is suspected of being responsible for the murders of nine polio workers this year. Polio is a killer that finds allies among killers.

Now a virus originating in Nigeria has caused an outbreak in Somalia, which has spread some cases to Kenya and Ethiopia. Health authorities in Mogadishu responded with surprising celerity, beginning immunizations four days after the first reported illness. But the problem persists in less-populated areas controlled by the jihadist group al-Shabab. Somalia, which has ended polio transmission twice before, must do it a third time.

Polio eradication is an enterprise now conducted at the frontiers of medicine and war — introducing vaccination into places that have never seen Western medicine and sometimes requiring negotiations with warlords and militias. In some places, the challenge is management; in others, security. The complexity can be frustrating. “It is like finishing a marathon,” one CDC expert told me, “and being told you have an extra mile to run.”

But these are struggles near the finish line of a landmark scientific achievement. And for those who doubt that any purpose of government can be essential, the daring, humane work of the CDC is a corrective.

# # #

**Rotary Clubs in Hudson Valley get Internet-savvy to recruit younger members  
Newsday  
June 3, 2013**

Hudson Valley's Rotary Clubs -- some of which have been around for the past 100 years -- are trying to update their appeal. Soon to be appointed the region's district governor, 32-year-old Drew Kessler feels the organization needs more members from his generation.

# # #

**Rotary Club reaching out for younger members  
Miami Herald  
July 7, 2013**  
<http://www.miamiherald.com/2013/07/05/3486160/rotary-club-reaching-out-for-younger.html>

Many people may still imagine Rotary to be their fathers’ club, where older businessmen meet for lunch meetings and discuss that week’s agenda.

The Rotary Club of Miami Brickell is different, thanks to its president and co-founder Clayton Solomon.

Solomon, an associate at the law firm Hogan Lovells, founded the club with about 10 other members because he was looking for a younger demographic. Since then, the club’s membership has grown to 41 members with an average age of 41 -- significantly younger than the national average.

The Brickell club meets in the mornings and during happy hour to reach more people. Rotary chapters across the country are making similar changes to attract younger members.

“Tradition can sometimes hold you back and Rotary has made a concerted effort to attract younger members,” Solomon, 30, said.

Solomon became interested in humanitarian issues after Hurricane Katrina hit the Gulf Coast and caused widespread devastation. He was in his first year of law school at the time when he heard about Rotary’s ambassadorial scholarships. He received a graduate level academic scholarship with a humanitarian focus through the Rotary Club of Coral Gables, and studied human rights law for the University of New South Wales in Sydney, Australia.

Gables Rotarian Yolanda Woodbridge met Solomon when he was interviewing for the scholarship. Woodbridge, he said, is his Rotary mother.

“He’s like my favorite son,” she said. “He’s just amazing for someone so young.”

Woodbridge, who’s been president of her club, works with Solomon at district conventions. She expects Solomon to be a district governor one day. Their district includes Miami-Dade, Broward and Monroe counties, as well as four clubs in the Bahamas.

The Brickell club works with local shelters for women -- the Safespace Foundation and Lotus House -- as well as Miami Dade College at Wolfson’s Rotaract, a Rotary service club for men and women ages 18-30.

“We’ve been trying to work with as many organizations as possible,” Solomon said. “They have different missions but both serve poor communities and women.”

With Safespace, a foundation that provides safety and support to victims of domestic violence and their children, club volunteers dedicated a weekend to beautification and hosted a barbeque at the end. The Brickell club has been working with Safespace since the club’s founding.

As for the future, Solomon hopes the club grows in size and continues ongoing projects like Safespace.

“In three years, we’ve built a young, energetic and flexible club with members from a wide range of professional and personal backgrounds,” he said. Eventually, he wants the foundation to raise more than $25,000 that will support local and international projects within Rotary’s six areas of focus -- peace and conflict resolution, disease prevention, water sanitation, education and community development.

Solomon’s term as president ends in July, as does MDC’s Rotaract President Michelle Ampie’s. Ampie also founded her club and became president a year ago when she realized she couldn’t be in Interact, Rotary’s service club for high school students, anymore. The club has since then grown to about 20 members.

“He was the easiest person to approach,” Ampie said of Solomon. “He understands young Rotarians.”

Ampie, 20, agreed that younger Rotary clubs aren’t stuck on tradition, and that’s something that’s prevalent in her district. “It’s a new generation of Rotary,” she said.

Rotary, she said, has given her a sense of global understanding first-hand. “It’s helped me see how easy it is to connect with people around the world.”

A fundraiser held at an art gallery in Wynwood, for example, increased member attendance. About $2,000 was raised to help build affordable housing in Guatemala.

“Involvement in the community is more hands-on,” Ampie said of the Brickell club. “They work in big groups and are able to welcome people from everywhere.”

In addition to a younger average age, the Rotary Club of Miami Brickell is about 45 percent women, substantially higher than most clubs, Solomon said. Its membership includes interior designers, teachers and even a Methodist pastor, among other professionals.

“One of the neat things about Rotary is that it’s not every day I get to interact with people from different professions,” he said.

For more information on the Rotary Club of Miami Brickell, visit [http://www.rcmiamibrickell.wordpress.com](http://www.rcmiamibrickell.wordpress.com/).

# # #

**Fighting AIDS All Over the World  
SPRY Magazine  
October 30, 2013**  
<http://spryliving.com/articles/fighting-aids-all-over-the-world/>

When Marion Bunch says she’s “just a mom,” you might just believe her, watching her move among the crowd of women and children at this community health fair-like gathering, kissing a chubby baby cheek here and exchanging a mischievous smile with a toddler there.

But Marion’s no ordinary mom—and this is no run-of-the-mill health fair, either.

A tireless negotiator and strategic consensus builder with a never-surrender approach to projects she’s passionate about, the 70-something AIDS and HIV prevention advocate is the force behind Rotary Family Health Days. This effort, supported by Rotary International, brought crucial health services to hundreds of thousands of people over three days in May at 368 sites in three African countries, half a world away from Marion’s Atlanta-area home.

In just 72 hours, throughout the countries of South Africa, Uganda and Nigeria, mothers toting infants and toddlers in improvised slings on their backs, teens in well-worn school uniforms, and other residents of makeshift, impoverished townships and slums converged on community centers and other sites for HIV testing, polio drops, measles vaccines, diabetes screening and other health services. In all, 275,000 Africans were tested, treated, touched by Marion’s mission to stop the spread of AIDS in the areas of the world that are most vulnerable to the disease.

That sense of mission was borne out of Marion’s grief at losing her son, Jerry, to AIDS in 1994. “He was just a good kid,” she says. “He was a friend to so many different people. He had insecurities because he was gay, but he was just a regular kid.”

