ROTARY'S AREAS OF FOCUS

Rotary

PEACEBUILDING AND CONFLICT PREVENTION

More than 79.5 million people fled war, persecution, and conflict in 2019, according to the United Nations — the highest number the organization had ever recorded. Although the solutions that will end violent conflict are complex, Rotary believes that when groups of dedicated people work to create peace in their communities, their efforts can have a global effect.

BUILDING PEACE

Peace has a unique status in Rotary. We approach peace not as an abstract concept, but as a living, dynamic expression of human development. As a humanitarian service organization, we hold it as both a cornerstone of our mission and an area of focus — one of the main ways in which our members strengthen communities.

Rotary's peacebuilding initiatives seek to create environments where lasting peace is possible. We do this by:

- Continually investing in sustainable and measurable peace programs in our communities and around the globe
- Educating and creating an extensive network of peacebuilders and community leaders dedicated to peacebuilding and conflict prevention
- Providing members with several ways in which they can actively engage with, contribute to, and promote peacebuilding initiatives in their communities

The Rotary Action Group for Peace and the Rotary Action Group for Refugees, Forced Displacement, and Migration bring together the family of Rotary and like-minded experts to support clubs and districts with their projects.

TAKE ACTION

Rotary supports training, education, and practices related to peacebuilding and conflict prevention through initiatives that help create social cohesion and that transform conflict in our own communities and around the world.

Our members focus on prevention and transformation — identifying and working to resolve the underlying conditions, relationships, and social structures that give rise to conflict. By addressing the causes of conflict, communities can move beyond conflict resolution or management to change the environment that led to violence or a threat of violence. This focus on transformation helps ensure sustainable and lasting peace.

Rotary members can engage with this area of focus by designing projects and programs that:

- Enhance the capacity of individuals and communities to transform conflict and build peace
- Train community members in peace education, peace leadership, and conflict prevention and resolution
- Provide services that help integrate vulnerable people or those affected by conflict into society
- Improve dialogue and community relations to determine the best way to manage community resources
- Fund graduate scholarships for career-minded professionals related to peacebuilding and conflict prevention
- Create platforms for cross-cultural exchanges and dialogue

PEACEBUILDING AND CONFLICT PREVENTION

TIPS FOR SUCCESS

1. Use role-playing, sports, or other experience-based learning methods to teach children and young adults socially appropriate ways of dealing with conflict.
2. Work with local organizations that community members trust and have a relationship with.
3. Train community leaders in strategies to prevent and mediate conflict, such as facilitating community dialogue and initiating alternative dispute-resolution practices.
4. Partner with Rotary Peace Fellows and other conflict-prevention experts and organizations.

TAKE ACTION

Enroll in the **Rotary Positive Peace Academy**.

TAKE ACTION

Learn more about **Rotary's partnership with the Institute for Economics and Peace**.

TAKE ACTION

Read the **Rotary Guidelines** for Peacebuilding and Conflict Prevention.

TAKE ACTION

Recruit candidates for a **Rotary Peace Fellowship**. We award up to 130 peace fellowships each year for study at Rotary Peace Centers at universities around the world.

TAKE ACTION

Learn about **conflict sensitivity and the Do No Harm program**, a well-known framework to ensure projects don't cause unintended harm when they're implemented.

PREVENTING DISEASE

Noncommunicable diseases, such as cardiovascular diseases, diabetes, dementia and cancer, accounted for seven of the world's top 10 causes of death in 2019, according to the World Health Organization. Each year, more than 15 million people aged 30 to 69 die prematurely as a result of noncommunicable diseases, with 85% of those premature deaths occurring in low- and middle-income countries.

Despite a global decline in the percentage of deaths due to communicable diseases, they remain a challenge, primarily in low- and middle-income countries. Although the world is on the brink of eradicating polio, communicable diseases such as tuberculosis, HIV/AIDS, and malaria are still leading causes of death in these countries with reports of decreasing or plateauing progress.

