

COOLAMON ROTARY CLUB INC.



February is World Understanding Month

Bulletin # 27 2011

Bulletin for the 7th February 2011.

Meeting 7th February 2011.

{This bulletin prepared by Paul Weston and John Glassford.}

Members Present: 10. Make-ups 3

Attendance 68%

The meeting was called to order by President Ian Durham at 7:10 pm at the Sport and Recreation Club. In attendance were Henk Hulsman, Ian Jennings, Ray Foley, Marg Perkin, Garth Perkin, George Hutcheon, Grahame Miles, Neil Munro, and Paul Weston.

PRESIDENT'S REPORT

President Ian Durham welcomed our members

SECRETARY'S REPORT

In John Glassford's absence, Paul Weston read an announcement from the Coolamon Amateur Swimming Club re their annual swim carnival. The swim carnival is to be held on Sunday, 27 February, and the swimming club is seeking donations to fund the purchase of equipment for the club as well as trophies and medallions. Grahame moved that we give \$50 to pay for sponsorship of two events at the carnival; Neil seconded. The motion passed unanimously.

TREASURER'S REPORT

Henk Hulsman reported the account balances were generally healthy, but advised that better attendance is required at our weekly meetings in order to generate enough meal receipts to pay the chef at the Sportsman's Club (any deficit is made up from treasury funds). Concern was expressed that printing and distribution of the phone directory was way behind schedule; Ian Durham offered to speak to the organisers to speed the process. Henk announced that \$2000 had been give to the Queensland flood appeal.

SERVICE PROJECTS REPORT

Ray Foley announced that the next street raffle would be 16 July. Ray also reminded those rostered re their duties:

CLUB ADMINISTRATION

Marg Perkin advised that John Glassford will speak on his recent visit to Samoa at the next meeting (14 February). Marg announced she is trying to line up speakers for our meetings through the end of the current term of office, approximately one every other week, and read a list of potential speakers and topics; she will be contacting potential speakers re their availability. Speakers will receive a complimentary dinner (but their guests will need to pay for themselves). In addition to a long list of potential speakers listed by Marg, Ian Durham offered to show photographs of his Army service in Vietnam during the war. Please forward additional suggestions for speakers to Marg.

GENERAL BUSINESS

Grahame Miles suggested that our big annual raffle be referred to as the "Monster Shopping Spree Raffle" rather than the "Community Day Raffle" since there is little connection between the two events (the raffle is held a month later than the Community Day). There was general agreement with this suggestion. Grahame announced that participating schools would receive a guaranteed \$300 for having their students sell tickets. Representatives from the participating schools will be invited to attend our meeting on 21 February (we will pay for their meals).

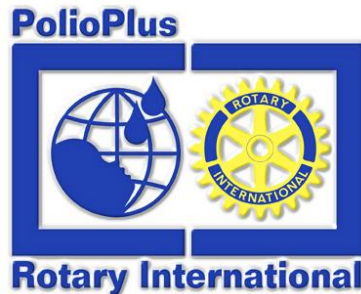
The meeting was adjourned by President Ian Durham at 8:20 pm.

ROTARY ASSISTS AMBASSADORIAL SCHOLARS TO LEAVE EGYPT

Rotary International Travel Service (RITS) stepped in to help Rotary Foundation Ambassadorial Scholar Jamie Gajewski and four other scholars to leave Egypt when civil unrest made it unsafe for them to complete their scholarships there.



Jamie Gajewski from Madison, Wisconsin, USA



As you are all well aware Rotary is concentrating on the eradication of polio throughout the world. Here is an interesting take on the work being done in Africa from a Rotarian who is directly involved in the field:

Ashok R. MIRCHANDANI, PHF+8, Major Donor TRF
Rotary Club of Cotonou Centre
D9100 Benin West Africa

Let me put the polio initiative in a different perspective: This also give me an opportunity of expressing my views.

In most African countries, Bill Gates does not do auto promotion! We do. This because of our \$200 million Challenge, which has raised \$555 million! and we also publicise the other partners in our media outings!