The Bunch family was faced with AIDS early on in the American epidemic, when misconceptions, stigma and outright bias were layered atop grueling treatments and bleak prognoses. “That was before the anti-retroviral drugs were discovered, so we knew all along when he was ill that it was ultimately going to be a death sentence,” Marion says. “I felt quite lonely not being able to discuss Jerry’s illness with anyone outside my family. I, like a lot of people, lost friends over the disease.”

After Jerry’s death, Marion retreated into her grief. “You never expect to lose a child, and then when you do, you want to just go into a hole,” she says.

One bright spot, though, was Marion’s growing involvement in the local Rotary chapter, which she first saw as an opportunity to make business connections. Little did she know that the international humanitarian volunteer organization with the motto “Service Above Self” would provide her a pathway to healing and, in effect, change the course of her life. At a Rotary meeting in 1997, glancing over the club bulletin before the day’s program began, Marion noticed an announcement that the president of Rotary International had signed a joint statement on AIDS with the United Nations. “I felt a tap on the shoulder right then, and a voice said to me, ‘Mom get up and get going. You haven’t done anything, and it’s been three years.’ It was Jerry. And he sounded aggravated,” she says with a laugh.

And get going she did. Using the skills she honed as an organizational consultant for large corporations like Hewlett Packard, Marion persuaded her Rotary chapter to partner with an Atlanta-area HIV/AIDS organization to create an education program for Georgia middle schools. Since its conception in 1998, more than 450,000 students have participated, learning the facts about testing, transmission and treatment.

Despite her self-admitted lack of knowledge about public health, fundraising and community organizing, “I really kind of felt as though the wind was at my back,” Marion says. “It really was a God-driven moment—I felt uniquely pushed.”

When a fellow Rotarian invited her on a mission trip to Kenya in 2001, Marion quickly realized the depth of the need in Africa, where 20 million orphans in Kenya alone have lost their parents to AIDS. “They have little to eat, they are often shunned by their community, and they drop out of school because they don’t have the funds to pay the school fees or get uniforms.” This—coupled with misconceptions about the disease (for instance, that having unprotected sex with a virgin can cure an infected man)—perpetuates the cycle of poverty, illness and destitution in these communities.

That trip and the connections she made there led Marion in 2003 to create a plan to assist orphans and vulnerable children in six African countries with healthcare, education and other support services. Through the action group she founded, Rotarians for Family Health & AIDS Prevention (RFHA), Marion galvanized Rotary volunteers, the Coca Cola Africa Foundation, non-governmental organizations and the Emory University School of Public Health, to make an impact on the lives of 122,000 children over five years.

In the process, the Evanston, Ill., native found herself connecting with government officials, corporate bigwigs and health experts at the highest levels. “I was afraid half the time about what people would ask me and how I would respond,” she says. But the “kick” she received from Jerry and her tenacity—lovingly described by her husband, Austin, as “bulldog-like”—kept her going.

It was in the office of a then-district governor of Uganda in 2010 that the idea for Rotary Family Health Days was born. Building on the partnership model that had proven so successful in the Kenyan project, Marion worked with the government, corporate sponsors, African organizations and Rotary volunteers to provide HIV testing and counseling, as well as other necessary health services to over 38,000 Ugandans in a single day at several sites around the country. “We knew we had a winner,” she says. “And we knew we could replicate it.”

The success of the 2013 program in South Africa, Uganda and Nigeria is proof. A mere two months after the May event, Marion was on the road again—she estimates she’s traveled to Africa more than 40 times since that first trip 12 years ago—organizing for 2014, with the aim of expanding to at least four additional countries on the continent. She’s setting her sights on India for a pilot program in 2015.

Despite the juggling act involved in managing a project of this scope (Marion “retired” in 2008 from her business to work with RIFA full-time), she never loses sight of why she became involved in the first place: Jerry. “He comes around every once in a while and lets me know, ‘This is cool, Mom. This is really great.’”

Volunteering helped her process and move beyond the devastation of losing her “boy-child.” “I never dreamed I would do anything this big,” Marion says. “But the size of what you accomplish doesn’t matter. You just have to take one step, and that may be all you do. But it could be that a bunch of mini steps evolve into something big.”

While Marion seems completely at ease among heads of state (she shared a podium with the South African First Lady at the kickoff of this year’s event) and clearly thrives on uniting people and organizations around the goal of eradicating the disease that took her son, what she loves most is interacting with the African children. “That’s the most fun part—it’s not the speeches, it’s the kids.” Just what you’d expect from someone who is, as she says, “just a mom.”

# # #

**The Produce Isn’t Pretty, but It’s Edible  
The New York Times   
November 7, 2013**  
<http://www.nytimes.com/2013/11/08/giving/the-produce-isnt-pretty-but-its-edible.html?_r=1&>

SEATTLE — BENJAMIN RASMUS cycled 850 miles over 10 days around Washington State last year to promote gleaning, or gathering edible produce left behind in fields after harvest.

“It was for work, can you believe it?” he said, laughing as he drove down Highway 202. “I had eight bike stops — all in communities that have gleaning projects.”

Besides being an avid cyclist, Mr. Rasmus is a program director for Rotary First Harvest, a nonprofit group based in Seattle that connects farmers, truckers, volunteers and food banks for hunger relief. Lately, he has been occupied with a special project called Harvest Against Hunger, focused on gleaning.

According to the Agriculture Department, 25 percent to 33 percent of the food grown on American farms is wasted. Some is lost from mechanical harvesting, which routinely misses a head of lettuce or an ear of corn here and there. And some produce is simply not pretty enough for supermarkets — “cosmetically damaged,” as Mr. Rasmus put it.

Started in 2009, Harvest Against Hunger is among the more recent of the projects addressing the problem through gleaning. Such efforts are distinct from city-focused campaigns that gather unwanted food from restaurants and other businesses.

In 1988, the Society of St. Andrew, a faith-based nonprofit group, created the Gleaning Network, a hunger relief program deriving inspiration from biblical references to gleaning as a means to feed the poor. The society says that more than 17 gleaning events take place across the country daily through its network and that it rescued more than 23 million pounds of produce in 2012.

In August, Daniella Uslan, a food-recovery advocate at the University of North Carolina, went cross-country to look at gleaning projects in farm regions. Perhaps not surprisingly, she avoids the term food waste. “All food is worthy,” she said in a recent phone interview. “It’s not waste.”

During the 10-day trip, arranged through the Millennial Trains Project, a nonprofit that crowdfunds travel to explore projects with social impact, she observed more than two dozen gleaning projects. “Food reclamation is definitely a growing trend and the next sustainable-food-system frontier,” she said emphatically.

Most gleaning models, she notes, are charity-based, but a Colorado company, MM Local, is turning gleaning into an entrepreneurial endeavor. MM Local acquires cosmetically damaged and surplus produce to make pickles and preserves. “It requires creativity and a stockpile of recipes because our business basically depends on what’s available at the time,” said Ben Mustin, a co-founder and co-chief executive.