And according to the WHO, 1 billion people suffer from neglected tropical illnesses, such as dengue fever, Chagas' disease, sleeping sickness, and river blindness.

TIPS FOR SUCCESS

1. Consult with Rotary members who have medical or public health expertise to assist in developing your project idea.
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 health care workers and other health and medical volunteers to support project development and implementation.
4. Partner with successful community-based organizations to strengthen their capacity and expand existing services.

TAKE ACTION

Help **immunize** people against vaccine-preventable diseases.

TAKE ACTION

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

TAKE ACTION

Provide training to local health care providers and community health workers.

TAKE ACTION

Organize activities to address behavior that can be changed, such as an unhealthy diet, a lack of physical activity, and the harmful use of substances such as tobacco and alcohol.

HEALTH CARE SERVICES

Less than half of the global population has access to essential health services, according to the United Nations. Major disruptions such as the COVID-19 pandemic, natural disasters, and high-conflict situations could reverse decades of improvement in preventing both communicable and noncommunicable diseases by decreasing access to health care professionals, facilities, and other services. More than 40% of all countries have fewer than 10 medical doctors per 10,000 people, and more than 55% of countries have fewer than 40 nurses and midwives per 10,000 people. An additional 18 million health workers are needed, primarily in developing countries.

TIPS FOR SUCCESS

1. Work with local, regional, district, and national health systems to increase people's access to equipment, facilities, and the latest health care programs.
2. Incorporate innovative technologies and tools to extend the reach of health centers.
3. Work with local health centers to develop programs that attract health workers with a variety of skills.
4. Work with local universities, nursing schools, and other health care training facilities to provide education in locations where employees live, in order to maximize retention rates.

TAKE ACTION

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

TAKE ACTION

Improve the quality of existing services, taking an approach to health systems and infrastructure that involves people as partners in their own care.

TAKE ACTION

Support projects that expand access to affordable health care services to underserved communities.

More than 10 Rotary Action Groups can help clubs and districts plan and implement activities to address a wide range of diseases such as malaria, diabetes, HIV/AIDS, and Alzheimer's and other types of dementia.

SANITATION AND HYGIENE

Nearly 2 billion people lacked access to basic sanitation facilities in 2020, according to UNICEF figures. Of these, 673 million still defecate in the open. Poor sanitation is linked to the transmission of diseases such as cholera, diarrhea, dysentery, hepatitis A, typhoid, and polio. It can also undermine the growth and development of children.

At least 10% of the world's population is estimated by the WHO to consume food irrigated by untreated wastewater. Each year, 297,000 children under the age of five die from preventable water and sanitation-related diarrheal diseases.

TIPS FOR SUCCESS

1. Avoid telling a community what sanitation solutions it needs. Instead, work with residents to determine what technology and education is most appropriate, and explore several options. Be sure to include women in the discussion and decision-making process.
2. Use professionals to develop and implement hygiene education programs that use participatory learning to promote behavior changes and healthy habits. Teaching that uses only methods such as lectures or informational pamphlets is rarely successful.
3. Avoid fully subsidizing or donating toilet facilities to households, especially if a local market for sanitation is developing in the region. This can undermine the growth of local sanitation businesses and sanitation marketing campaigns.

TAKE ACTION

Train teachers to instruct students in healthy habits in schools, using participatory lessons in sanitation and hygiene and including subjects such as menstruation.

TAKE ACTION

Increase access to water and sanitation services and expand watershed protection and restoration measures in order to improve water quality and quantity and reduce the vulnerability to water-related risks and stresses.

TAKE ACTION

Support communities as they construct their own toilets, using local materials and resources.

The Water, Sanitation, and Hygiene Rotary Action Group and the Rotary Action Group for Menstrual Health & Hygiene help clubs and districts plan and carry out activities in their areas of expertise.

