



ROTARY'S AREAS OF FOCUS



TAKE ACTION: www.rotary.org



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The work of Rotary begins in the community, and every community has its own unique needs and concerns. While we serve in countless ways, we've focused our efforts in six key areas to maximize our impact. These areas encompass some of the world's most critical and widespread humanitarian needs, and we have a proven record of success in addressing them:

- Peace and conflict prevention/resolution
- Disease prevention and treatment
- Water and sanitation
- Maternal and child health
- Basic education and literacy
- Economic and community development



Rotary members planning new service projects are encouraged to consider these areas and the many opportunities for innovative projects within them. This publication introduces each area and suggests how Rotary clubs and districts and their service partners can address these needs both locally and internationally.

ROTARY FOUNDATION GLOBAL GRANTS AND THE AREAS OF FOCUS

All Rotary clubs and districts are eligible to apply for global grants from The Rotary Foundation to support sustainable activities with high-impact outcomes in one or more of the six areas of focus. These activities may include humanitarian projects, scholarships, and vocational training teams. Prospective global grant-funded projects should include a plan for monitoring and evaluation using the measures established by the Foundation for each area. Learn about the criteria for global grants in each area by consulting the Areas of Focus Policy Statements at Rotary.org.

ROTARY SHOWCASE

Interested in seeing how other clubs are making an impact in Rotary's areas of focus? Check out Rotary Showcase (www.rotary.org/showcase), a tool that lets you view, share, and publicize Rotary service projects. Find inspiration from other clubs' success stories and add your own project to show the world how your club is making a difference.



PEACE AND CONFLICT PREVENTION/RESOLUTION

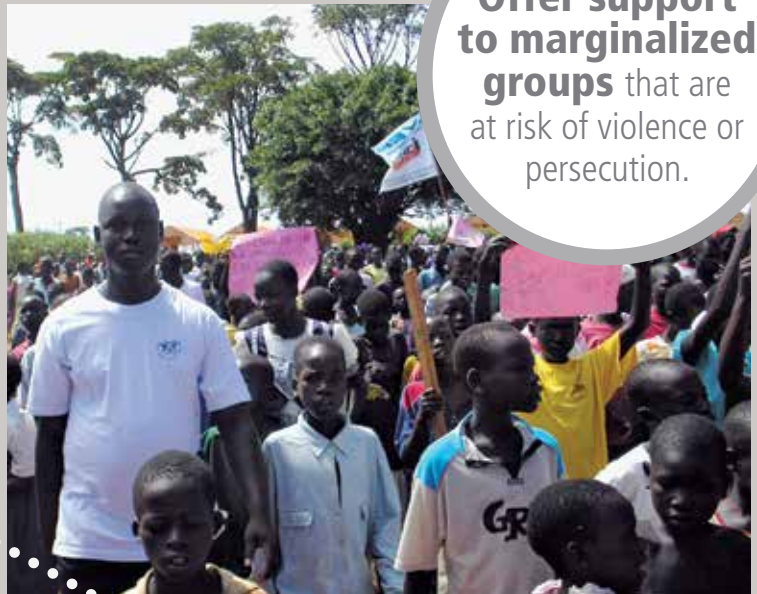
RESPONDING TO CONFLICT

20,000 people

are maimed or killed by land mines each year.

TAKE ACTION

Identify triggering or accelerating factors in the conflict and work to mitigate them.



TAKE ACTION

Offer support to marginalized groups that are at risk of violence or persecution.

51 million people

are currently displaced by armed conflict or persecution.

TAKE ACTION

Provide relief to those who have fled areas of conflict.

TAKE ACTION

Help children who have been orphaned, injured, or traumatized by conflict.

TIPS FOR SUCCESS

- 1 Plan projects to engage all community stakeholders, including women, marginalized populations such as ethnic or religious minorities, and opposing sides in conflicts.
- 2 Understand and respect the laws and customs of all the communities you serve.

90% of casualties

in armed conflicts are civilians, at least half are children.



PREVENTING CONFLICT/BUILDING PEACE

300,000 child soldiers

(boys and girls under age 18) are believed to be involved in conflicts around the world.

TIPS FOR SUCCESS

- 1 Use role-playing and sports to teach children and young adults socially appropriate ways of dealing with conflict.
- 2 As a component of service projects, train community leaders in strategies to prevent and mediate conflict, such as facilitating community dialogue and initiating alternative dispute resolution.
- 3 Partner with Rotary Peace Fellows and other conflict-prevention experts and organizations.