In Washington, not-so-perfect lettuce was on Mr. Rasmus’s agenda during a visit to Oxbow Farm in Snoqualmie Valley, 30 miles east of Seattle, for an afternoon of gleaning with others pitching in. Harvest Against Hunger says it has gleaned more than two million pounds of produce since its inception four years ago and enlisted the participation of more than 8,000 volunteers.

The two people with Mr. Rasmus, Karen Ullmann and Jody Miesel, were from AmeriCorps Vista, formed in 1993 from the joining of Vista — or Volunteers in Service to America, created by President John F. Kennedy — and AmeriCorps, the community service organization.

There are currently 10 such workers in 14 communities around Washington, each getting a monthly stipend of about $1,000 during their one-year stints — circumstances not lost on Ms. Ullmann, 23, from Ramsey, N.J.

“Funny thing is, we are practically on food stamps,” she joked. “But it’s a great learning experience.”

That afternoon, Mr. Rasmus, Ms. Ullmann, Ms. Miesel and local volunteers collected nearly 500 pounds of butter lettuce. Later that week, they returned for broccoli heads.

The farm managers, Adam McCurdy and Luke Woodward, favor community projects and support a program that delivers fresh produce to homes. They also sell at farmers’ markets in Seattle and run an educational center on the farm to teach children about agriculture.

“They’re ideal partners,” says Ms. Miesel, 34, from Stafford Springs, Conn., as she gleaned her way through a long row of unwanted lettuce. Pointing at the large leafy heads, she said, “Just imagine: Normally, all this would just be tilled in.”

Ms. Miesel would later take the truckload of lettuce to a food bank in Carnation, a rural community of fewer than 2,000 residents by the Cascade foothills, and the next day for distribution in Kirkland, a Seattle suburb.

Such gleaning projects are an effective model for small-scale farmers, says David Bobanick, executive director of Rotary First Harvest, because volunteers provide labor the farmers otherwise could not afford, and First Harvest builds the transportation system to get the produce from farm to food bank. “None of it requires the farmer to give more of his time,” he said. And farmers can qualify for a charitable tax deduction.

Food banks, pantries and emergency meal programs are subject to state and local regulation and say they are vigilant about the safe handling of the food they distribute. The Bill Emerson Good Samaritan Food Donation Act, signed by President Bill Clinton in 1996, limits the liability of those involved in gleaning.

Mr. Bobanick said that with federal food stamps — the growing Supplemental Nutritional Assistance Program — under fire in Congress, it is more realistic to pursue more self-reliant programs like gleaning to address food insecurity.

Later that week, at a Rotary breakfast meeting overlooking Lake Union (Rotary First Harvest has its roots in Seattle’s Rotary community), Mr. Bobanick made sure to announce a reminder: “Rotary First Harvest apple-packing party on Saturday morning. 8 a.m. Be there!”

That morning, Mr. Bobanick and an army of volunteers packed 60,000 pounds of apples for local food banks.

# # #

**LATIN AMERICA MEDIA HIGHLIGHTS**

**A oportunidade do Brasil de erradicar a paralisia infantile**  
**Saude (Brazil)  
March 2013**<http://saude.abril.com.br/edicoes/0361/medicina/erradicar-paralisia-infantil-brasil-734419.shtml>

*(Op-ed by Fabio C. Barbosa, Director of the UN Foundation)*

Na semana do dia 25 de fevereiro, os membros do Rotary no Brasil celebrarão o aniversário da organização e a divulgação da sua causa - Erradicação da Pólio. O Brasil, que tem sido um pioneiro na erradicação da poliomielite, pode e deve dar um forte apoio para ajudar a comunidade global a acabar com essa devastadora doença em todo o mundo.

Nos anos 1980, o Brasil ajudou a desenvolver e realizar uma maneira nova e eficaz de imunizar um grande número de crianças contra a poliomielite. Nos chamados Dia Nacional de Imunização, milhões de meninos e meninas em todo o país foram vacinados contra a pólio, uma estratégia que tem sido replicada em muitos países do mundo.

A liderança do Brasil ajudou a pavimentar o caminho para ampliar a imunização nas Américas e, em 1994, toda a região foi certificada como livre da pólio.

Porém, enquanto a pólio está erradicada no Brasil, ela continua a debilitar crianças em outras partes do globo.

Em uma era de viagens e comércio internacionais, a existência dessa doença em qualquer lugar é uma ameaça às crianças de todo o planeta. De acordo com a Organização Mundial da Saúde, o fracasso na erradicação da poliomielite pode levar, dentro de uma década, a cerca de 200 mil novos casos a cada ano de uma doença mortal que não conhece fronteiras.

A boa notícia é que o mundo está mais perto do que nunca de aniquilar a pólio. Nos últimos 25 anos, os casos de pólio caíram em mais de 99%. No ano passado, foi relatado o menor número de episódios já registrado. Enquanto a pólio atormentava mais de 125 países em 1988, hoje ela é endêmica em apenas três: Afeganistão, Paquistão e Nigéria.

Esse progresso é o resultado de um esforço lançado em 1988, chamado Iniciativa Global de Erradicação da Pólio. Essa parceria público-privada é liderada pelos governos nacionais, a Organização Mundial da Saúde, o Rotary International, os Centros Americanos para o Controle e a Prevenção de Doenças e o Fundo das Nações Unidas para a Infância. E conta, ainda, com parceiros-chave, incluindo a Fundação Bill & Melinda Gates e a Fundação das Nações Unidas.

Entre outras medidas importantes, o Iniciativa Global de Erradicação da Pólio tem fornecido os recursos necessários para os programas nacionais de vacinação contra a doença. Por exemplo, entre 1986 e 1991, o Brasil recebeu mais de US$ 6 milhões de dólares para os esforços de imunização.

O sucesso até o momento na luta contra a pólio é a prova de que o mundo pode superar grandes desafios quando trabalhamos em conjunto. Mas agora temos que terminar o trabalho.

Os avanços médicos, tecnológicos e outros tornaram possível acabar com a infecção nesta década. Ou seja, sabe-se como acabar com a pólio, mas precisamos de recursos e vontade política para fazê-lo. Devemos isso às crianças de todo o mundo.

A liderança do Brasil e seu apoio são urgentemente necessários nessa luta. Nosso país pode oferecer apoio político, técnico e financeiro para a Iniciativa Global de Erradicação da Pólio. O Governo do Brasil deve considerar a importância do seu papel nessa causa. Além disso, o Brasil pode mobilizar os Brics e grupos do G20 a apoiar ativamente o esforço de erradicação global da pólio.

O Brasil ajudou a liderar a luta contra a pólio antes e pode fazer isso hoje de novo. O mundo tem uma oportunidade importante e a responsabilidade de proteger cada criança da paralisia infantil, mas só pode ter sucesso se trabalharmos juntos - como uma comunidade global e unida.

