



**VISION IMPACT
INSTITUTE**



Training - MODULE 1

INTRODUCTION TO ADVOCACY IN VISION CARE AND EYE HEALTH



Version: 2021





Course Description

Welcome to MODULE #1

Module
#1

Module
#2

Course Description	INTRODUCTION TO ADVOCACY	ADVOCACY PLAN & CAMPAIGN
	Module 1 is about the CONCEPT . It introduces the basics of Advocacy in the field of vision care. It illustrates the examples of key issues with facts, figures, and messaging to help you grow awareness.	Module 2 is about the PROCESS . When shaping the advocacy strategy with providers or advisors, you need to know about the method and tools. It will help you to integrate the advocacy into your own strategy.
	Learning SKILLS	Know how to:
	Be able to: # Understand what's advocacy for Good Vision # Know key topics and relevant evidence # Create / use evidence-based messaging	# Build an Advocacy Plan # Implement the Advocacy Campaign # Evaluate the progress
AUDIENCE	Module 1 is designed for: <ul style="list-style-type: none">Anyone who wants to know more about advocacy and play a proactive role at his/her level to grow awareness on key vision issues	Module 2 is designed for: <ul style="list-style-type: none">Anyone who wants to know more about advocacy processing and planningLeaders who want to integrate the advocacy plan into their multi-stakeholder strategies
	Duration	Duration
	15'	15'



SKILL #1
**Understand
Advocacy**

What is Advocacy?



Advocacy is a **planned process** of influencing policymakers, stakeholders and relevant audiences, through evidence-based information, **to address a particular issue** and achieve a specific outcome.

Advocacy is not a scientific art. **All of us** have the potential **to become powerful advocates**.

However, successful advocacy requires **clarity of purpose**, thorough preparation and planning, and it often calls for **coalitions and partnerships**.

What is Advocacy in Vision Care and Eye Health?



Advocacy in the Vision Care and Eye Health sector is the **process that directly or indirectly influences an audience** (public, decision makers and legislators) around a particular vision-related issue or policy **and aims to improve vision health**. It requires planned actions through:

- ❑ **Awareness Raising and Education** while using media to reach broader audiences and gain more attention from decision-makers (**=Media advocacy**) or any material and mechanism other than the media, like guest presentation, public event, to create awareness around vision issues (**=Communication advocacy**).
- ❑ **Engaging and Mobilizing** governments, nonprofits, the private sector, and community members to discuss eye health problems, build partnerships to influence decision makers and share efforts to solve targeted issues (**=Structured advocacy programs**).

Your Voice Matters!

How/Where to start?

As a first step, you can involve your social networks and professional connections to **raise awareness and educate about the importance of vision correction and protection.**



