



Founded on the rock  
 Bonded by the sea.  
 Guided by the light.

# *The Lighthouse*

## *Newsletter of Rotary District 7820, Zone 22*



Creating reality  
 from dreams.

*46 Clubs strong covering Newfoundland and Labrador, Nova Scotia, Prince Edward Island, Iles de la Madeleine, Québec and Saint-Pierre et Miquelon, France.*

**District Governor 2006/07 - Dennis Knight**

Issue No. 03-07                      Editor - Peter Stuempel                      March, 2007

### *Message from the Governor*



### *Want to defeat the February blabs? Go to Labrador!*

**M**y visits to the Rotary Clubs of Happy Valley-Goose Bay and Labrador City-Wabush on February 7th and 8th were brilliant, and I'm not only talking about Labrador's typical mid-winter weather (which was brilliant). Rotary is alive and well there, with generous, caring people, giving back to their communities and supporting The Rotary Foundation. Thank you, Labradorians.

And speaking of blah-beating missions, March 21st is the Spring Equinox. Let's all cheer the sun as it gets higher in the sky from now on!

#### **The case for listening and understanding**

I recently caught a riveting interview by Peter Mansbridge with His Highness the Aga Khan, spiritual leader of the world's Ismaili Muslims. It was about the necessity of listening to and understanding each other if we are ever going to build sustainable peace on this troubled globe. In partnership with Canada, His Highness has founded the Global Centre for Pluralism, centred in Ottawa, <http://www.pluralism.ca>.

The Centre is grounded on the premise that "tolerance, openness and understanding towards the cultures, social structures, values and faiths of other peoples are essential to (our) very survival." If ever there was a set of words in which the human family should bathe daily, this is it. When Peter asked His Highness who in the world is leading the drive for peace building through tolerance and understanding, he tellingly by-passed all prominent political leaders of our day to name former UN Secretary-General Kofi Annan and private organizations such as the Bill and Melinda Gates Foundation (I was prompting him to mention The Rotary Foundation, but no luck).

#### **Literacy**

Which leads to the Rotary International theme for March, Literacy. It is one of this year's Presidential Emphases and, I am glad to note, will remain so in 2007/08 under President-Elect Wilf Wilkinson. Literacy is the key to elevating people from poverty of body and mind to a life of hope. It remains a global challenge of astronomical proportions, affecting 800 million adults and over 100 million children without access to schooling. Here at home, our jails, welfare and unemployment lines are well populated with the illiterate.

**"Literacy is the key to elevating people from poverty of body and mind to a life of hope."**

The definitions of literacy are many and changing as the global economy becomes more diverse and knowledge-based. The basic one that appeals to me is "the ability and the inclination to find knowledge, **pursue understanding** and make critical judgements about the information daily encountered; the basic skills for literacy include reading, writing **and listening**". So a person who has a very low capacity or will to understand and listen to others could be termed an illiterate. I think that if this alone were the criteria, the levels of illiteracy among our human family would increase astronomically.

So we Rotarians keep pursuing the Power of One; to improve our own lives and to bring hope to those who have none. We are doing tremendous work in *Leading the Way* on Literacy in District 7820, with both local and international initiatives. I think immediately of two success stories; the **Rotary Read-a-Long** program of the Rotary Club of St. John's East that is spreading to other clubs and the partnerships Rotary Clubs are forming with the **Adopt a Library** Literacy Program, founded by Pictou RCMP Constable John Kennedy.

#### **March 12 – 18 is Rotaract Week!**

To our District Rotaract Clubs and associated Rotary Clubs, congratulations and keep up your valuable work. To those who are pursuing the founding of new Rotaract Clubs in the District, I wish you the inspiration and grit to succeed.

