

Purple Pinkie Project

The Purple Pinkie Project is an effort to raise awareness for polio eradication worldwide in local Primary Schools. A “Pinkie” is one of your little fingers !!

The purpose of Purple Pinkie Day (PPD) in a school is two-fold

To inform young children about Polio a disease they probably have never heard of but to let them know that today children in a few countries still get this terrible disease

To allow them to fundraise and raise awareness of the polio eradication programme.

.By arrangement Worsley Rotary address a School Assembly and explain to the Staff and Pupils what the purpose of a PPD is. as summarised above.

All being well a PPD will be booked.

On the day pupils will have one of their pinkies painted with a purple none toxic vegetable dye. This action is symbolic of what happens in the real world when the oral polio vaccine is actually administered to children who live in countries where polio is still endemic. Each child who receives the polio vaccine has their Pinkie painted purple to guard against receiving a double dose and it also a visible check that all children in a community have been vaccinated.

In return the pupils are asked to voluntarily donate £1 which is the estimated cost to immunise a child from polio.

The overall objective is that local school children will learn about the efforts to raise funds for oral vaccine in countries still endemic and become part of the solution.

In 1985, Rotary International began raising funds in an effort to eliminate polio worldwide. Polio has not been a problem in the UK for many years, but this is not the case in many developing countries. By partnering with the World Health Organization, UNICEF and other government, private groups and individuals (notably Bill Gates of Microsoft), Rotary International has achieved a 99 percent reduction of Polio worldwide.

Currently three countries are still endemic with polio – Nigeria, Afghanistan and Pakistan.

Despite the progress achieved since 1985, as long as a single child remains infected with poliovirus, children in all countries are at risk of contracting the disease.

For more information please email our [Purple Pinkie coordinator here](#).