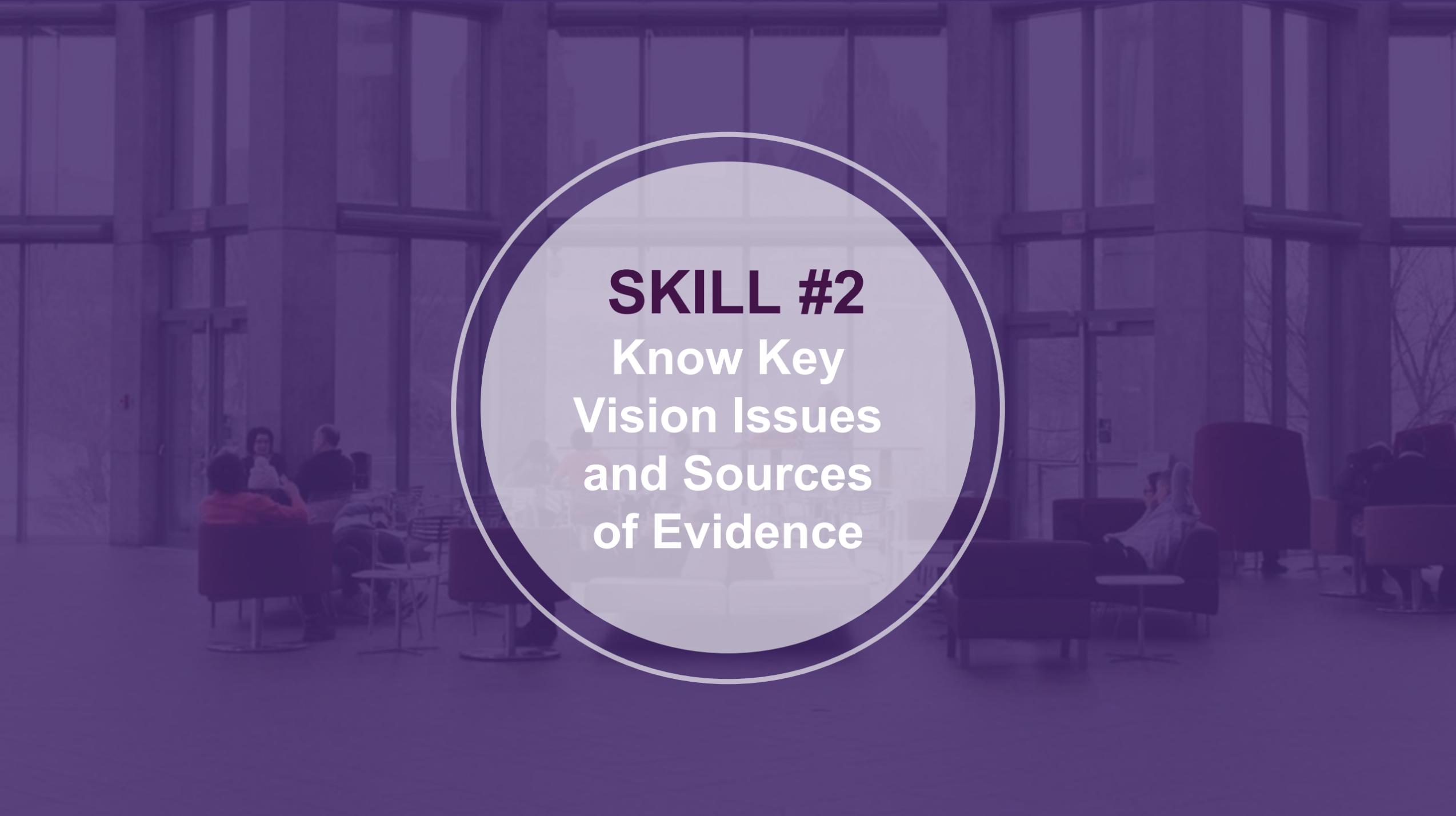
TIP: Start by sharing trusted posts from trusted organisations using Social Media (e.g. sharing posts from the Vision Impact Institute on Twitter, LinkedIn and Facebook).

To go one step further, you can **engage with purpose-driven advocates and empower stakeholders** who raise awareness, create access to eye care, provide sustainable services and quality solutions.



TIP: Make your action impactful and be purpose-specific (e.g. advocate for good vision in school children).





SKILL #2
Know Key
Vision Issues
and Sources
of Evidence

Know Key Figures About Vision Needs

GLOBAL VISION NEEDS*



- ❑ More than **7.6 billion people** share our planet. Their eyes need protection.
- ❑ 2 billion of them enjoy vision correction provided by 600,000 eye care professionals, predominantly operating in big towns and cities.
- ❑ But **2.7 billion people** live with **poor vision related to Uncorrected Refractive Error (URE)** due to a lack of access, awareness, affordability and, in some cases, acceptance.

*Source: Essilor Report Sept. 2019
[Eliminating Poor Vision in a Generation.](#)



TIP: Translate global figures into regional or country data to create higher impact in your local context (e.g. use [IAPB Vision Atlas](#) and regional resources about vision loss).

Know Key Topics For Advocacy



KEY ADVOCACY PILLARS

- ☐ Eye Health is essential for achieving the UN's Sustainable Development Goals (SDGs)...
- ☐ Uncorrected Refractive Error (URE) is the world's largest unaddressed disability that can be eliminated...
- ☐ Children Vision and Education
- ☐ Vision and Road Safety
- ☐ Myopia pandemic
- ☐ Poor vision and productivity loss
- ☐ Vision and gender equity
- ☐ Eye protection
- ☐ ...



TIP: Select just ONE key topic to focus on and support it with relevant EVIDENCE.

Know Why Evidence Matters



Evidence makes **Advocacy** **credible, trusted and impactful**.
Evidence-based Advocacy is needed to:

