

World Polio Day 2022 and Beyond:

A Healthier Future for Mothers and Children
21-22 October 2022 in Geneva, Switzerland



By the Numbers

World Polio Day 2022 and Beyond (WPD) met its goal to engage key stakeholders and new audiences with a polio focus and expand into lessons learned and broader benefits of strategic engagement, particularly toward women's and children's health. While in-person attendance was limited, virtual engagement results exceeded expectations.

On-Site Attendees	150+
Website Visitors	37,000
Event Livestream Views (Organic)	22,000
Total Video Views (Event + Supplemental + Promos)	64,000
Social Media Engagements	73,000
Social Media Impressions	1,700,000

Evaluation

The overall program received largely positive reviews:

- Program met expectations for 100% of respondents
- 85% of the respondents reported feeling inspired to develop a project supporting polio eradication and/or mother and child health
- 88% were likely or extremely likely to refer a WPD or similar event to a non-member colleague
- Session 1: WPD Kick-Off and Session 2: And Beyond: A Healthier Future for Mothers and Children were highest rated of the five sessions, with 81% very satisfied and 9-13% satisfied

*Note n=38.



Highlights and Observations

Partnerships

- Plenary speakers represented 10 external organizations beyond Rotary and WHO
- Breakout sessions shared 23 Rotary, two WHO, and one UNICEF maternal-child health projects in more than 20 countries

Audience Response

- Many respondents' reasons for attending included passion for global health and polio eradication and wanting to stay current on ongoing initiatives
- 85% of respondents reported feeling inspired to develop a related health project, with one-third wanting to mobilize their clubs and fundraise
- Other respondents listed support for Zero Mothers Die, RAG4Clubfoot, PolioPlus, and Global Grant projects



Marketing

Organic efforts

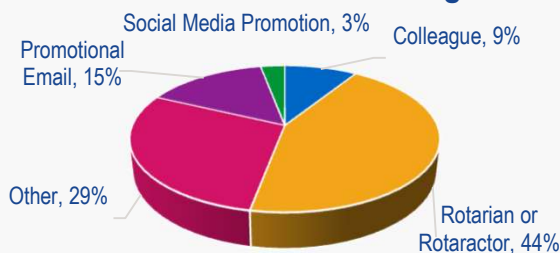
- Four marketing e-mails encouraged in-person and virtual participation
- Live broadcasts on Rotary's Facebook, LinkedIn, and YouTube channels and on [Rotary.org](https://www.rotary.org) and [WHO.int](https://www.who.int)
- 82 posts across Rotary's five social media channels featuring [promotional](#), [on-the-ground](#), and [recap](#) content
- Three webpages, including Rotary-run conference website (Rotarymch.ch)

Paid efforts:

- Two October Facebook/Instagram campaigns (\$2,900 spent) targeting local audiences to boost registrations, earning more than 5K clicked links and 2K Facebook event responses

*Note: Indigo platform visits unavailable.

Motivation for Attending



Learnings

- Enhance project planning management
- Involve the Rotary Action Group in event preparation
- Lock in the agenda earlier to enable early promotion
- Promote the event more and much earlier, utilize mass media to attract a wider audience
- Make event website fully functional earlier
- Continue with a "hybrid" format to increase event participation
- Incorporate Q&A component, more small group discussions, and other approaches to enhance participant engagement
- Improve IT infrastructure and tech training for presentation team.



Traditional and Social Media

Media Placements

- 24 Oct. 2022: [People Daily, Kenya](#)
- 27 Oct. 2022: [Tribune de Geneve, Switzerland](#)

Social

- Cumulative social reach of 1.7M
- 9.4% organic engagement rate [Rotary average is ~6%]
- 64K total video views - mostly from Facebook and LinkedIn, with only 20-30% views on websites
- Of the 37K website visits: 75% to Rotarymch.ch, 18% to [Rotary.org](https://www.rotary.org) player and 7% to Rotary.org recap story



Social Details and Connections

- Day 1 plenary views were almost double Day 2's plenary (but cumulative views were more for Day 2's four sessions)
- 83% of live stream viewers selected English, 9% Spanish, and 7% French
- 20% views came from US, 12% from India, 4.6% from Switzerland, 4% from France, and 4% from Canada

Effective Communication Channels