*DG Dennis*

*"Common People... UNCommon Purpose"*

## Cameroon Update

Subject: Donation of Medical Equipment

From: John Ndakwah

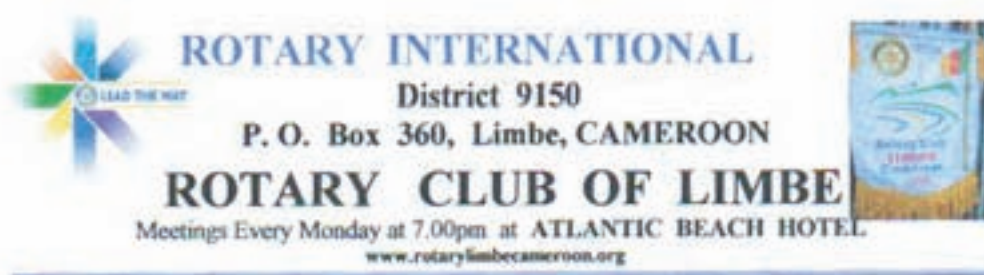
“... We want to thank you for the tremendous help you have been to our community through the endeavours of PDG Pete Smith...”

Best regards.

John Ndakwah

Our Cameroon friends really appreciate the efforts from D7820. So far these eight shipments have cost approx. \$40,000 Canadian. Of that amount D7820 has contributed about 55% to 60% of the funds required. It sure would be nice if our District could cover off on 100% between the 46 clubs. It not only is a great humanitarian project, but it is the best possible form of recycling and it's a “Green” project since the equipment doesn't use energy to get converted!

PDG Pete Smith



Date: 8<sup>th</sup> February, 2007

Your Excellency the High Commissioner  
CANADIAN High Commission  
YAOUNDE

Dear Sir,


### DONATION OF MEDICAL EQUIPMENT

We are extremely happy for the wonderful assistance you have afforded us to lend a hand to the medical facilities in our communities. It is with vehement gratitude that the Rotary club of Limbe has decided to schedule the distribution of these medical equipment during the visit of our friend, Past District Governor Pete Smith.

We have therefore elected to present these materials on Saturday, the 24<sup>th</sup> February, 2007 which through your intervention has opened the way to numerous donations. We understand your very tight schedule but this is the first of many things of goodwill that your country is going to uphold and improve on the North – South cooperation our country needs. We look forward to seeing you participate at this handing over ceremony which I would rightly term a thanksgiving.

Whilst looking forward to this occasion which will start at 2.00pm in the Community Field,

I remain, yours in service to humanity.

  
NDAKWAH JOHN, PHF  
Club president 2006/2007  
Tel: (237) 990 3163; (237) 333 2119  
E-mail: jandakwah@yahoo.com  
president@rotarylimbecameroon.org

*Service Above Self · He Profits Most Who Serves Best*

## March is Literacy Month\*

*\*July was designated as "Literacy Month" on the Rotary calendar. Noting that July is not the best month for literacy-related events and projects, since it is the first month of the Rotary year and northern hemisphere schools are on vacation at that time, the RI Board of Directors agreed to move "Literacy Month" to March starting in 2006-07.*

### *Literacy Month - An Opportunity to "Lead the Way"*

It is a fundamental fact that education is the foundation of a society's economic prosperity and social well being and literacy is the cornerstone of education. It is also a fact that Rotary International is the world's largest organization of service clubs, with more than 1.2 million business and community leaders as members. Put these two facts together and it is easy to see that Rotarians have the ability and authority to contribute much toward the economic prosperity and social well being of their local and international communities, by promoting and supporting literacy.

Literacy is defined as the ability to understand and use written and numerical text at a level sufficient to respond to the demands of every day life in the home, at work and in the community.

#### **Literacy:**

- Empowers people to voice what they think and what they want, thereby having the capability to influence the governing of their society to their benefit.
- Enables them to achieve a better standard of living. The more a person learns the more they can earn. Studies have shown that the fastest growing economies in recent decades have been those with an educated population.
- Allows them to take advantage of opportunities for skills upgrading provided by governments and employers and to move from one type of employment to another as societies change from agricultural and resource based industries to the increasing demands of high technology and intellectual skills.

Also, in an overall context, the more educated a society the better the health of its people, the lower its level of crime and the less social assistance it needs.

There are no negatives to literacy. It is a win-win formula. Yet in Canada today, more than 40% of working Canadians, aged 16 to 65, do not have the reading, writing and mathematical skills required to meet the above definition of literacy. Of this number, about 15% have serious problems dealing with any printed material and 27% can cope with only simple reading, writing and calculating tasks. Consequently they find it difficult learning new job skills and tend to avoid situations where literacy proficiency is required. The ratios are slightly higher in Newfoundland, Labrador and PEI. Nova Scotia is at about the national average, but these percentages haven't changed for almost 15 years despite a multitude of charitable and government sponsored agencies devoted to a plethora of literacy enhancement programs. Reasons include:

- few Canadians are aware of this debilitating situation
- nearly 70% of them consider low levels of literacy only a minor or moderate problem.
- Only a small percentage of those who could benefit from literacy upgrading programs actually enroll.