IMPROVING WATER QUALITY AND ACCESS TO WATER

By 2025, the UN says, 1.8 billion people will be living in countries or regions with absolute water scarcity, and two-thirds of the world's population could be living under water-stressed conditions. Some 663 million people don't have clean drinking water, UN figures show. And globally, women and children spend 200 million hours every day collecting water, according to UNICEF.

TIPS FOR SUCCESS

1. Work with community members to establish a water committee and a fee system to allow the ongoing operation and maintenance of the water system.
2. Conduct a hydrogeological survey before digging or drilling a well to determine the quality of the water supply and whether enough water will be accessible all year to meet the demands of users such families, farmers, and businesses.
3. Include government and private-sector enterprises in the design, implementation, and monitoring of the project to solidify the long-term community participation.
4. Consider government standards and guidelines for water and sanitation facilities. Refer to WHO standards if national standards don't exist.
5. Understand that providing access to a water supply does not guarantee people safe drinking water. Assess a water source for bacteriological or chemical contamination to determine if the water needs to be treated or purified for consumption.

TAKE ACTION

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

TAKE ACTION

Work with regional governments and private agencies to **expand water resource management**, conservation, and restoration activities in your local watershed. Ensure that water, sanitation, and hygiene services align with and are integrated into the watershed management plans.

TAKE ACTION

Improve the management of water resources, which will lead to better water, sanitation, and hygiene services and improve people's health. Strengthen the link between communities and water, sanitation, and hygiene service providers by bringing them together to find solutions to local issues.

TAKE ACTION

Work with communities and local governments to **identify long-term funding** methods to expand and rehabilitate water systems.

TAKE ACTION

Provide household water treatments and safe water through chlorination, filtration, or solar disinfection to **make drinking water safe**.

CHILD HEALTH CARE

An estimated 5.2 million children under age five died mostly from preventable and treatable causes in 2019, according to the WHO. Globally, preterm birth, birth asphyxia and trauma, and congenital anomalies, as well as infectious diseases such as pneumonia, diarrhea, and malaria, are the leading causes of these deaths. More than 80% of these deaths occurred in sub-Saharan Africa and central and southern Asia.

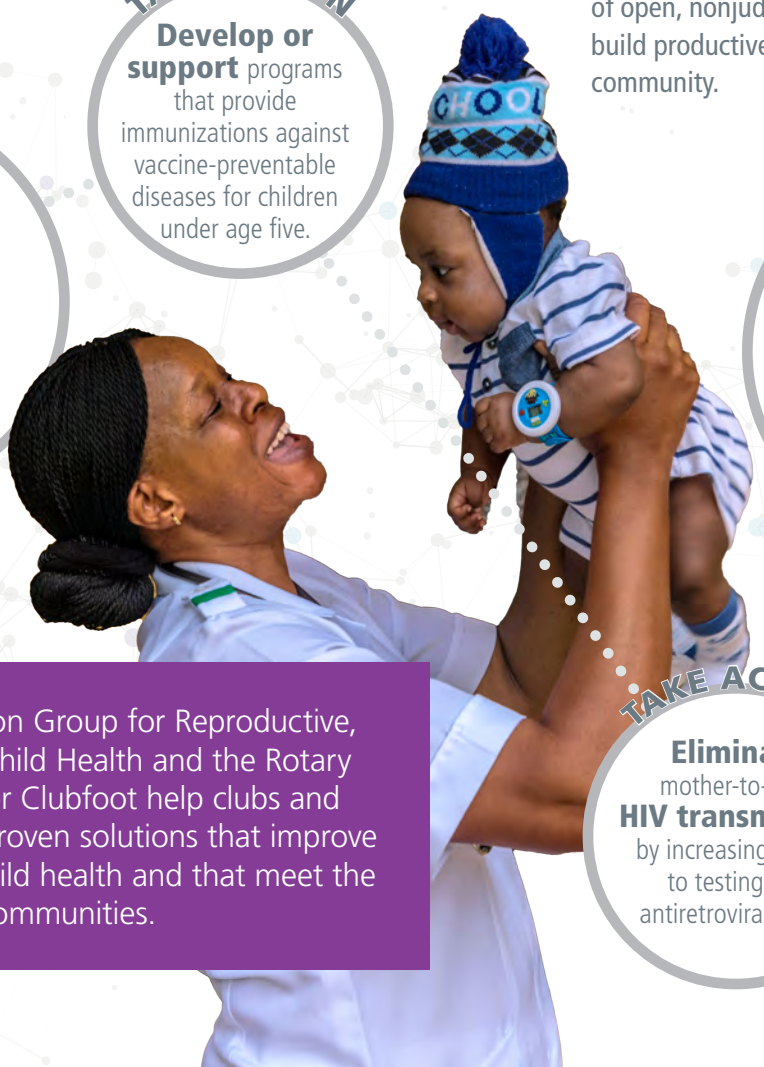
The UN Sustainable Development Goals include specific targets for reducing the preventable deaths of newborns and children under age five by 2030.