We started it in 1985 and made some good progress, but with an even better progress in the PR department so much as to collect double the target amount. It was unique and it was OUR project, and we could go out to do what we had set without interference. All we needed, we thought, was the cooperation of the affected countries. We knew that no country would take the risk of refusing vaccines free. Unfortunately there were a lot of factors between giving vaccines and the children getting it!

Since 1988, when the World Health Assembly adopted Polio Eradication as a viable goal, it gave us relief as we, professionals in our field, were not Public Health Professionals, and so many parameters had never even crossed our mind when we started implementing Polio plus. (I have stories, which I will one day put out, of the difficulties faced, as the perspective in the affected countries, and the work involved, was very much different from what the rest of the Rotary world thought it to be.)

Since 1988, Eradication of Polio is NOT a stand-alone programme of Rotary International. The GPEI (Global Polio Eradication Initiative) has 4 partners of which 3, apart from Rotary, are technical partners, UNICEF, World Health Organisation, & Centre for Disease Control, plus the Ministries of Health in each affected country. Kudos to our leaders who did not give up paternity of our project, and even accepted the 'de-factor legation' that we were subjected to in most of the effected countries. It was not the same in the polio free countries! It was, understandably difficult to get the Ministry, WHO and UNICEF local leaders to understand that it was originally our idea and that the funds they were spending came largely through us, either directly, or by Rotary advocacy:

'A bunch of privileged leaders meeting weekly over meals and cocktails to discuss various things and do some philanthropy on the side' was not their idea of people who could play an active part

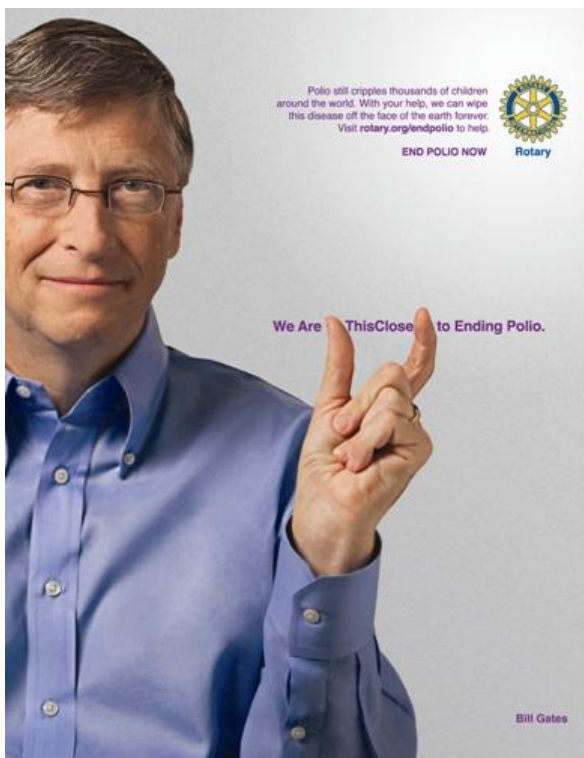
in eradicating a disease. We really had a tough job to burst the illusion, and I am proud to say that as Rotarians, we did what we do best: succeed!

Enormous work went into the process, with patience as fuel, to get them to accept us as equal partners, and in many countries, as the funding partners at least. Resistance dropped, but is still there in many polio affected countries, in Asia and Africa, and every new set of bosses at country and state level have to be broken down and shown the light. Our Light. That is the work which Rotarians like me and our Colleagues do in Africa and Asia. We take part in the decision making process through our mandatory participation in the country level ICC (Inter-agency Coordinating Committee) that is entrusted with the NIDS (National Immunisation Days). It is true that Rotary participation is not at the same level in all the affected countries, but at least one thing is sure, they know Rotary and its role.