*Fábio C. Barbosa é membro do conselho da Fundação das Nações Unidas e presidente executivo da Abril S.A.*

# # #

**Michel Teló e Isabeli Fontana participam de campanha mundial contra paralisia infantile  
Caras Brasil  
July 12, 2013**<http://novoportal.caras.uol.com.br/bem-estar/michel-telo-isabeli-fontana-thiago-lacerda-participam-campanha-contra-paralisia-infantil-polio#image1>

Michel Teló, Isabeli Fontana e Thiago Lacerda se uniram a artistas, autoridades e público em geral ao redor do mundo na luta contra a erradicação da paralisia infantil. Eles participam da campanha O Maior Comercial do Mundo e doaram sua imagem para integrar o vídeo da ação, que conta ainda com o cantor coreano Psy, o ator Jackie Chan, o piloto de Fórmula 1 Fernando Alonso e o empresário Bill Gates entre os participantes.

Desenvolvida pelo Rotary Internacional, o comercial funciona também como ferramenta de advocacia, uma vez que cada pessoa que participa do comercial pode incluir seu nome em uma petição que solicita a governos de vários países suporte para que o trabalho contra a poliomielite seja colocado em prática.

Para participar do Maior Comercial do Mundo, as pessoas precisam enviar fotos no site oficial (http://thisclose.endpolio.org/) fazendo o gesto 'falta só isto' (indicador e polegar indicando que falta só um pouquinho para a erradicação da pólio). Desde o início de julho, mais de 32 mil pessoas de 152 países já enviaram material - três mil somente do Brasil.

# # #

**Apenas três países no mundo ainda registram casos de poliomielite. Saiba por que a imunização é importante   
Caras Brasil  
July 12, 2013**<http://novoportal.caras.uol.com.br/bebe/vacina-contra-poliomielite-erradicar-doenca-mundo-imunizacao#image1>

A campanha de vacinação contra a poliomielite, conhecida como paralisia infantil, terminou no dia 05 de julho. E no Brasil, a população só tem motivos para comemorar: o último diagnóstico da doença foi feito em 1990. A Organização Mundial da Saúde - OMS, inclusive, declarou a poliomielite erradicada do continente sul-americano desde 1994. Mas, infelizmente, o poliovírus ainda provoca a doença na população infantil do Afeganistão, do Paquistão e da Nigéria. E é por esse motivo que a vacinação é tão importante. “Você vacina um grupo, que está livre de contrair a doença e, consequentemente, de transmitir também. A imunização evita que as crianças se infectem quando estiverem viajando”, diz Ana Gabriela, pediatra.

Em 2012, menos de 300 casos de poliomielite foram registrados no mundo inteiro. Na década de 1980, eram cerca de 350 mil infectados. O baixo número atual é resultado de um programa de vacinação que, desde 1988, imunizou com a vacina oral (sabin) antipoliomielite mais de 2,5 bilhões de pessoas no mundo inteiro. Fazem parte da Iniciativa Global de Erradicação da Pólio a OMS, o Rotary International, os Centros Americanos para o Controle e a Prevenção de Doenças, o Fundo das Nações Unidas para a Infância, a Fundação Bill & Melinda Gates e a Fundação das Nações Unidas.

Os números são animadores, mas não é hora de parar! “A poliomielite não é mais vista como um desafio em grande parte do mundo. Muitos países estão livres da doença há décadas e as pessoas não estão realmente cientes das chances de reincidência”, diz Carol Pandak, diretora do programa Polio Plus de erradicação da paralisia infantil no Rotary International. Estima-se que, se a iniciativa de erradicação falhar, a doença pode voltar rapidamente e afetar mais de 200 mil crianças por ano.

Uma das mais recentes iniciativas para erradicar a paralisia infantil do planeta é o “maior comercial do mundo”, que é uma campanha digital do Rotary International, do qual qualquer um pode participar. Funciona assim: a pessoa precisa adicionar suas fotos no site End Polio Now fazendo o gesto da campanha “Falta só isso”. Além de se juntar virtualmente às 100 celebridades que estão participando, como Jackie Chan, Isabeli Fontana, Michel Teló, os participantes vão incluir seus nomes em uma petição que solicita aos governos mundiais suporte para que o trabalho de erradicação se concretize. “A campanha incentiva as pessoas a ser uma parte da história. A pólio será apenas a segunda doença humana já erradicada, o que é muito emocionante”, afirma Carol.

Existem dois tipos de vacina contra a poliomielite: a silk (injetável) e a sabin (gotas). “As duas têm o mesmo princípio ativo, que é o vírus enfraquecido. Ele age no organismo e cria anticorpos que combatem a doença”, afirma Ana Gabriela, pediatra da Clínica Vivid. Antes de completar um ano, o bebê precisa ser imunizado três vezes. “A primeira vacina é com dois meses, depois, tem que tomar outra aos quatro e aos seis meses. Estas três, no entanto, são do tipo silk, na qual o vírus é morto”, diz a pediatra. Depois, com um ano e meio e cinco anos a criança toma novamente as vacinas, que será sabin desta vez. “A vacina oral entra no corpo humano e percorre o mesmo caminho do próprio vírus: entra pela boca, é absorvida pelo organismo e liberada pelas fezes. Portanto, pode vacinar outras pessoas por tabela, assim como o vírus faria para infectar”, comenta. Está aí a importância de a criança ser vacinada a cada campanha, mesmo que já tenha tomado as doses indicadas.

A poliomielite é uma doença grave provocada pelo poliovírus, que ataca, principalmente, a medula espinhal, prejudica os neurônios motores e provoca inflamação. Em alguns casos, a doença pode até matar. E o pior: “não existe um tratamento específico. O organismo combate sozinho, mas a doença pode deixar sequelas sem solução. Uma delas é a paralisia”, afirma Ana Gabriela. Por um futuro melhor, é importante combater e eliminar.

# # #

**Isabelli Fontana arrasa em evento com fenda e vestido tomara-que-caia   
Revista Quem (Brazil)  
August 6, 2013**  
<http://revistaquem.globo.com/QUEM-News/noticia/2013/08/isabeli-fontana-arrasa-com-fenda-e-vestido-tomara-que-caia.html>

Isabelli Fontana arrasou ao usar um vestido com fenda dupla e tomara-que-caia em um evento em São Paulo nesta terça-feira (6). A modelo estava acompanhada do filho. Zion, 10 anos, é filho de Isabelli com o também modelo Álvaro Jacomossi.

A modelo prestigiou o lançamento da próxima coleção de uma grife no shopping Iguatemi. A top também é mãe de Lucas, 6 anos, do casamento com o ator Henri Castelli.

Na ocasião, foi celebrada a nomeação de Isabelli como embaixadora da campanha contra a paralisia infantil "Falta Só Isso".