REPRODUCTIVE HEALTH

According to the WHO, 214 million women in developing countries had unmet needs for modern contraception in 2017. Having access to contraception offers benefits including more possibilities for education and economic development, and in some cases prevents the transmission of HIV and other sexually transmitted infections.

TIP FOR SUCCESS

1. Take the time to understand people's beliefs about contraception and create an environment of open, nonjudgmental communication to build productive working relationships in the community.



TAKE ACTION

Promote good nutrition, especially for women who are pregnant, might become pregnant, or recently gave birth. **Encourage** exclusive breastfeeding whenever possible for the first six months of a child's life.

TAKE ACTION

Develop or support programs that provide immunizations against vaccine-preventable diseases for children under age five.

TAKE ACTION

Provide information about **and access** to contraceptives. Filling the unmet need for contraception could reduce the number of maternal deaths by nearly one-third.

TAKE ACTION

Eliminate mother-to-child **HIV transmission** by increasing access to testing and antiretroviral drugs.

TAKE ACTION

Provide information about and access to testing and treatment for HIV and other sexually transmitted infections.

The Rotary Action Group for Reproductive, Maternal, and Child Health and the Rotary Action Group for Clubfoot help clubs and districts adapt proven solutions that improve maternal and child health and that meet the needs of local communities.

ANTENATAL CARE, CHILDBIRTH, AND POSTPARTUM CARE

In developing countries, 1 in 45 women is at risk of dying from causes related to pregnancy, childbirth, and postpartum care compared with 1 in 5,400 in developed countries, according to the WHO.

In 2017, 810 women around the world died every day from preventable and treatable complications during and after pregnancy and childbirth. These complications included severe bleeding, infections, other delivery issues, and high blood pressure during pregnancy.

About 94% of these deaths occur in developing countries, and 80% of them could be prevented with access to reproductive health services, prenatal care during pregnancy, skilled care during childbirth, and postpartum care.

TIPS FOR SUCCESS

1. Consult Rotary members who are trained in maternal and newborn health care, such as midwives, obstetricians, and gynecologists, to assist in developing your project idea.
2. Work with local, regional, district, and national health systems to increase access to equipment, facilities, and the latest maternal and child health care programs.
3. Work with community-based organizations that have expertise in maternal and child health.
4. Empower community members to take over the management of training programs for local health care workers in order to ensure their sustainability.

TAKE ACTION

Support projects that provide access to prenatal care in underserved communities.

TAKE ACTION

Organize efforts to provide birthing kits to health professionals.

TAKE ACTION

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

TAKE ACTION

Support training programs for health professionals and community health workers.

TAKE ACTION

Educate people about the need for prenatal health care early in a pregnancy.