Internationally, the United Nations report that in the world today more than 855 million people, about one sixth of humanity, are unable to read or sign their names. Of this number two thirds are women. Also 125 million children have no chance of attending school and 150 million more will drop out after only a few years, most of them before they can become literate.

It is obvious there is a need for Rotarians, with their ability and influence, to improve literacy at home and abroad. In Canada there is an urgent need to advocate to the public and thereby to our politicians, the importance of literacy to the future economic prosperity and health of this country.

We represent just 0.5% of the world's population and just under two percent of the global economy. Therefore, if we do not soon become a highly educated nation, capable of the high tech. and intellectual skills demanded by the global economy, we will be smothered by the expanding economics of China and India, where increasing emphasis is being directed to education. Statistics Canada has estimated that a one percent improvement in average literacy and numeracy skills would increase this country's GDP per capita by 1.5%.

Internationally, Rotarian contributions to literacy will help to improve the health and well being of people in the developing nations and reduce their rate of population growth which is threatening to tax their natural resources. The promotion and implementation of literacy is a powerful tool to further Rotary's objective of supporting the advancement of international understanding, goodwill and peace in the world. It will also help to achieve one of the UN's millennium development goals, universal primary education, by ensuring that before 2015 children everywhere, boys and girls alike, will be able to complete a full course of primary education.

Polio Plus has amply demonstrated the power and influence of Rotarians. Let's repeat this ability with literacy. Let's "Lead the Way" as called for by RI President Bill Boyd. March is your opportunity to establish a Literacy Committee in your club with the mandate to begin at least one literacy related project internationally and/or in your own community. Advocate the need for literacy wherever and whenever possible and implement literacy programs, particularly among pre-school and primary school children.

A click here -> (<http://search.atomz.com/search/?sp-q=literacy&sp-p=phrase&sp-a=0009170f-sp00000000&x=0&y=0>) will provide a multitude of leads and ideas.

*Terry Simms*

*Rotary Club of Halifax North West*

*"Common People... UNCommon Purpose"*



### *Adopt a Library... Fighting crime, one book at a time*

For those of you who attended the District Convention in Pictou, NS in May 2005, you will remember RCMP Constable John Kennedy speaking about the literacy program, Adopt a Library.

Many Rotary Clubs in our district expressed an interest and joined the program. From a simple concept of providing a toy to a child as incentive to read more books, the program now has an international reading challenge taking place between municipal and school libraries in Nova Scotia and County Claire, Ireland. In the schools that are participating, bullying has dropped and the kids are treating the challenge as a sport in which they can all participate.

The recent good news is that the publishers of Encyclopedia Britannica will be the world sponsors of the Reading Challenge next year. They have endorsed the project and thus given it great deal of credibility. Also WalMart Canada, Scholastic Press and Delta Hotels have stepped forward to participate.

What can we do as Rotarians? We all can join with a library and our local police force to encourage our youth to read. We can "Adopt a Library", and provide them with the funds to buy new books at a 50% discount provided to the program by Scholastic Press. We can develop within our club a "Reading with Rotary" or any other participatory program where we get together with children and read to them. Most of all we can tell children that reading is fun.

Within the next few months, it is anticipated that a large quantity of free books will become available through "Adopt a Library" to be given to children who normally would not have books at home. Should you like Constable Kennedy to speak to your club, please let me know. For further information please see <http://www.fightingcrime.ca> or contact PDG Gord Hankin.

*PDG Gord Hankin  
Rotary Liaison, Adopt a Library*



### *About The Literacy Site*

The Literacy Site is dedicated to funding free books for children.

On average, over 70,000 individuals from around the world visit the site each day to click the "Fund Books for Kids" button. To date, more than 55 million visitors have helped provide more than a million books to children who need them the most.

Access to books is essential to reading development. Yet 61 percent of low-income families have no books for children in their homes. Over 80 percent of childcare centers serving low-income children lack age-appropriate books and other print materials. By providing children from low-income families with books that they can take home and keep, together we target the only variable that correlates significantly with reading scores: the number of books in the home.