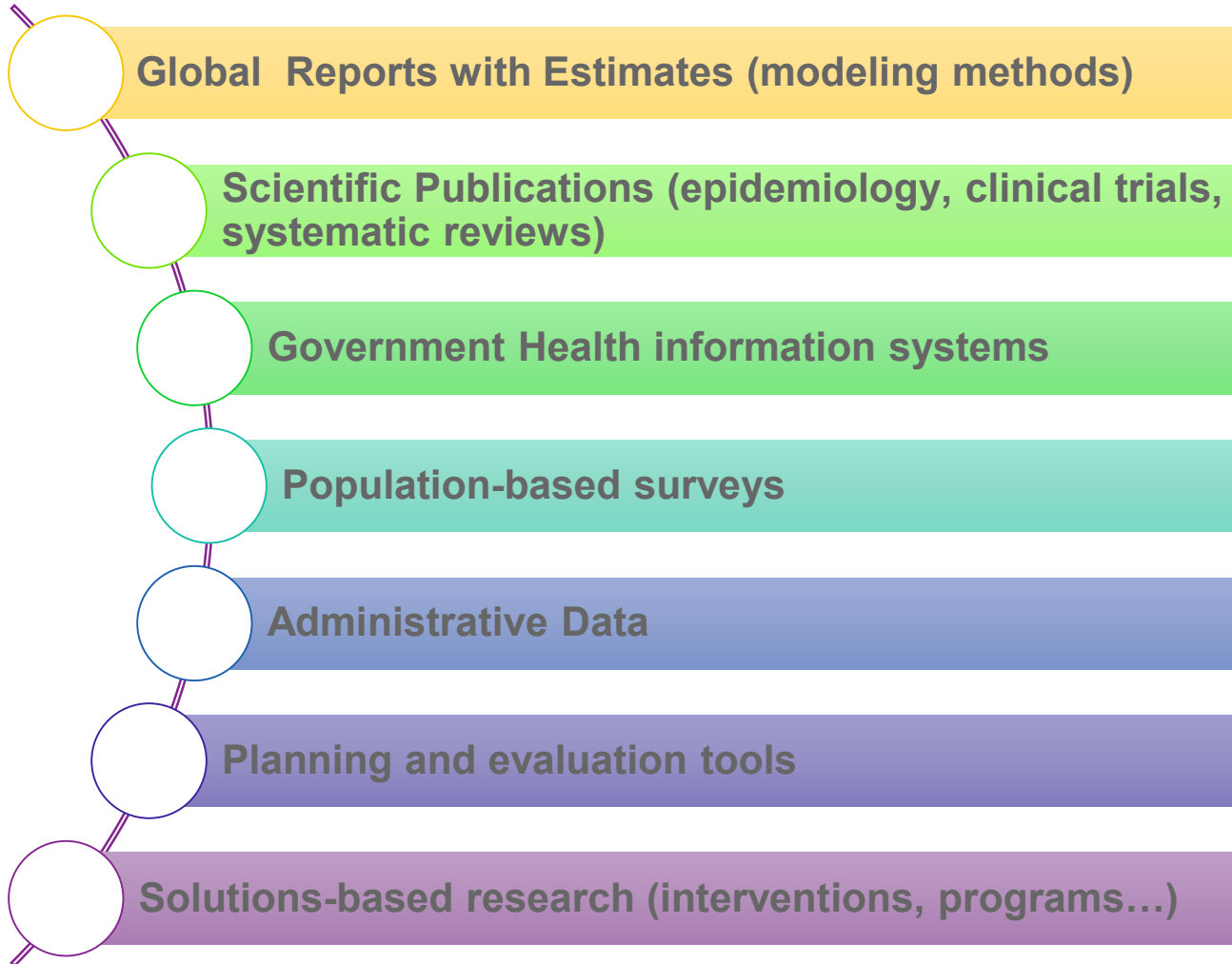
- ☐ Raise Awareness and Educate General Public
- ☐ Engage and Mobilize Stakeholders, show the direction
- ☐ Empower Legislators and Decision Makers
- ☐ Ultimately, change Behaviors and Policy

Example 1: Integration of vision care in the country universal health system.

Example 2: Integration of mandatory eye exams in driving license legislation, for delivery and renewal.

Example 3: Integration of comprehensive eye exams for all children prior to kindergarten.

Know Different Sources of Evidence



There are many sources of information providing tremendous data and reporting on global and local facts or assumptions.

Not ALL sources are equally relevant for advocacy purposes.



TIP: Use www.visionimpactinstitute.org platform to find scientific evidence for your topic, global and country data, infographics or contact the team for additional help.

Example: Global Reports on vision



WHO's World Report on Vision, Oct. 2019



Essilor's Report, Eliminating Poor Vision in a Generation, Sept. 2019



The Lancet Global Health Commission on Global Eye Health: Vision Beyond 2020 Report, Feb. 2021

Global reports released by leading and trusted Health, Industry or Governmental Organizations, as well as scientific peer-reviewed publications are the most relevant sources of evidence for advocacy.



TIP: Use the ADVOCACY TOOLKIT on www.visionimpactinstitute.org and check for hundreds of peer-reviewed studies and reports.