TAKE ACTION

Incorporate conflict resolution and mediation strategies into service projects involving local schools, orphanages, workplaces, and community centers.

TAKE ACTION

Recruit candidates for a Rotary Peace Fellowship. Up to 100 peace fellowships are offered annually at Rotary Peace Centers at universities around the world.

TAKE ACTION

Participate in fellowship and service activities with Rotary clubs in other parts of the world to promote understanding and peace.

TAKE ACTION

Pursue projects that **address the underlying causes of conflict**, including poverty, inequality, ethnic tensions, lack of access to education, and unequal distribution of resources.





DISEASE PREVENTION AND TREATMENT

DISEASE PREVENTION

1 billion people

suffer from neglected tropical diseases such as dengue fever and leprosy each year.

TIPS FOR SUCCESS

- 1 Consult with Rotary members who have medical or public health expertise.
- 2 Communicate with local and regional hospitals, clinics, universities, and ministries of health to avoid duplicating efforts and to take advantage of local resources.
- 3 Enlist community workers and health and medical volunteers to perform immunizations.
- 4 Partner with successful community-based health care organizations to strengthen and expand existing services.

TAKE ACTION

Support health education programs that explain how diseases are spread, and promote ways to reduce the risk of transmission.

TAKE ACTION

Help immunize people against infectious diseases.



HEALTH CARE

2.4 million doctors,

nurses, midwives, and other skilled caregivers are needed worldwide.

57 countries

have fewer than 23 health workers for every 10,000 people.

TIPS FOR SUCCESS

- 1 Work with local health centers to develop programs that attract health workers with a variety of skills. A shortage in a particular skill area can burden health center staff and limit the care available.
- 2 Ensure that training facilities are located where the workforce lives and works in order to improve retention rates.

TAKE ACTION

Support continuing education and training for health workers through scholarships, stipends, and public recognition.



100 million people

are pushed into poverty each year by medical costs.

1 in 6 people

worldwide cannot pay for health care.

TIPS FOR SUCCESS

- 1 Focus on providing long-term support for community health centers.
- 2 Partner with global health systems to increase access to equipment, facilities, and the latest health care programs.
- 3 Incorporate innovative technologies such as mHealth, which can be accessed on mobile wireless devices, to extend the reach of health centers.

TAKE ACTION

Improve and expand access to low-cost and free health care in underserved areas.





WATER AND SANITATION

SANITATION AND HYGIENE

2.5 billion people

lack access to improved sanitation.

TAKE ACTION

Improve sanitation facilities by providing toilets and latrines that flush into a sewer or safe enclosure.

TIPS FOR SUCCESS

- 1 Avoid prescribing a solution for a community. Instead, work with the community to determine what is most appropriate.
- 2 Remember sanitation and hygiene: Very few people die from thirst; millions die from preventable waterborne diseases.

1,400 children

die each day from diseases caused by lack of sanitation and unsafe water.



TAKE ACTION

Promote good hygiene habits through education. Proper hand washing with soap and water can reduce diarrhea cases by up to 35 percent.



IMPROVE WATER QUALITY AND ACCESS TO WATER



TAKE ACTION

Build wells to extract groundwater from underground aquifers.

6 hours

per day is what women in some rural parts of Africa spend collecting water from a remote source.

TAKE ACTION

Promote low-cost solutions, such as chlorine tablets or plastic bottles that can be exposed to sunlight, to improve water quality.

748 million people

don't have clean drinking water.

TIPS FOR SUCCESS

- 1 Work with the community to establish a water committee and a fee system to allow for ongoing operation and maintenance of the water system.
- 2 Before digging or drilling a new well, plan carefully to ensure that the water will be safe and the well is environmentally sustainable.
- 3 Utilize government-approved technology and equipment so that spare parts and repair work will be readily available.

TAKE ACTION

Implement rainwater harvesting systems to collect and store rainwater for drinking or recharging underground aquifers.

TAKE ACTION

Provide home water treatment capability, through the use of filters, solar disinfection, or flocculants, to make drinking water safe.





MATERNAL AND CHILD HEALTH

CHILD HEALTH CARE



TAKE ACTION

Develop or support programs that **provide immunizations and antibiotics**. Measles, malaria, pneumonia, AIDS, and diarrheal diseases are the leading causes of death in children under five.

6.3 million children

under the age of five die each year from diseases, malnutrition, poor health care, and inadequate sanitation.

TAKE ACTION

Prevent mother-to-infant HIV transmission by encouraging the use of antiretroviral drugs and formula feeding.



TAKE ACTION

Promote good nutrition, including encouraging breastfeeding for most infants.