# # #

**Isabelli Fontana faz campanha contra a pólio em noite da Tufi Duek   
Vogue (Brazil)  
August 7, 2013**  
<http://vogue.globo.com/lifestyle/festa/noticia/2013/08/isabelli-fontana-faz-campanha-contra-polio-em-noite-da-tufi-duek.html>

[](http://s2.glbimg.com/4hg84kGSWz0eM6ZcNu-SVncOptAov7oUyJOlT0ReeK9Ioz-HdGixxa_8qOZvMp3w/e.glbimg.com/og/ed/f/original/2013/08/07/isabellifont9032.jpg)Isabelli Fontana foi a guest of honor do lançamento de verão 2014 da Tufi Duek. No endereço da marca em São Paulo, Isabelli chegou deslumbrante em um tomara-que-caia all black (de decote geneoroso!) para prestigiar o evento na noite dessa terça-feira (06.08) – vale lembrar que Isabelli é a estrela da campanha mais recente da marca, além de desfilar diferentes produções da marca em eventos ao longo do ano.

Também durante o evento, a top brasileira recebeu o título de embaixadora global da campanha "Falta Só Isto", do Rotary, que reúne esforços para erradicar a pólio no mundo, confira nas imagens o registro da noite.

# # #

**Isabelli Fontana de malas prontas para fotografar nova campanha da H&M  
Harper’s Bazaar (Brazil)  
August 2013**  
<http://www.harpersbazaar.com.br/moda/isabelli-fontana-de-malas-prontas-para-fotografar-nova-campanha-da-hm>

Durante o pouco tempo em SP, Isabelli Fontana foi convidada de honra no evento de lançamento da coleção de verão da Tufi Duek nessa terça-feira (06.08). A top, acompanhada de seus filhos Zion e Lucas, causou alvoroço pelos corredores do Shopping Iguatemi ao chegar deslumbrante com um pretinho tomara que caia, sua peça preferida da nova coleção da marca.  
  
“O Eduardo (Pombal, estilista da marca) faz mágicas com os tecidos. Me sinto muito honrada por vestir suas roupas”, comentou a top que pela segunda vez foi escolhida como rosto da marca. “Olha essa calça jeans estilo montaria, que máximo”, contou em referência ou seu segundo look da noite. “Amei vou levar pra casa já!” disparou a top, consumidora confessa. A admiração é recíproca, Pombal batizou com o nome da top o vestido que a bela usou para o evento.

Recém nomeada embaixadora do Rotary Club, Isabelli levou ao evento a nova ação da organização contra o polio e vestiu (literalmente) a camisa da campanha: “O polio é uma doença que não está totalmente erradicada então acaba sendo uma causa muitas vezes negligenciada. É muito importante todo mundo tomar a vacina. Não vamos sossegar enquanto o polio não estiver extinto.” declarou a moça. Engajada, essa é apenas um dos trabalhos ao qual se dedica “Faço por amor, principalmente quando é relacionado com crianças. Amo crianças.”

Importante rosto de campanhas nacionais e internacionais, Isabelli já está de malas prontas para Nova York, onde clica pelo segundo ano consecutivo a campanha da H&M. Go Isabelli!

# # #

**Estrela da Tufi Duek, Isabelli Fontana explica a preferência pelo reggae: “É tudo mais sonhador”  
Rolling Stone (Brazil)  
August 7, 2013**<http://rollingstone.uol.com.br/canal/fashion/estrela-de-colecao-de-verao-modelo-isabeli-fontana-explica-preferencia-pelo-reggae-e-tudo-mais-sonhador>

[](http://rollingstone.uol.com.br/galeria/estrela-de-colecao-de-verao-modelo-isabeli-fontana-explica-preferencia-pelo-reggae-e-tudo-mais-sonhador/)Quarenta minutos depois do previsto, Isabelli Fontana (que recentemente adicionou mais um "L" ao nome) chegou à loja Tufi Duek, no Shopping Iguatemi, em São Paulo, para o lançamento da coleção primavera/verão da grife. Com olhos azuis e um sorriso de ponta a outra, ela exibiu o primogênito, Zion, para os fotógrafos, com orgulho da cria. O menino de 11 anos quase se esconde atrás da mãe top model. “Eu amo crianças, amo ser mãe”, disse Isabelli à Rolling Stone Brasil, no fim da tarde desta terça-feira, 6.

Além de ser a musa da campanha da marca, a modelo também aproveitou o evento para comemorar a nomeação de embaixadora do Rotary para a erradicação da poliomielite, também conhecida como paralisia infantil.

Vestida inicialmente com um vestido preto com uma fenda enorme até o meio da coxa direita, ela trocou de roupa no local para um visual mais casual: jeans preto e uma camiseta vermelha com a frase “end polio now” (“acabe com a pólio agora”, em português), em letras amarelas.

Foi após mais uma das centenas de fotos e pedidos de pose que Isabelli recebeu a reportagem da RS. “Vamos para um lugar mais tranquilo?”, pediu ela, ao se ver rodeada de mais requisições de fotos. Em uma sala improvisada no trocador da loja, sentada em um pufe, Isabelli ouve a assessora pessoal. “Temos cinco minutos para entrevista. Mais cinco para fotos. Porque depois ela precisa ir para Nova York, ela tem um trabalho amanhã.”

No papo, a top comentou a presença das fendas que chamam a atenção na coleção criada por Eduardo Pombal, estilista da Tufi Duek. “Cada vestido é mais deslumbrante que o outro”, derreteu-se ela. “Aquelas fendas! Toda mulher se sente muito sexy nas roupas dele [Edu]. Estou apaixonada por aquelas saias.”

Ela contou que, entre os preferidos, está o festivo da foto acima, com duas fendas, uma em cada perna (veja com mais detalhes clicando na galeria acima). A preferência, contudo, é curiosa e remonta à infância dela. “Eu chamo de ‘fenda Chun-Li’”, brincou Isabelli, com uma luz nos olhos azul-claríssimos. “Vivia jogando Street Fighter, só usava ela, porque ela tinha aquele corpão e uma saia com duas fendas. Agora, eu estou usando a roupa dela!”

Depois de elogiar a calça jeans preta que estava usando e ficar sabendo que poderia ficar com ela, Isa – como a assessora pessoal a chama –, explicou que as fendas podem se tornar um direcionamento a ser seguido no universo fashion nos próximos meses. “A tendência é muito rápida, logo uma criação vira objeto de desejo.”

É neste ambiente em que tudo muda tão rápido que Isabelli aprendeu viver. Modelo desde os 13 anos, ela chega aos 30 com um diverso catálogo de campanhas publicitárias, sendo o rosto de grifes importantes como da Victoria Secret, além da marca de cosméticos L’Oreal na América Latina. “Eu amo a moda. Adoro as tendências, ainda que tenha um gosto particular diferente”, confessou. “Gosto de fendas e coisas pesadas em cima. Gosto da mistura do clássico e pesado, vira um estilo mais rock and roll. É a minha cara.”