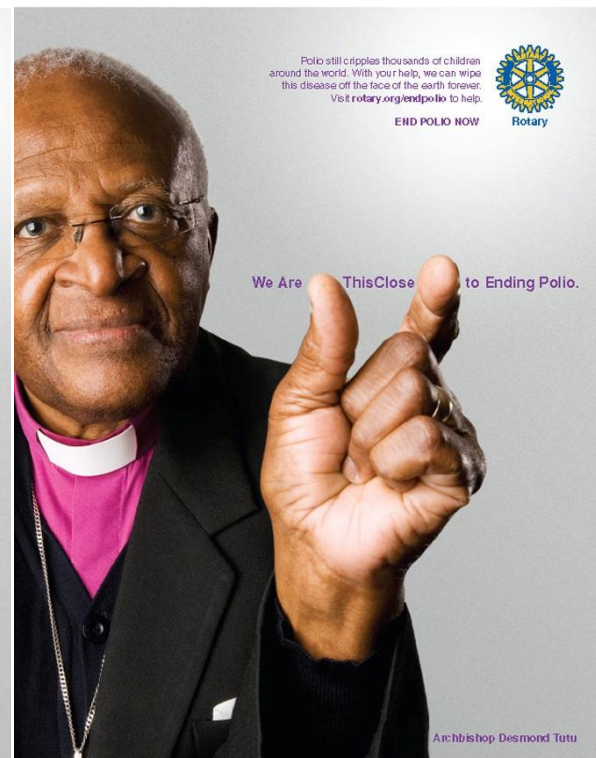
Our Social Mobilization policies put the name of Rotary up front, with all other partners also claiming their rightful place on our messages, and this continuing process is such that our visibility has grown stronger with us managing to put in that least three logos (the wheel, the Polio Plus Logo, and the End Polio Now) in all items with one each for WHO, UNICEF, CDC & the Ministry of Health. The best thing is they do not even mind it anymore as our End Polio Now logo in RED is the big one with the evident message.

The argument is that the approach in the affected countries HAS to be different from the one churned out from the PR in HQs. In the countries where polio exists, we have to keep the delicate balance not to offend our partners. Where we still have the virus, or threatening to come back, PR is done but in a different way.

In countries where there is no Polio, generally considered the Western world, our role is to tout out achievements AND to collect funds which are so badly needed and more easily available than in the developing world. The 'This close' programme has the message on the top with a plea for donations. Fortunately the phrase 'This Close' is in larger letters so most do not even read the inscription above.



Bill Gates



Archbishop Desmond Tutu

Since the 20 odd personalities are known iconic faces, it clicks in the ads along with the regular plea where we can collect funds. It would be indelicate for us to put just the This close ad and ask people to vaccinate, because this poster asks for donations! Till last year we concocted our own Ads, and now use the 'this close' ad as a part of a larger ad with the logos of all the partners. As a Zone Challenge Coordinator for the 200 Million Challenge, I know how difficult it is to raise money in my zone, Africa. Whatever I have succeeded is NOT because of the This close Ad, but by active participation of the Local THIS CLOSE Ambassador, who is also a Unicef goodwill Ambassador, in the fundraising activities, as well as in advocacy and Social Mobilizing activities. (I am told that soon every Tom Dick & Harry can do the ad shortly in an interactive version. The 20-odd stars who have lent the name to Rotary, free, instead of the millions they charge for commercial ads, would surely not like to see that they are being equated with a 'nobody!') This is something for the RI to do a rethink!

These ads are great! They made an excellent backdrop at San Diego because they are known and respected faces that can open 'closed doors' in the advocacy department. Let us not banalise them in the interest of PR in a local level! (NIDs in India are so well trumpeted on the National media TV etc, and even our 'this close' Ambassador Amitabh urges people to take their children for the two drops, but it is the Governments who put in this staccato of ads and often Rotary does not even figure in them. It is the same universally known face, different two forefingers fingers, but the message is still clear: vaccinate your children! should we complain? then years back a frustrated me would have said yes. Today I just want the job to be done!)

Stickers like 'Goodbye Polio, Thank you Rotary', is good for feeling good and fund raising activities in Polio Free Countries. In countries where there is still the Final inch, we dare not do this. It's not that we do not use this medium, but our lines are more on the lines of Goodbye Polio, Thank you Nigerians, or 'thank you all' or something like this with a Rotary Logo to show who is saying it. Nobody would want the NID executing Health Ministry and partners to get offended by Rotary claiming to be the only party that has made the GOODBYE possible! Once the world is polio free, we can blow our trumpet with pride wherever we want it!

