## **EXAMPLE 7 EXAMPLE 7 EXAMP**

**THE HUMAN COST:** If we choose to control polio rather than eradicate it, the virus could rebound and cause 200,000 cases annually in the next 10 years.

**IT'S ACHIEVABLE:** We have effective vaccines to end polio and the means to reach all children.

**IT'S A GOOD INVESTMENT:** An independent study published in the medical journal Vaccine estimates that the return on the global investment in a polio-free world will reach \$40 to \$50 billion within the next 20 years.

**IT STRENGTHENS THE SYSTEM:** Our polio eradication efforts have established an active global disease surveillance network that is being used for other health interventions, such as measles vaccinations, deworming tablets, and mosquito bed nets.

**IT SETS THE STAGE:** The ability to reach all children with the polio vaccine is proof that we can succeed in our next major global health initiative.



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