### **How You Can Help In Mere Seconds — Every Day**

The Literacy Site provides a feel-good way to help promote awareness of the importance of books in the home as a key indicator of a child's literacy — through easy and quick online activities.

With a simple, daily click of the "Fund Books for Kids" button at The Literacy Site, visitors help provide free books to children in need. **Visitors pay nothing.** The distribution of these books are paid for by our site sponsors and accomplished through our charitable partner, "First Books".

Please remember to click every day to help children in need get free books in the home, and to give hope to future generations. Every click counts in the fight for literacy. One of the easiest ways is to make the Literacy Site your home page.

*Try it here, right now ->*

**FUND BOOKS FOR KIDS**  
→ Click here daily, it's free! ←

**THE FOUR WAY TEST**  
of the things we think, say or do.

- 1. Is it the TRUTH?**
- 2. Is it FAIR to all concerned?**
- 3. Will it build GOODWILL and BETTER FRIENDSHIPS?**
- 4. Will it be BENEFICIAL to all concerned?**

### **Spread the word!**



Invite someone to become a  
**Rotarian**  
today.

*"Common People... UNCommon Purpose"*

## Annual District Assembly & Convention



Rotary International District 7820  
92nd Annual District Assembly & Convention  
St. John's, NL... May 10-13, 2007  
The Fairmont Newfoundland Hotel.

Friday night, May 11th is our "*Rally in the Alley*".

There is a famous street in downtown St. John's called George Street. It is about two blocks long and is a pedestrian walkway connecting wonderful pubs and bars. There are places with neat names like "The Fat Cat Jazz Bar", "Trapper John's Museum and Pub", "O'Reilly's Irish Newfoundland Pub", "Greensleeves" and "The Sundance". Many a visitor to George Street has

wondered the following morning why they stepped onto the famous street at all.

"Locals" have gone to work following a weekend on George Street and said to their bosses "I am sorry that I am late for work." The boss looked at the employee and said "I don't mind that you are late but where were you yesterday!"

"We'll Rant and We'll Roar Like True Newfoundlanders" is a famous Newfoundland Folk Song written in 1875 by W. H. LeMessurier. As part of your experience at the Rotary International District 7820 in St. John's, we are planning a "*Rally in the Alley*" on George Street on Friday night. Come and "Rant and Roar" with us.

Now, when the convention is over and the delegates are back in their home clubs, you can be one of two people... you can either be the one reporting to your club about what happened in St. John's or you can be the one listening as others report to you.

I know St. John's.

I live here.

You can't report on "George Street." You can only experience it!

Come and "*Rally in the Alley*" as part of the Convention.

*Click here to register for the Annual Assembly and Convention and find more information*

Bruce Templeton  
Public Relations

## Other News

### PETS & SETS

This March, more than 32,000 club presidents-elect and secretaries-elect will attend their district's PETS & SETS. During the seminar, they'll work on their goals for the year using the *Planning Guide for Effective Rotary Clubs*, now available as a Word document at <http://www.rotary.org/newsroom/downloadcenter/doc/862en.doc> which can be easily completed, updated, and e-mailed to fellow club members. All handouts can be found in the Club President's Manual available as a download at ([http://www.rotary.org/training/elearning/pets\\_files/v3\\_document.htm](http://www.rotary.org/training/elearning/pets_files/v3_document.htm)). It is encouraged that presidents-elect bring their manuals. A great way to prepare for this meeting is to review "Preparing for PETS," a module in the Rotary E-Learning Center at [http://www.rotary.org/training/elearning/pets\\_files/v3\\_document.htm](http://www.rotary.org/training/elearning/pets_files/v3_document.htm).

The dates are as follows:

- Mar 8/9 in St. John's
- Mar 16/17 in Truro
- Mar 23/24 in the Valley

RI President-elect Wilfred Wilkinson is encouraging all Rotarians to help strengthen Rotary's membership by bringing at least one new member into Rotary. Use this pin to recognize those who have sponsored new members in your club or district. For Rotarians who sponsor more than one new member, consider recognizing them with a numbered tab that attaches to the pin.

Information will be distributed to all club presidents.- elect at PETS & SETS.