BASIC EDUCATION AND LITERACY

More than 79.5 million people fled war, persecution, and conflict in 2019, according to the United Nations — the highest number the organization had ever recorded. Although the solutions that will end violent conflict are complex, Rotary believes that when groups of dedicated people work to create peace in their communities, their efforts can have a global effect.

TEACHER PROFESSIONAL DEVELOPMENT

Teachers around the world face challenges every day as they seek to serve their students and provide them with the best education possible. In addition to the usual challenges, the COVID-19 pandemic illustrated that many teachers didn't have the training or equipment to lead or provide distance education — especially those with no initial teacher education and few opportunities for in-service training.

To reach universal primary and secondary education in 2030, nearly 69 million more teachers are needed, according to the UN — more than 24 million for primary education and more than 44 million for secondary education. Sub-Saharan Africa has the lowest percentage of trained teachers: 65% at the primary level and 51% at the secondary level. The ratio of pupils to trained primary teachers is 58-to-1 in sub-Saharan Africa and 40-to-1 in southern Asia.

TIPS FOR SUCCESS

1. Spend time talking with people in the school community, especially teachers, before planning a project to make sure you understand their goals, strengths, challenges, and needs.
2. Develop long-term relationships with teachers to ensure that they have access to the latest training and materials.
3. Consult with local education officials to design appropriate teacher training programs and ways to implement them that will complement the school, local, or national curriculum.

TAKE ACTION

Organize a vocational **training** team to offer underserved communities training in how to implement a curriculum.

TAKE ACTION

Provide professional development for teachers and supplies such as teaching aids, textbooks, and classroom enhancements.

The Basic Education and Literacy Rotary Action Group brings together experts from many educational specialties to help clubs and districts design and implement effective programs.

SUPPORTING STUDENTS

Access to school has always been a global challenge. It was only exacerbated by the COVID-19 pandemic, which forced about 90% of all students, or about 1.6 billion people, out of school. It also put many marginalized students at a further disadvantage because they were excluded from distance learning opportunities.

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 a vital part of sustainable community development.
2. Empower students, parents, teachers, and administrators as decision-makers in your activities.
3. Work with local organizations that can offer advice and resources to help you organize a training, tutoring, adult literacy, or mentoring program.

TAKE ACTION

Promote student enrollment and prevent absences (especially for girls) by helping communities provide safe drinking water, gender-segregated toilets, hand washing stations, and training for students and teachers about hygiene and menstrual hygiene.

TAKE ACTION

Volunteer with a classroom or after-school program to be a tutor or to read with students.

TAKE ACTION

Develop an adult literacy program.

TAKE ACTION

Work with a partner to **train school librarians** to perform reading assessments and work with students who have special learning needs.

TAKE ACTION

Start a mentorship program for students in your community and build awareness about the importance of attending school and how education can help end generational poverty.

COMMUNITY ECONOMIC DEVELOPMENT

Global extreme poverty rose in 2020 for the first time in more than 20 years, the World Bank said, as the COVID-19 pandemic compounded the effects of conflict and climate change — which were already slowing the progress in reducing poverty. The World Bank expected about 150 million additional people to be living in poverty by the end of 2021 as a result of the pandemic.

In 2018, 4 out of 5 people below the international poverty line lived in rural areas.

- Half of the poor are children. Women are a majority of the poor in most regions and in some age groups.
- Climate change could drive 68 million to 132 million people into poverty by 2030. The issue is a particular threat in sub-Saharan Africa and southern Asia, where most of the global poor are concentrated.

INCOME GENERATION AND FINANCIAL INCLUSION

About 1.7 billion adults around the world don't have an account at a financial institution or through a mobile money provider, according to a 2017 World Bank report. That was down from 2 billion in 2014.

More than 55 countries have made commitments to financial inclusion since 2010, the World Bank said, with more than 60 launching or developing a national strategy.

