

# SUN-TIMES MONEY

BY METRO EDITOR/MONEY: POLLY SMITH | 312-321-2522

MARKET CLOSE 17.46  
0.11  
4.00



**DOW INDUSTRIALS**  
down 0.13% to 13,579.47  
**S&P 500**  
down 0.01% to 1,460.15  
**NASDAQ COMPOSITE**  
up 0.13% to 3,179.96

## DIGITAL SECOND CITY SCENE

# Social media aids polio fight



**SANDRA GUY**

sguy@suntimes.com

Social media is playing a key role in Rotary International's quest to make up for increasing costs and recession-wracked countries' funding cuts to eradicate polio — just as the goal reaches a tipping point.

"We are 99 percent of the way to making polio the second disease to be ended after smallpox," said Carol Pandak, director of PolioPlus, the Evanston-based organization's polio-eradication effort. "We have a chance to make history as a generation by eradicating the second disease."

Rotary on Saturday is launching a website, EndPolioNow.org, that includes an online petition Rotary officials intend to present to U.N. Secretary General Ban Ki-moon at a United Nations session Thursday on polio eradication.

The site, which launches in eight languages, lets users:

- ◆ Donate in real time and see where the money can be spent;
- ◆ Get an instant, unscientific estimate of their "social" value — the value of their tweet or Facebook "like" — based on the number of their followers or friends;
- ◆ Share their interest with friends on Facebook and Twitter from the website;
- ◆ Use a tracking arrow to see the decline in polio cases since the eradication campaign started 24 years ago.

Last year, 650 polio cases were reported worldwide, down from 350,000 when the effort started.



Carol Pandak is the director of Rotary International's polio eradication program called PolioPlus. The program has launched a website aimed at getting people more engaged using a social-media element where people can link to the site from their Facebook or Twitter pages. | RICHARD A. CHAPMAN-SUN-TIMES

## INNOVATION — ON YOUR DEVICE



Use your tablet or smartphone barcode reader app on the QR code to the left to access more technology and innovation news, videos and extra features at [suntimes.com/technology/innovation](http://suntimes.com/technology/innovation).

**FOLLOW @SANDRAGUY:**  
More Sci-Tech talk on Twitter | [twitter.com/sandraguy](https://twitter.com/sandraguy)

The disease has never stopped in Afghanistan, Nigeria and Pakistan. Countries such as India and others throughout West Africa still immunize people to protect against outbreaks.

The campaign's yearly budget of \$1 billion has doubled, standing now at \$2 billion, at the same time that some G-8 nations and other struggling countries have

pulled back donations to deal with more pressing needs in a global recession. The United States is the biggest donor and has held its contributions constant.

The funding shortfall is \$945 million through December 2013. The money goes to UNICEF and the World Health Organization (WHO) to monitor what's happening and get the vaccine to places where it's most needed, and to handle the more mundane duties of paying workers who organize the vaccinations and give drops of oral vaccine.

The Kansas City-based digital marketing agency that designed Rotary's website sees the site's interactivity as part of a trend to quickly move users to act on a problem and leave them with an intriguing or interesting experience.

"We designed the site's functions to keep people engaged so people really want to use them, making the experience really important," said Todd Greathouse, technical architect at VML and its Vision group.

The website adapts its layout to

the screen resolution of people's mobile devices because so many people access the Web on their smartphones and tablets.

Nonprofits are aiming to gain followers by providing them unique information online. They are combining such "active" data collection with geo-location technology to spot problems such as a locked polling place on Election Day or to learn where museum visitors using audio-guided tours stop and linger, said Holly Ross, executive director of the Nonprofit Technology Network, a Portland, Ore.-based group that helps nonprofits leverage technology.

"The more advanced nonprofits are investing in business intelligence to decode data and figure out what it means," Ross said. "They can figure out how to keep the doors open at the same time they can learn how to make the most impact."

The Rotary's Pandak cautions that statistics and data-gathering are only a part of the solution. "Change still takes time," she said.