## ***District 7820 Schizophrenia Standing Committee***

The Rotary theme for the year “Lead the Way” lends itself to follow the suggestion that each year we have a meeting devoted to mental health. Let us *lead the way* by educating Rotarians about mental illnesses and then we can reach out to the community agencies with support. The first week in May is mental health week and this would be a great opportunity to invite a guest speaker who could talk on a variety of mental health issues. The committee itself has worked at compiling brochures to educate Rotarians about schizophrenia. These were distributed to all clubs last Spring and can be retrieved from the New Waterford Rotary Club web site at <http://www.rotary7820newwaterford.ca/RotarySchizophrenia-Program2.doc>.

Here are several excerpts from the brochures:

### **Schizophrenia is a serious but treatable brain illness...**

#### **TWELVE FACTS YOU SHOULD KNOW ABOUT SCHIZOPHRENIA**

- Schizophrenia is not a split personality.
- Schizophrenia is a biochemical brain disorder that results in confused thinking, delusions, hallucinations and lack of energy and motivation.
- Schizophrenia strikes 1 in every 100 people. 300,000 Canadians will develop schizophrenia at some point in their lives. In Nova Scotia alone, 9300 people will develop the illness.
- Schizophrenia is the single most disabling illness for young people. It typically strikes people in their late teens or early twenties and usually continues through the rest of their lives. It is commonly referred to as Youth's Greatest Disabler.
- Schizophrenia is presently not curable. However, there have been many recent developments in medications that can substantially alleviate symptoms. Unfortunately, because schizophrenia affects the brain and produces disordered thinking, many people with schizophrenia who are seriously ill do not accept that they need treatment.
- Forty per cent (40%) of those with Schizophrenia attempt suicide and approximately twelve (12%) percent complete the act.
- The stigma associated with the illness, reinforced by misunderstanding and lack of awareness by society, results in families feeling ashamed. The stress of trying to cope with a family member with Schizophrenia can be extremely difficult for family members who are often the primary caregivers.
- Many in prison have the illness, as do about one third of the homeless.
- Schizophrenia patients occupy one in 12 hospital beds in Canada – with the exception of cardio-vascular disease, that's more beds than for any other illness.
- Eleven dollars (\$11.00) in research is spent on Schizophrenia per person, whereas four hundred dollars (\$400.00) is spent for someone with cancer.
- Schizophrenia research in Canada is funded at about 1/10 the rate of other major illnesses, when measured against the total health care costs of other diseases.
- Schizophrenia costs Canadians more than \$2.3 billion in direct health care costs and an additional \$2 billion in indirect costs such as family benefits, housing and community support.

#### **WHAT'S IT LIKE TO HAVE SCHIZOPHRENIA?**

The illness affects a person's ability to earn an income, find housing and be part of the community. The earlier someone gets treatment, the better life will be. Stereotypes and STIGMA can make the person feel ashamed and embarrassed. When the public better understands the illness, they will be much more compassionate. Most people with the illness live at home with their parents. This can cause a lot of stress so it's important that the family have support as well.

Education is the key to coping. This applies to the professionals plus the general public, families and patients.

#### **THINK ABOUT IT !!!**

#### **MENTAL HEALTH WEEK – MAY 2007**

#### **HAVE A SPEAKER**

## *John Williamson responds to the Sunday Herald's editorial...*

### **Sunday Herald 07 January 2007 - Editorial - Tough battle against polio**

Is the global battle to eradicate polio, once dubbed the Great Crippler, stuck in a quagmire?

If so, then the usual questions regarding strategy and costs, always important to be sure, take on added urgency. The World Health Organization has twice missed its own deadlines for defeating the disease, first in 2000, then 2005. There have been enormous successes: The WHO's efforts have reduced the worldwide number of cases from 350,000 in 1988 to fewer than 2,000 in 2006. However, polio has proven extremely resilient, and the number of new infections has actually been climbing for the last few years. Critics are questioning everything from the choice of vaccines to the continued willingness of donor countries to foot the expensive bill for the eradication effort.

Yet the negativity should not overshadow the tremendous progress made to date. When the WHO began nearly two decades ago, new polio infections were occurring in 125 nations around the world. Today, the list of endemic states – those where new cases arise due to infection with the wild virus in that country, not brought in by travellers – is down to just four: Nigeria, India, Afghanistan and Pakistan.