Justamente por se tornar referência no ambiente fashion, ela usa a influência para a causa humanitária. “Vou fazer o que puder para melhorar o nosso bem estar e o nosso futuro. Estou dentro!”, contou ela, sobre a ideia de se envolver no fim da pólio. Ela estrela a campanha Falta Só Isso, indicando que a doença já está 99% erradicada, mas não pode ser esquecida. “As pessoas não se conscientizam que precisam tomar a vacina, acham que já não é mais necessário. Precisa, sim, até que ela seja eliminada”, afirmou. “Queremos que a paralisia infantil deixe de existir de vez.”

As perguntas e respostas foram e vieram rápidas. Não havia tempo a perder. Questionada sobre artistas que tem ouvido, a modelo citou nomes como Burning Spear e Bob Marley. “Eu tenho curtido mais reggae”, disse ela. “Como era o nome daquela banda brasileira, mesmo?”, perguntou, recorrendo à assessora. “Ponto de Equilíbrio!”, lembrou, enfim. “Gosto da vibe, da melodia, é tudo mais sonhador. O rock é aquela batida, parece que você mergulha numa profundeza de dor e tenta se esconder atrás dela.”

Antes mesmo de terminar a lista de cinco principais bandas favoritas atualmente, ela precisou fazer uma nova troca de roupa – a terceira em menos de uma hora. Em questão de segundos, ela já estava dentro de um dos provadores. Pouco depois, Isabelli saiu com novo figurino, fez outra foto, deu alguns sorrisos, e, quando menos se esperava, seguiu com sua comitiva – incluindo o filho, que havia se acomodado em um sofá e jogava um game de luta no smartphone, tal como a mãe a fazia naquela idade.

# # #

**Isabelli Fontana posta foto no dia mundia contra a poliomielite  
Caras BrasilOctober 24, 2013**  
<http://caras.uol.com.br/especial/fashion/post/isabeli-fontana-posta-foto-no-dia-mundia-contra-poliomielite>   
  


Faz pouco tempo que Isabelli Fontana foi nomeada embaixadora do Rotary Club e desde agosto a modelo está empenhada na campanha da erradicação da pólio.

Nessa quinta-feira, 24, Isabelli lembrou o dia mundia de combate à pólio e postou uma foto no Instagram ao lado do estilista da Tufi Duek, Eduardo Pombal (marca para a qual a modelo desfila). "Eu e o querido @eduardopombal para O Dia Mundial de Combate à Pólio, 24 de outubro, está se aproximando! Este é o momento para refletirmos sobre o trabalho que temos feito até hoje e o quão perto estamos de terminá-lo. Pensando nisso o Rotary International Brazil Office não apenas convida todos a seguirem divulgando a causa da erradicação da poliomielite no mundo, como também lança uma nova campanha para disseminar informações, mobilizar recursos e reconhecer aqueles que contribuem para acabar com a paralisia infantil de uma vez por todas! Com parceria @tufiduek", escreveu Isa.

À saber: o Brasil não registra casos de poliomielite há 23 anos, mas a doença que pode causar paralisia total ainda circula por países da África e Ásia e pode voltar a atingir a população de outros continentes se não for erradicada, de acordo com as informações divulgadas pelo Rotary International. Na Síria, por exemplo, mais de 100 mil crianças com menos de 5 anos estão sob o risco de contrair pólio.

# # #

**Ação divulga campanha para a prevenção da paralisia infantile  
Globo TV (Brazil)  
October 25, 2013**<http://globotv.globo.com/rede-amazonica-ac/acre-tv/v/acao-divulga-campanha-para-a-prevencao-da-paralisia-infantil/2913147/>

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Globo TV, the most important and popular TV Network in Brazil, had its regional affiliates covering Rotary event around World’s Biggest Commercial during World Polio Day.

# # #

**EUROPE AND AFRICA MEDIA HIGHLIGHTS**

**Interview with Sakuji Tanaka  
Robb Report (Spain)  
April 2013**



# # #

**New polio cases cause jitters as State races to raise Sh595m  
Business Daily (Kenya)  
June 19, 2013**



# # #

**Rotary targets end of polio with unique brand of philanthropy  
Business Daily Africa  
August 8, 2013**   
<http://www.businessdailyafrica.com/Corporate-News/Rotary-targets-end-of-polio-with-unique-brand-of-philanthropy/-/539550/1941656/-/item/0/-/s9wjvxz/-/index.html>

Of the many voluntary or philanthropic clubs around the world, Rotary has stood out as one that has consistently championed the ideals of service to humanity and backed it up with long term commitments in critical global causes such as the eradication of polio.

Kenya is one of the African countries where Rotary continues to grow its membership and footprint but also one of pockets of the world that remains at the risk of intermittent polio outbreaks.

Gary Huang, the Rotary International President Elect visited Kenya this week and talked to the Business Daily about philanthropy and its role in the global fight against polio and why the club is pushing for membership recruitment from among Africa’s growing population.

Two Rotary International presidents have visited Africa and Kenya in the past two years and now here you are visiting again. How important is Africa to Rotary International and why?

Africa is a prospering continent with motivated and well educated Rotarians, who want to serve their communities. As an organisation, we are specifically focused on causes that improve human life and have set eradication of polio from the face of the earth as a critical part of our mission.

Nigeria, an African country, is one of three polio endemic countries worldwide making it a focal point for Rotary’s activities.

Rotarians in Africa have been supportive of this initiative through donations, fundraising, advocacy as well as raising awareness about the disease.

The two past Rotary International presidents declared the club’s intention to make polio only the second disease ever to be eradicated. How have your progressed towards the achievement of this goal?

Since Rotary launched its PolioPlus program in 1985, new cases have dropped by more than 99-percent, from 350,000 per year to just 223 cases in 2012. Last year reported the least number of cases in the least number of places in history. Progress continues to be made in the few remaining polio-endemic countries - Nigeria, Afghanistan and Pakistan. However it is important to remember that a recent outbreak in the Horn of Africa accounts for the majority of cases so far recorded in 2013.

Does that outbreak mean that we are losing the fight against polio in this part of the world?

No. The reality is that outbreaks will continue to threaten previously polio-free countries until the disease is completely wiped out.

The Global Polio Eradication Initiative (that is jointly run by the Rotary, WHO, Unicef, Gates, along with governments) has accounted for this in its 2013-2018 Strategic Plan. If this plan is fully funded, the fight against polio in the endemic countries will be stepped up even as we respond to fresh outbreaks in polio free areas.

That’s why Rotary remains committed to fundraising and advocacy to ensure the program has the money it needs to finish the job.