Most of the countries in Africa have accepted the role that Rotary plays and has played. Infrastructure has improved; health centres are equipped with medical and non medical materials like Cold Chains, vehicles, generators, megaphones etc. A system of logistics has evolved, which helps in campaigns for other diseases. Campaigns can be programmed in short notice, so mop-ups when there are outbreaks are done rapidly! NIDs permit the 'plus' activities like Vitamin A, de-worming, mosquito nets, etc which would require enormous resources if they were stand alone programmes! Medical Personnel are now trained on the concept of Public Health activities and so much more... and this is the best PR of Rotary, and I am proud to say that the PR division of RI and the Foundation trustees play an important, pro-active and encouraging part in this execution of the project in the playing fields where polio is still a scourge!

After 26 years in this field I am no longer offended when Rotary is not mentioned in a speech, knowing fully well that the population and the people who matter know what we do. Rotary, UNICEF, WHO, CDC et al have their own web sites for their own; often with links to the other partners, in which Rotary does figure. It is the combined effort of all that makes things work, so let us keep PR in affected countries separate from that in the Polio Free countries and leave it to National Committees who master the environment they work in have all the parameters in hand, rather than by PR managers whose unilateral bursts may undo the work done for so many years.

“Some good thoughts expressed by Ashok and I thought that you might like to know what it is like on the ground with Rotary in the areas where polio is still endemic. Our Foundation giving through Paul Harris Fellows and other events raises funds to help with the \$200 million challenge issued by Bill and Melinda Gates.”

MAKING UP A MEETING.

One of the great benefits of being a Rotarian is being able to make up at other clubs anywhere in the world where a Rotary club exists. It is not about being a 100% attendance member but a great way to learn about the country or city or village that you are visiting. There is a club directory for all the clubs in Australia.

On my recent visit to Kangaroo Valley and Snake Valley I was able to make up two meetings. One at the Rotary Club of South Nowra and the other at the Rotary Club of Ballarat West.

The Ballarat Wrest club had a social meeting and I was invited to come along anyhow. It was a most interesting night and we had a one hour walk down the centre of Ballarat visiting the statues that make Ballarat a very interesting city. I lived in Ballarat for 3 years and did not know these existed.



Queen Victoria



Peter Lalor



Eureka Rebellion



Albert Coates



The Eternal Flame

Lt. Colonel Sir Albert Coates was interned by the Japanese after the fall of Singapore and was much loved by the POWs on the infamous Burma Railway where he performed miracles with a razor blade and saved many a digger's life. Albert was born in Ballarat.

ROSTERS:

Bingo Thurs. March 10th: Leslie Weston, Ian Durham, Paul Weston, Marg Perkin.

- Caravan Park 11th February 2011 Paul Weston and Leslie Weston
- Caravan Park 18th February 2011 Leslie Weston and Dick Jennings

DIARY:

14th February Talk on Samoa by John Glassford PARTNERS NIGHT.

21st February Meeting with Monster Raffle Stakeholders.

23rd February 2011 Rotary's 106th Birthday.

26-27 Feb 2011 – President Elects Training Seminar (PETS) at YOUNG.

7th Monday March 2011 Coolamon Rotary Club's 40th BIRTHDAY PARTY MEETING. N.B.!

~~21st–24th March RYDA in Wagga Wagga (Rotary Youth Driver Awareness). POST PONED~~

1-3 April 2011 District 9700 Conference Orange

11-16th April R.Y.L.A. in Parkes (Rotary Youth Leadership Awards 18-25 years old.)

17th Sunday April Coolamon Community Day.

30th May Monday Monster Raffle Draw in Coolamon.

21-25 May 2011 Rotary International Convention in New Orleans

1 July 2011 Coolamon's 40th Change Over Dinner {Friday Night}

16th July Coolamon Street Raffle

1st December 2011 Mountains of the Moon Summit.

COOLAMON ROTARY CLUB WEB SITE: <http://www.coolamonrotary.com>

Rotarians For Fighting AIDS: <http://www.rffa.org>

The Orphan Rescue Kit Africa: <http://theork.com>

Mountains of the Moon Climb 2011: <http://www.mountainsofthemoon.org>

***P.S. Please check your contact details as sent to you for the
2011-2012 District 9700 Directory.***