


IAPB VISION 2020

Advocacy Mechanisms for Eye Care



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-1-

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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 organisation for prevention of blindness
- 100+ members
- International NGOs, international professional peak bodies, institutions, corporations, foundations as well as the World Blind Union
 - Facilitating programmes
 - Mobilising resources
 - Advocacy & awareness

-2-


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VISION 2020 ADVOCACY WITH GOVERNMENTS

- 150 countries – VISION 2020 workshops
- 118 countries have established a PBL committee
- 104 countries – national eye care plan
- Indian government commitment of \$265m
- Pakistan government committed \$50m



IAPB GLOBAL ADVOCACY

- WHA Resolutions 58.26 & 59.25
- WHO MTSP 2008-13 visual impairment is now specifically mentioned under Strategic Objective #3
- WHO Action Plan for PBL is now under preparation

• Thanks to advocacy, all 193 WHO member states are formally committed to investing in eye care

-3-

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Choosing an advocacy mechanism

Mechanism = 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 a careful examination of

- your objectives,
- your desired outcome,
- and, crucially,
- the audience you are seeking to influence



-4-

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Some may require more subtlety than others



-5-

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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	}	Influential, sophisticated and very busy
Civil Servants		
Health professionals		
Civil society group leaders		
Business leaders		

-6-

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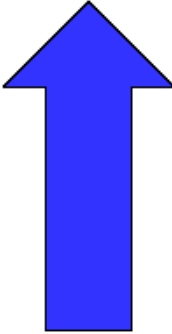
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THE ELEVATOR STATEMENT

- 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



-7-


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UTILISING A STRONG EVIDENCE BASE

- Data are crucial to an advocacy campaign

1. Fact sheet
 - one sheet A4 maximum
 - bullet points, not sentences
2. Report
 - fully referenced
 - representative
 - include case studies
 - include a variety of visual devices
 - break up text with insets, tables and 'pull-outs'



-8-

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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
 - member portal for sharing information and disseminating messages
 - e.g. V2020.org
 - monthly newsletter generated from news items

-9-

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2. Events
 - opportunity to consolidate allegiances
 - opportunity to network
 - present your cause in a positive light
 - potential media interest/photo opportunity
 - e.g. ORBIS 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
 - signature of DoS by MoH or local authority



-10-

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3. Media
 - 'broad brush' approach
 - can be useful to gain support in democratic context
 - community awareness – generate demand
 - cost and resource-intensive
 - consider audio or digital media – cost-effective & accessible
 - news media require adversarial story
 - e.g. GFM 7 million listeners
 - e.g. BBC World TV; PSAs



-11-

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NETWORKING & PERSONAL CONTACTS

- most effective mechanism with senior decision-makers
 - WHO Executive Board – member countries online
 - WHA meeting – research delegates & target 'warm' contacts
 - WHO funding for PBL activities – must be in CCS – at behest of MoH and WHO Representative Office
- e.g. IAPB EMR Chair, HRH Prince Abdulaziz bin Ahmed bin Abdulaziz Al Saud
 - support for PBL from all Gulf states
 - raise PBL at WHA
- e.g. VISION 2020 Australia Chair, the Hon. Barry Jones:
 - Parliamentary Friends Group Dinners – inc 30 MPs!

-12-



TRAINING

- advocates must use the same key facts
- advocates should confer on key messages
- regular updates are essential
- media training is a bonus

LINKS

- tie-ups with established agendas
- save time and effort
- leverage arguments that have already been made successfully
- e.g. MDGs
- e.g. NTDs
- e.g. gender equity
- e.g. disability rights



Thank You