How big is the amount of money needed to finish this job and is it fully funded?

About $5.5 billion is needed to see the programme through to 2018. Of the total, $4 billion was pledged at the Vaccine Summit in April leaving a financing gap of $1.5 billion.

The challenge for the entire Global Polio Eradication Initiative is to ensure that those pledges are met and the $1.5 billion gap is filled. To that end, Rotary has recently announced a new fundraising campaign in conjunction with the Bill & Melinda Gates Foundation.

Every dollar donated to Rotary for polio will be matched 2-to-1 by the Gates Foundation. This is up to $35 million per year through 2018. Beyond this new campaign, Rotary has contributed $1.2 billion and countless volunteer hours to help protect the world’s children from polio.

**Africa is one of the regions where Rotary membership is growing steadily. What is the club’s appeal to Africans?**

Rotary has traditionally appealed to business and professional leaders of all ages who are interested in addressing important issues on both local and global scale.

Rotarians in Africa appreciate the art of giving back to their communities and connecting with Rotarians worldwide. With Rotary they can use their talents, skills, and energy to improve the lives of other people.

**Kenya has pressing humanitarian needs, other than polio; are you involved in any of these areas?**

Indeed, Rotary has six areas of focus, including peace and conflict prevention/resolution, disease prevention and treatment, water and sanitation, maternal and child health, basic education and literacy and economic and community development.

During my visit in Kenya I have had the pleasure of visiting a Nakuru water Project that is supported by Rotary.

The initiative helps families to build water tanks to harvest rain water. Each family is taught how to build the storage tank with a capacity of 10,000 gallons of water, sufficient to last the entire dry season.

**You are the president elect of a prestigious international club, what do you intend to achieve in your term?**

Rotary is one of the largest non-profit humanitarian service organisations worldwide. It is a global network of community volunteers made up of businesspeople, professionals and community leaders.

Rotary’s main objective is service in the community, at the workplace, and around the globe. We encourage young professionals to join Rotary and get the opportunity to make a difference.

My goal is to increase membership with emphasis on female and young people.

**Rotary being an organisation of business and community leaders is obviously a complex institution to lead. How does one qualify to lead such a group?**

Rotary provides members with an opportunity to exercise leadership. I have greatly improved my leadership and communication skills since becoming a member of Rotary in 1976.

I have since served as Rotary International vice president, director, Rotary Foundation trustee, district governor, International Assembly training leader, regional session leader, task force member and coordinator, and committee member and chair.

When you think about the leadership, you have to cherish the power of influence with other leaders to produce real changes.

Philanthropy is becoming more prominent these days, with industry captains like Bill Gates and Warren Buffet giving significant amounts of their wealth to social causes and encouraging their peers to do the same. What is the attraction here?

The primary focus of philanthropy is to help others and we all know that the world is replete with challenges, including control of infectious diseases such as polio.

Philanthropists who have shown strong support in the area of health have zeroed in on critical international issues such as the fight against HIV/Aids and polio.

Bill Gates highlights the opportunity to reach a polio-free generation. The Gates foundation recently announced a bold new partnership chapter with Rotary in the campaign for polio eradication.

This came during a critical phase for the Global Polio Eradication Initiative. Rotary and the Gates Foundation are determined not to let polio make a comeback. When this is done, it will be one of the greatest philanthropic achievements.

# # #

**African Youth convention opens in Kampala  
New Vision  
November 5, 2013**  
<http://www.newvision.co.ug/news/649117-african-youth-convention-opens-in-kampala.html>

Over 2500 youth from different African Countries are attending the Rotary International Presidential African Youth Convention which opens today (Tuesday) in Kampala.

The conference- the first of its kind since Uganda and Tanzania were curved out of Rotary District 9200 to form District 9211 will be graced by the Rotary International (RI) President Ron Burton who is visiting the country.

Burton will facilitate a conference under the theme ‘New Generations’. The First Lady Janet Museveni will preside over the opening.

According to Ronald Kawaddwa, the conference organizing committee vice chairman, over 2500 youth from various countries on the African continent are already in the country for the for the conference.

“We have delegates from here and other countries like Rwanda, Burundi, Democratic Republic of Congo, Ethiopia, Eritrea, Kenya, Tanzania, South Africa, Egypt, Nigeria, Ghana and many other countries,” Kawaddwa noted adding that dignitaries from other continents will also grace the occasion.

The Rotary International President Ron .D. Burton has praised the Ugandan Rotarians and Rotary actors for supporting various under privileged groups in Uganda.

He praised the two groups especially Rotary actors for championing the cause of the poor in Makindye East an area in Kampala and for other great contributions in several places in the country.

Burton will facilitate a conference under the theme ‘New Generations’.

According to a press release issued by Ugandan Rotary clubs , the Kampala meeting urges young leaders to ‘take charge’ of the future.

Speaking from Kiwuliriza Primary School, Burton handed over mosquito nets and reproductive health kits which was one of the contributions done by local Rotary members.

Other services that the locals benefited from was free HIV/AIDS testing and counseling services, malaria and cancer screening for women. Locals also got free family planning services and health education on hand-washing.

“From clean water to malaria prevention and distributing mosquito nests, HIV testing and counseling, Rotary clubs combine their talents and resources to carry out impactful and sustainable projects,” Burton said.

He said the best example is Rotary’s effort to eradicate polio worldwide, the organization’s top priority. Rotary and its partners are close to their goal of a polio-free world, achieving a 99 percent reduction in cases since 1988, when Rotary helped launch the Global Polio Eradication Initiative.

Emmanuel Katongole, governor of the Rotary district that includes Uganda and Tanzania, said the special conference will provide the youth professional groups opportunity to exchange ideas and explore new ways of working together to make the world a better place.

He said the next generation of global leaders faces a wide spectrum of political, economic and social issues from such interactions with Rotary global networks of volunteers dedicated to humanitarian service they can create change.

Hosted by Ugandan Rotary clubs at Hotel Africana, Kampala, the Rotary International Presidential Conference on New Generations is the second of five youth-focused conferences scheduled by Rotary President Ron D. Burton. First Lady Janet Museveni will open the conference to be closed by the King of Tooro Oyo Nyimba.

Burton and other Rotary leaders will discuss and publish projected Rotary’s wide range of humanitarian efforts.

To date, Rotary has raised more than US$1.2 billion and committed countless volunteer hours to fight the disease. Rotary has provided grants totaling $4.38 million to support polio eradication activities in Uganda.

Burton has made outreach to younger generations a priority during his presidency as a way to bring committed new members into Rotary. The other New Generations conference sites are Chennai, India (5-6 October 2013), Buenos Aires, Argentina (15 March 2014), San Francisco Bay Area, USA (28-30 March 2014), and Birmingham, England (14 April 2014).

