Advocacy Mechanisms for Eye Care

VISION 2020
- Launched 1999
- Global Initiative for the Elimination of Avoidable Blindness
- Joint initiative of IAPB and World Health Organization (WHO)

IAPB
- Founded in 1975
- Umbrella organization for prevention of blindness
- 100+ member countries
- International NGOs, international professional peak bodies, institutions, corporations, foundations as well as the World Blind Union
  - Facilitating programmes
  - Mobilizing resources
  - Advocacy & awareness

ADVOCACY WITH GOVERNMENTS
- 150 countries — VISION 2020 workshops
- 110 countries have established a PSL committee
- 104 countries — national eye care plan
- Global government commitment of $3.65m
- Global government committed $58m

IAPB GLOBAL ADVOCACY
- WHO Resolutions 56.28 & 59.25
- WHO ICP 2009-13 visual impairment is now specifically mentioned under Strategic Objective 9
- WHO Action Plan for PSL is now under preparation
- Thanks to advocacy, all 193 WHO member states are formally committed to investing in eye care

Choosing an advocacy mechanism
- Mechanism a tool or methodology — the means whereby you make advocacy happen
- Like choosing an instrument to perform a delicate operation
- Your choice should be determined by:
  - your objectives,
  - your desired outcomes,
  - the audience you are seeking to influence

Some may require more subtlety than others

Decisions are made by people
- People have their own motivations and will respond to their own incentives
- But many decision-makers have things in common:
  - Government figures
  - Civil Servants
  - Health professionals
  - Civil society group leaders
  - Business leaders
- Influential, sophisticated and very busy
THE ELEVATOR STATEMENT

- clear
- concise
- compelling

- never use jargon without explaining it
- never assume they know the background

- always have a maximum of three key messages
- always have material to back you up

PUBLIC ARENA MECHANISMS

1. Website
   - break up information
   - no upper limit
   - include links to related organisations – preferably in & out
   - e.g. VISION 2020 India
   - use of digital video media for ambassador messages
   - e.g. VISION 2020 Australia
   - monthly newsletter generated from news items

2. Events
   - opportunity to consolidate allegiances
   - opportunity to network
   - present your cause in a positive light
   - potential media interest & photo opportunity
     - e.g. ORBS anniversary – Empire State Building
     - e.g. WSD London – London Eye
     - e.g. WORLD SIGHT DAY
       - global day of awareness can also be used to garner policy support
       - attendance by celebrity or notables will attract policy-makers
       - signatures of MPs by MP or local authority

3. Media
   - "beat the rush" approach
   - can be useful to gain support in democratic context
   - community awareness – generates demand
   - cost and resource-intensive
   - consider audio or digital media – cost-effective & accessible
   - more media requires an adversarial story
     - e.g. GMT 7 million listeners
     - e.g. BBC World TV, PSAs

NETWORKING & PERSONAL CONTACTS

- most effective mechanisms with senior decision-makers
  - WHO Executive Board – member countries online
  - WHA meeting – research delegates & target "keen" contacts
  - WHO funding for PEL activities – must be in CCS – at behalf of MoH and WHO Representative Office

- e.g. IAPB EMR Chair, HSH Prince Abdullah bin Ahmed bin AbdulAziz Al Saud
  - support for PEL from all Gulf states
  - raise PEL at WHA
  - e.g. VISION 2020 Australia Chair, the Hon. Barry Jones
  - Parliamentary Friends Group Dinners – incl. MPs
Advocacy Mechanisms for Eye Care

TRAINING
- Advocates must use the same key facts
- Advocates should master key messages
- Regular updates are essential
- Skills training is a bonus

LINKS
- Tie-ups with established agendas
- Save time and effort
- Leverage arguments that have already been made successfully
  - ex. NDGs
  - ex. NTDs
  - ex. Gender equity
  - ex. Disability rights

Thank You