TIPS FOR SUCCESS

1. When you support 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 can help identify barriers to the community's economic progress and develop sustainable solutions.
3. Provide training to people based on the community's needs, with a clear plan to sustain the projects and businesses.

TAKE ACTION

Partner with a local and credible microlender to **improve people's access to financial services** and support a financial infrastructure in the community.

TAKE ACTION

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.

TAKE ACTION

Encourage and support sustainable sourcing, such as village savings groups, for rural areas. Equipment to support farming or other trades is beneficial if you include training in the project. Providing tools and training so that the community can be self-sufficient encourages sustainability.

JOB CREATION AND ENTREPRENEURSHIP

Unemployment and underemployment caused by the coronavirus crisis affected as many as 1.6 billion workers in the informal economy — half of the global workforce, according to the International Labour Organization.

Only 47% of women of working age took part in the labor market in 2020, compared with 74% of men, according to the UN. The number is even lower in southern and western Asia and northern Africa, where less than 30% of women are part of the labor market.

TIPS FOR SUCCESS

1. Consider which skills job seekers need for the local market and avoid teaching skills that aren't in demand.
2. Design your training in partnership with local networks (such as those that offer apprenticeships and international opportunities) to ensure that the training is relevant and that relationships can develop between trainers, trainees, and prospective employers. Remember that skill development can occur in formal, informal, and on-the-job settings.
3. Engage with existing networking systems or create appropriate ones. Recruit high-potential participants, especially women.

TAKE ACTION

Assess the local employment market and **analyze** people's existing **skills** as well as the skills necessary for them to have better opportunities.

TAKE ACTION

Work with a **local microfinance institution** and community members to create the most realistic plan to repay the loan.

TAKE ACTION

Organize a vocational training team to teach people how to create a business plan, mentor local entrepreneurs, and help them get access to business capital.

TAKE ACTION

Work with a cooperative that provides training, joint economic ventures, and ownership of assets to its members through an equitable structure.

TAKE ACTION

Expand vocational training **opportunities**, including job placement programming, at local nonprofit organizations.

TAKE ACTION

Provide equipment or supplies to a cooperative to increase production and sales in the local market.

The Rotary Action Group for Community Economic Development brings together experts to help clubs and districts design and implement projects that strengthen communities through skills training, job creation, entrepreneurship, and more.

ENVIRONMENT

Global environmental issues represent some of the defining challenges facing humanity, and solutions that account for our relationship with nature and natural resources connect us both locally and globally. More than half of the UN's 17 Sustainable Development Goals for 2030 are closely linked to environmental sustainability.

The scale and interconnectedness of these challenges means that communities and organizations need to observe basic safeguards but are also empowered to take positive and restorative action. Rotary members have organized thousands of community-based solutions across the globe to support a healthy environment, from beekeeping in Germany to preventing deforestation in the Philippines and harvesting rainwater at schools in Jordan. The environment presents a wealth of service opportunities.

The Environmental Sustainability Rotary Action Group helps clubs and districts carry out a range of environmental programs by understanding the best practices, working with other organizations to create resources and learning opportunities, and advising on program design and implementation.

TAKE ACTION

Rotary supports activities that strengthen the conservation and protection of natural resources, advance environmental sustainability, and foster harmony between people and the environment. Our members work on addressing environmental problems such as pollution and habitat degradation. Addressing the root causes of such problems for the benefit of people and nature often requires collaboration with multiple stakeholders.

You can engage with this area of focus by designing projects and programs that seek to:

- Protect and restore land, coastal, marine, and freshwater resources
- Enhance the capacity of communities and local governments to support natural resource management and conservation
- Support agroecology and sustainable agriculture, fishing, and aquaculture practices to improve ecological health
- Address the causes of climate change and climate disruption and support solutions to reduce the emission of greenhouse gases
- Strengthen the resilience of ecosystems and communities affected by climate change and climate disruption
- Support education to promote behaviors that protect the environment
- Advocate for the sustainable consumption of products and the environmentally sound management of byproducts to build a more resource-efficient economy
- Address environmental justice issues and environmental public health concerns

ENVIRONMENT

TIPS FOR SUCCESS

1. Recognize that public environmental programs are often underfunded or deprioritized, so think about what gaps a Rotary project could fill.
2. Work with local organizations that have the trust of community members and relationships with them.
3. When the environment overlaps with other areas of focus, consider approaches that foster equitable access and benefits from clean air, clean water, sustainable agriculture, green spaces, and climate adaptation.