“The conferences are intended to have the result of bringing change to people’s perception about young people and about Rotary,” said Burton.

Rotary is a global network of volunteer leaders dedicated to tackling the world’s most pressing humanitarian challenges to the poor. Rotary’s world members hail from more than 200 countries and geographical areas.

# # #

**Interview with Carol Pandak on “Africa Midday”  
Channel Africa (South Africa)  
November 6, 2013**<http://www.channelafrica.co.za/portal/site/ChannelAfrica>



Carol Pandak was interviewed by Channel Africa about polio during their two-hour news show “Africa Midday.” Channel Africa is the international radio service of the SABC.

# # #

**ASIA/PACIFIC MEDIA HIGHLIGHTS**

**'Ip Man' martial arts superstar Yen joins polio campaign   
BioSpectrum (Singapore)  
August 21, 2013**  
<http://www.biospectrumasia.com/biospectrum/news/193863/ip-man-martial-arts-superstar-yen-joins-polio-campaign#.UrMXh1tQGsA>

*Fighting against polio - Ip Man action star Donnie Yen joins Rotary's 'This Close' public awareness campaign for polio eradication*   
  
Internationally-renowned Hong Kong action star Mr Donnie Yen has joined the growing roster of public figures and celebrities to participate in Rotary's 'This Close' public awareness campaign for polio eradication.

Mr Yen, an Asian superstar who gained world fame with Ip Man, Wu Xia and many other classics, will help Rotary achieve its goal of a polio-free world by raising his thumb and forefinger in the 'this close' gesture in the ad with the tagline "we're this close to ending polio".

Mr Yen said, "I decided to become a Rotary ambassador for polio eradication because polio kills or paralyzes young children and Rotary is committed to ending this terrible disease worldwide. I also learned that the world has never been so close to eradication of polio since the mid 80's thanks to the vigorous efforts of Rotary International and its partners."

Rotary club has partnered with Bill & Melinda Gates Foundation in the campaign for polio eradication. The Gates Foundation will match two-to-one, up to $35 million per year for every dollar that Rotary commits, in order to reduce the funding shortfall for polio eradication through 2018. It will help provide world's governments with the $5.5 billion needed to finish the job and end polio forever.

The Rotary awareness campaign also features public figures and celebrities including Bill Gates, co-chair of the Bill & Melinda Gates Foundation, Nobel Peace Prize laureate Archbishop Emeritus Desmond Tutu, action movie star Jackie Chan, boxing great Manny Pacquiao, Korean pop star Psy, golf legend Jack Nicklaus, conservationist Jane Goodall, premier violinist Itzhak Perlman, Grammy Award winners AR Rahman, Angelique Kidjo and Ziggy Marley, and peace advocate Queen Noor of Jordan.

# # #

**8 lakh books in 7days, for a Guinness record”   
The Times of India   
October 5, 2013**  
<http://articles.timesofindia.indiatimes.com/2013-10-02/chennai/42615297_1_books-reading-habit-spencer-plaza>

CHENNAI: A group of 25,000 students and young people in the city have come up with an initiative to collect eight lakh books within seven days. The books collected will be used to set up libraries in 108 corporation schools in & around Chennai.

Members of Rotaract clubs, aged between 18 and 30, in Chennai who have been working in corporation and government schools found that most students do not have a habit of reading. "The reading habit is usually picked up only if your school has a library," said Solomon Victor, a professional photographer. "I would go to book shops and read books. That was how I taught myself photography," he said.

The club members realised that many corporation schools did not have a full-fledged library. "You need a few stories and fun books to enjoy reading," said V C Naveena, a student of Dhanalakshmi Srinivasan College of Engineering and Technology. "The main point of this initiative is to create an opportunity for happy reading in schools, which will hopefully also improve language, writing skills, general knowledge and imagination."

They started the book collection drive at Spencer Plaza on Monday and will continue it till October 7. Members from 116 Rotaract clubs in the city are participating. "We are going to colleges and schools and addressing them during their assembly. A couple of days later, we go back to collect books," said Lena Nathan, Shiksha Chairman Rotary International District 3230.

Members are also distributing pamphlets in public places, inviting people to donate books, and going to donors' residences to collect them. The books collected from across the city are stored in the basement of Spencer Plaza and will be handed over to the corporation. "We have collected 30,000 books so far," said Nathan.

# # #

**Rotary turns focus on rubella virus  
The Hindu  
October 6, 2013**  
<http://www.thehindu.com/news/cities/chennai/rotary-turns-focus-on-rubella-virus/article5205078.ece>

Rotary International on Saturday launched a conference for Rotoractors in the city by organising a rubella vaccination camp.

At the camp held at Dr. MGR Janaki College for Women, around 1,000 girls were vaccinated against the viral infection. This year, Rotary International, will focus on raising awareness about rubella.

Rotary International’s world president Ron D. Burton inaugurated the conference of Rotoractors which was attended by Rotarians in the city.

The theme of the conference is ‘Youth for the future’. Around 25,000 Rotoractors in the 18-30 age group will participate in the two-day event which includes a number of programmes, such as mock United Nations-type assembly sessions. The youth will also listen to motivational speeches by Rotarians.

This year, Rotary International plans to hold five such conferences across the globe. The conference in the city includes a walkathon, a cycle rally and an autorickshaw exhibit rally.

The Rotoractors in the city have three aims — to eradicate polio completely from the world, raise awareness about the need to follow traffic rules and create awareness about the need to be vaccinated against rubella. The weekend programmes include awards presentation to youth icons in various fields of activity.

# # #

**Collecting books and a Guinness record  
The Indian Express  
October 7, 2013**  
<http://newindianexpress.com/cities/chennai/Collecting-books-and-a-Guinness-record/2013/10/07/article1822062.ece>

Rotary international District 3230 has organised a book collection excercise ‘Shiksha’ at Spencer Plaza for a week ending today, attempting a Guinness Record by collecting eight lakh books in seven days. But the main aim of this project is to create libraries in 108 Chennai schools and encourage children to read books. The public can donate old and new books for this cause by visiting the Phase III atrium at Spencer Plaza. People who cannot go there can avail the pick up service offered by them.

Books are being collected by going door to door, from schools, colleges, offices and corporates. Over 300 youngsters are working for this project through the Rotaract Club in their colleges or offices.

Any book, preferably those that can be read by school children can be donated. The books that are received will be segregated according to the age group that can read them. The Rotaract club aims to have these 108 libraries fully functional by June 30, 2014. Lena S Nathan, who is the chairperson of this project hopes this project would help increase the literate percentage in the society. One of the District Rotaract Council members Solomon Victor, who himself is an avid reader, says, “To me, today a reader is tomorrow a leader.”

In the Shiksha project that was conducted in 2009, 1.1 lakh books were donated and 35 libraries were established.

The next vision for this project is to coach children in Chennai schools on how to read books.

# # #