In Nigeria, which accounted for more than half the indigenous cases of polio in 2006, eradication efforts went backwards a few years ago after some Muslim religious leaders claimed the vaccine was a U.S. plot to make children infertile. But more Islamic clerics are now backing vaccination drives in the crucial northern states, and plans for another national immunization campaign are scheduled for later this month.

India has also seen its number of cases rise, in its case dramatically, especially in high-risk, densely populated areas with poor sanitation, such as western Uttar Pradesh. But researchers have identified that new infections are occurring mainly in children under three, and hope newer vaccines that convey faster immunity will help to get the situation under control.

The newer, monovalent vaccines, available since the middle of 2005, individually target two of the three strains of the virus (Type 2 polio was declared eliminated in 1999, another success). The older, trivalent vaccine provided immunity from all three strains, but was slower-acting. Improved lab tests, which detect and confirm polio cases twice as fast as before, are also helping health authorities respond to and contain outbreaks.

Some experts have urged the WHO campaign to abandon oral vaccines, which carry an extremely tiny risk of serious side effects, in favour of the injectable vaccine used in Canada and other Western nations. But the latter's higher cost – five times the price of the oral vaccine – and its requirement that trained health care workers administer the shot, as compared to the volunteers who can hand out the oral vaccine, make the recommendation impractical where the front line in the battle against polio is taking place: the developing world.

What is crucial is for donor countries to meet their financial commitments to finally beat polio. The \$1.4-billion US budget for 2006-2008 is underfunded by \$440 million US. The WHO believes polio's eradication remains "feasible;" we just need the will to finish the fight.

### **The Chronicle Herald, Sunday January 14, 2007 – Tough battle: tough team!**

**By JOHN R. WILLIAMSON**

The Jan. 7 editorial, "Tough battle against polio," reviewed some of the negative reaction to the fact that target dates for polio eradication had been missed. Happily, it also emphasized the progress since 1988 in reducing the incidence of polio from 350,000 cases annually in 125 countries to less than 2,000 cases worldwide in 2006, with wild polio virus indigenous to only four countries.

In 1979, Rotarians – members of Rotary International, the world's first service club – worked with the government and people of the Philippines to mobilize thousands of volunteers to immunize children using oral vaccine. The success of the process was repeated elsewhere, leading Rotarians to conclude that with enough vaccine, volunteers and government support, it would be possible to immunize all children and thereby to eradicate polio from the world. Therefore, in 1985 Rotary challenged Rotarians worldwide to contribute \$120 million US to buy vaccine. In three years, Rotarians contributed \$240 million US. This so impressed the World Health Congress of 1988 that the 166 member states committed themselves to the goal of polio eradication. A team of four partners was established to lead the campaign: the World Health Organization (WHO), Rotary International (RI), U.S. Centers for Disease Control (USCD) and United Nations Children's Fund (UNICEF).

The battle is indeed tough. Organizing hundreds of thousands of volunteers, finding all children and delivering vaccine in teeming slums and remote villages, accommodating cultural differences, arranging ceasefires to allow access, maintaining vaccination programs in polio-freed countries to prevent re-importation, and maintaining funding over the years are huge challenges.

G8 leaders renew their commitment at each meeting, and it is crucial that all donor governments honour their commitments. But the campaign cannot rely on government support alone. Among the many private and corporate donors, for example, The Bill and Melinda Gates Foundation and Ted Turner's UN Foundation have provided millions of dollars. Rotarians have given over \$500 million US and continue to give money as well as immeasurable volunteer hours. Large contributions are wonderful and essential, but so also are small gifts that can be so helpful in providing small necessities to volunteers in the jungles and slums. (Donors of such gifts of \$10 or more to The Rotary Foundation (Canada) sent to "Polio Partners, 7155 Morningside Dr., Halifax, N.S. B3L 2E5" will receive an official charitable receipt.)

Polio eradication remains Rotary's highest priority and that of WHO. Upon taking office on Jan. 4 as the new WHO director-general, Dr. Margaret Chan stated in her address to staff in Geneva and in offices around the world that she had inherited important commitments from her predecessor. "Foremost among these," she emphasized, "is the drive to eradicate polio. Quite simply, we must succeed. This is not just about meeting a goal. It is about delivering a perpetual gift to every future generation of children to be born."