HOW TO GET STARTED

Find project ideas from the **World Environment Day** handbook.

HOW TO GET STARTED

Learn more about **our approach** to protecting the environment.

HOW TO GET STARTED

Read about **projects** that Rotary members have carried out **around the world**.

PROJECT PLANNING RESOURCES

Use these resources to find solutions to questions at various steps of the process to help you plan a successful project, find support for your efforts, promote your work, and evaluate its impact.

Click on each resource to learn more.

"I'm looking for international service projects undertaken by other clubs in my district for my club to join to make a greater impact.

District International Service Committee

inspires clubs to become more involved in international service, connects them to local mentors who use their subject-matter expertise to help develop projects with greater impact and sustainability, and helps identify potential international project partners.

"I want to find local experts to help my club write grants as well as plan, design, implement, monitor, and evaluate our project.

Rotary Community Corps (RCC)

is a team of non-Rotarian men and women who work in partnership with Rotary clubs to improve their communities. By bringing community input and involvement in projects, RCCs enhance Rotary's impact and reach.

"Our club wants to ensure that our project is sustainable and is maintained and monitored by a community group.

District Resource Network

is coordinated by the District International Service Committee and includes local subject matter experts with skills and experience to help clubs strengthen projects, whether funded by The Rotary Foundation or another source.

"I want to involve local residents in planning, designing, implementing, and overseeing a project.

Rotary Action Groups

are international, Rotary-affiliated groups, whose members have subject-matter expertise in a particular service area. They offer technical assistance and best practices to clubs and districts in planning and implementing effective projects, and help identify partners and funding resources.

"I want help from experts in:

- Project planning
- Community assessments
- Project design
- Finding partners
- Project funding
- Supporting an international program

Rotary

"I am looking to empower my community and get more involved with local service projects.

District Community Service Committee

motivates clubs and helps them plan and implement impactful local service projects, often in partnership with RCCs and in coordination with youth service committees overseeing Interact, Rotary Youth Leadership Awards, and New Generations Service Exchanges.

"I'm looking for examples of international service projects undertaken by other clubs in my district to inspire mine.

Rotary Showcase

features both ongoing and completed service projects that can help clubs find international partners and inspire the global Rotary community with project ideas that members can replicate locally.

"I have questions about global grant eligibility and project design.

"I need help with the global grant application process.

TRF Cadre of Technical Advisers

are Rotarians with professional expertise in our areas of focus. They have experience designing, evaluating, and monitoring projects funded by The Rotary Foundation and understand Foundation policies and global grants.

"I want to seek Foundation grant funding for my project. I need help with:

- Project planning
- Community assessment
- Project design
- Monitoring and evaluation

Rotary Grants Staff

help clubs and districts throughout the grant process. They can answer questions about global grant eligibility and project design.

"I want to learn more about Rotary Foundation grants.

District Rotary Foundation Committee

educates and inspires clubs to participate in Rotary Foundation grant and fundraising activities in the district, assists clubs with the grant process, helps determine if activities are eligible for grant funding, and oversees distribution of District Designated Funds.

"I'm seeking District Designated Funds to support my project.

Rotary

"I'm looking for international events that will let me explore the local community and find Rotary and Rotaract projects to support as an international partner.

Project Fairs

facilitate prospective international project partners by giving international visitors a chance to learn about a local community's needs and develop relationships with clubs in regions where the fairs are hosted.

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