

March 20<sup>th</sup> 2018



## To Whom It May Concern

The literacy rate in Pakistan is at an average 60% across the country. Polio eradication is Rotary's top priority since it spearheaded the Global Polio Eradication Initiative (GPEI) in 1988. Pakistan National PolioPlus Committee, Rotary International in collaboration with UNICEF Pakistan ordered 5000 Speaking Books titled "A Story of Health" to reach out to districts and towns where literacy is at its lowest.

The 5000 speaking books are bilingual. The majority of Pushtun speaking population fear polio vaccine as harmful and against religious norms. A Story of Health facilitated to dispel many myths and misconceptions, created awareness not only the importance of polio vaccine but on issues related to clean drinking water, hygiene, sanitation and environment.

In 2014, the number of polio cases in Pakistan had spiraled to 306 WPV cases. Today, with continuous sessions in village schools and deprived communities in all the four provinces of Pakistan, our effort has borne fruit. In 2018, to-date we have not received a single polio and we hope 'to achieve 'zero' case this year.

The speaking books are illustrated with great care. The quality of sound is good, and children are mesmerized with a book that has a story to tell. This success rate of acceptance motivated Afghanistan to order the same for their backward communities.

We are very happy to recommend speaking books as a tool that has enabled us to get closer to our goal of eradicating polio in Pakistan

A handwritten signature in blue ink, appearing to be 'Aziz Memon', written over a light blue circular stamp.

**Aziz Memon**  
Member, International PolioPlus Committee  
National Chair, Pakistan PolioPlus Committee

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International  
PolioPlus  
Committee

National Chair  
Pakistan  
PolioPlus  
Committee

91, Shahrah-e-Iran, Clifton

Karachi 75600, Pakistan

Tel: +9221 3586 7771-6,  
3587 2368

Fax: +9221 3587 4659

eMail: azizkingtex@cyber.net.pk

www.azizmemon.net  
www.poliopluspakistan.org