We can all help.

John R. Williamson of Halifax is a past governor of Rotary District 7820.

# *Rotary - Service Above Self*

*"Common People... UNCommon Purpose"*

## Learn how to avoid frauds and scams.

Free presentations on the “ABCs of Fraud” from the Rotary Club of Halifax are now available to Rotary Clubs and others such as seniors clubs and other groups in HRM and within a 1.5 hour drive of metro. The presentations are fun, interactive and informative. It is also our hope that other Rotary Clubs, upon seeing the program, would want to offer it in their own communities.

Nova Scotians lose millions of dollars every year to consumer frauds and scams such as illegal telemarketing; bogus charities; identity theft and more... Your Rotary Club can hear this innovative and informative presentation that helps seniors and others become “tough targets”. Get the facts on fraud from an ABCs of Fraud presentation.

We are asking our sister and brother Rotarians to help us promote this program by inviting our presenters to one of your meetings and to publicize the program to other groups, clubs, organizations, churches, etc in your community. We have brochures available if you would like to have them just contact Bill VanGorder at the address below.

See more information at: <http://www.halifaxrotary.com/abcfraud.html>

To book a speaker or learn how your Rotary Club can get involved, call the Rotary Club of Halifax’s ABCs of Fraud Coordinator, Bill VanGorder at 902 454-2267 or email: [bill.vangorder@ns.sympatico.ca](mailto:bill.vangorder@ns.sympatico.ca)

### Further details:

*What seniors don't know about fraud could hurt them!*

Through a project of the Rotary Club of Halifax, these Nova Scotia Rotary volunteers now present the Scotiabank Fraud Awareness program, ABCs of Fraud, to seniors and other groups across our Province.

Twenty-five senior volunteers, Rotarians and their friends, are trained to deliver a one-hour presentation to senior groups, providing information and tips on identifying and preventing consumer fraud victimization. The format is the use of role-plays to show how the frauds and scams work, information on avoiding being a victim and handouts with details of what to do if a scammer or fraudster approaches you.

The demand for information on consumer fraud is extremely high. According to local police services, since presentations began, reports of attempted and unsuccessful scams have increased. They attribute part of that success to the ABCs of Fraud education program.

Seniors have shared similar life experiences and values. As a result, audiences are more willing to discuss their experiences, leading to a truly interactive presentation. Speakers use a variety of teaching methods to present information on fraud beginning with role-plays that show the audience how easy it is to be caught by scammers and fraudsters. The presenters also include knowledge assessment quizzes, lectures and handout materials. By utilizing and expanding on the audience’s knowledge of consumer fraud, presenters provide an open forum for discussion.

ABCs of Fraud provides information not readily available to seniors in the community. Peer teaching, long considered one of the most effective teaching tools for all age groups, provides the interactive experience adults need to learn new and valuable information. By providing a proactive response to consumer fraud, ABCs of Fraud speakers help to reduce the financial, emotional and physical decline, which often accompany the defrauding of a senior.

*Bill VanGorder*

## Rotary Dates to Remember

**10th. of the month** - Attendance reports to Kathryn Atkin.

**15th. of the month** - Club News to *The Lighthouse* editor.

**March 1, 2007** - Deadline for “Donald MacRae Peace Award”.

**Mar 8/9** - PETS and SETS in St. John's

**Mar 12 - 18** - Rotaract Week



**Mar 16/17** - PETS and SETS in Truro

**Mar 23/24** - PETS and SETS in the Valley

**April 1, 2007** - Deadline for “Outstanding Club Recognition”

**April 15, 2007** - Deadline for “Presidential Citation Award”

**May 10-13, 2007** - District Convention - St. John's, NF

## District Attendance

### Note re Attendance figures for January

*Due to Kathryn Atkins being on leave the attendance figures are not available this month. I will have updates upon her return.*

*Peter Stuempel*

Please contact us with your questions, suggestions and articles...

Dennis Knight, DG - [dknight@dwknightassociates.com](mailto:dknight@dwknightassociates.com)

Peter Stuempel, Editor - [stuempel@bwr.eastlink.ca](mailto:stuempel@bwr.eastlink.ca)

Check out our District Web Site at

<http://www.rotary7820.com>

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