TAKE ACTION

Include water, sanitation, and hygiene efforts to maximize child nutrition. Diarrheal diseases caused by contaminated water exacerbate malnutrition in children.



REPRODUCTIVE HEALTH

222 million women

who would prefer to delay or avoid childbearing lack access to safe and effective contraception.

TAKE ACTION

Provide information about — and access to — contraceptives.

Just filling the unmet need for contraception could reduce the number of maternal deaths by nearly one-third.

TIP FOR SUCCESS

Take time to understand prospective beneficiaries' beliefs surrounding contraception and foster an environment of open, nonjudgmental communication to build good working relationships in the community.

ANTENATAL CARE AND CHILDBIRTH

TAKE ACTION

Provide birthing kits to health professionals.



Women in sub-Saharan Africa face a

1 in 39 lifetime risk

of dying of pregnancy- or childbirth-related complications.

80% of maternal deaths

could be prevented with access to reproductive health services and trained health care workers.

TAKE ACTION

Support accredited training programs for health professionals.

TIPS FOR SUCCESS

- 1 Ensure sustainability by empowering the local community to take ownership of health training programs.
- 2 Consult Rotary members who are trained in maternal and newborn health care, such as midwives, obstetricians, and gynecologists.
- 3 Partner with local organizations that have expertise in maternal and child health.





BASIC EDUCATION AND LITERACY

TEACHER TRAINING

1.7 million additional teachers

are needed worldwide to meet the goal of universal primary education.

TIPS FOR SUCCESS

- 1 Develop long-term relationships with teachers to ensure that they have access to the latest training and materials.
- 2 Consult with education officials to design teacher training programs and curriculums.



TAKE ACTION

Provide teacher training and needed classroom supplies.



TAKE ACTION

Send a vocational training team to offer curriculum development training in rural communities.

SUPPORTING STUDENTS

TAKE ACTION

Volunteer
in a classroom
or after-school
program.



57 million children

worldwide are not in school.

TAKE ACTION

Support concentrated language encounter (CLE) literacy programs. These low-cost text- or activity-based immersion programs can be effective with adults as well as children.

TAKE ACTION

Develop an **adult literacy program.**

781 million people

over the age of 15 —
60 percent of them women —
are illiterate.

TAKE ACTION

Serve as a mentor to students in your community.



TAKE ACTION

Promote student enrollment and prevent health-related absences by sponsoring school meal programs and providing safe drinking water and sanitation facilities.

TIPS FOR SUCCESS

- 1 Remove barriers to girls' education caused by cultural attitudes, safety concerns, and the need for girls to contribute to the household economy. Gender equality is vital to sustainable community development.
- 2 Involve students, parents, teachers, and administrators to gain support for your endeavors.
- 3 Partner with local organizations that can offer advice and resources to help you organize a CLE program.





ECONOMIC AND COMMUNITY DEVELOPMENT

INCOME GENERATION AND SAVINGS

190 million people

are funding their business endeavors through microfinance.



TAKE ACTION

TAKE ACTION

Partner with a local microlender

to improve access to financial services and provide financial infrastructure in the community.

Develop mobile banking resources

in partnership with a microlender. Cell phones, which can be used to make deposits and transfer funds, can increase access to banking systems in developing communities.



TIPS FOR SUCCESS

- 1 When supporting service projects in a developing community, purchase goods and supplies locally to stimulate the economy and avoid unnecessary shipping fees.
- 2 Establish a Rotary Community Corps (RCC) and empower members to take action. RCC members are in a unique position to identify barriers to the community's economic progress and develop sustainable solutions.

JOB CREATION AND ENTREPRENEURSHIP

1.4 billion people

— nearly half of them employed —
live on less than \$1.25 a day.

TAKE ACTION

Send a **vocational training team** to teach business leaders in developing communities how to create a business plan and maintain accurate financial accounting.

TAKE ACTION

Expand **vocational training**

opportunities, including job placement programming, at local nonprofit organizations.

TIP FOR SUCCESS

Support entrepreneurs and small businesses in developing communities. The success of local business leaders can multiply employment opportunities in the community.

TAKE ACTION

Partner with a **cooperative** that provides training, joint economic ventures, and ownership of assets to its members through a democratic structure.

TAKE ACTION

Provide **equipment or supplies** to a

cooperative to increase production and sales in the local market.





ADDITIONAL RESOURCES

Consult the Lifecycle of a Project resources at Rotary.org for information about conducting a service project, including community assessments, collaborating with others, sustainability strategies, and evaluation methods.



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