Know How to Select Credible Sources of Evidence

When selecting resources for your advocacy purpose, pay attention to:

- ☐ Authoring organizations and authors
- ☐ Peer-reviewed processing (value peer-reviewed publications)
- ☐ Type of publication and protocols (value systematic reviews based on large group of studies rather than single case study or survey)
- ☐ Dates of publication (recent versus outdated)
- ☐ Type of publication (scientific journals with high impact factors are usually best in class)
- ☐ List of references (the larger, the better)



TIP: Use www.visionimpactinstitute.org platform to find scientific evidence for your topic, select “Evidence-based Research” in the menu and apply filters and keywords.



SKILL #3
Create YOUR
Messaging
through
Evidence

Know How to Create YOUR Advocacy Messaging

Choose
your
advocacy
topic

Select key
figures and
facts from
scientific
evidence

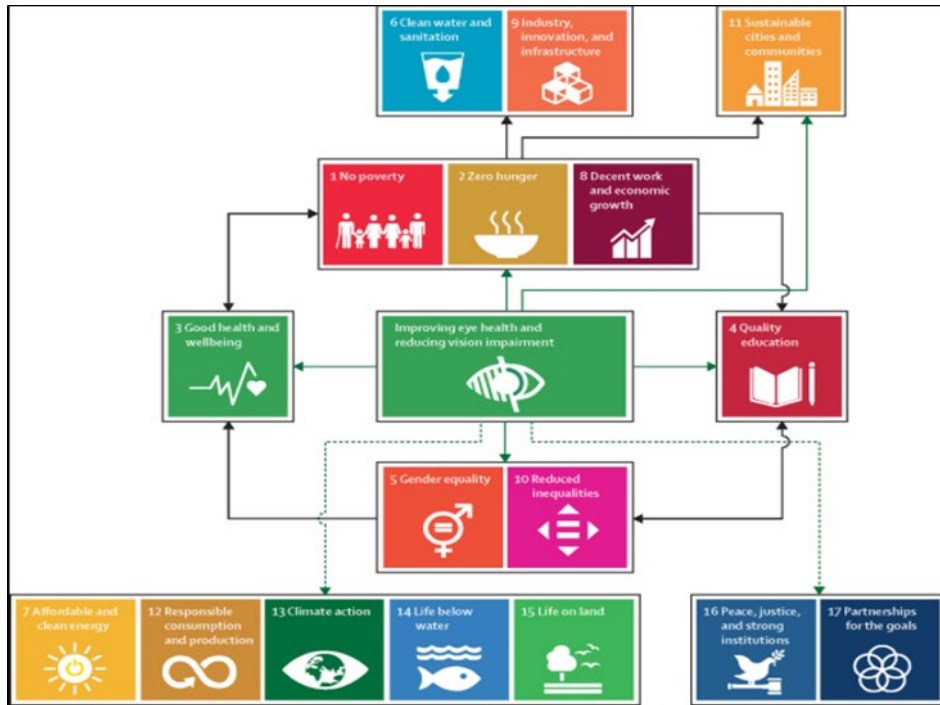
Write your
narrative
and
highlight
talking
points

Create an
impactful
umbrella
message
(key
statement)

Adapt to
formats
(social
posts,
press
release,
lecture...)

Vision and Sustainable Development Goals

Key Figures & Facts (Examples to support Advocacy)



EYE HEALTH CONTRIBUTES TO THE SUSTAINABLE DEVELOPMENT GOALS

- ❑ Improving access to eye health services is essential for achieving many SDGs, including the goals to reduce poverty and increased work productivity, health, education, and equity.
- ❑ **More than 90% of people with vision impairment have a preventable or treatable cause with existing highly cost-effective interventions.**
- ❑ In 2020, 1.1 billion people had distance vision impairment or uncorrected presbyopia. By 2050 this figure is expected to rise to 1.8 billion.
- ❑ In July 2021, the United Nations has officially passed a **resolution to make eyecare accessible for all by 2030.**
- ❑ The resolution was passed unanimously by all 193 countries of the United Nations.
- ❑ It **sets a target** for vision for everyone by 2030, with countries set to ensure full access to eye care services for their populations, and to make eye health integral to their nation's commitment to achieving the Sustainable Development Goals.

Children and Education

Key Figures & Facts (Examples to support Advocacy)



EDUCATIONAL PERFORMANCE IS LINKED TO VISION.

- ❑ **80% of learning** is through their eyes
- ❑ Children with vision impairment have poorer educational outcomes and are more likely to be excluded from schools (less likely to attend)
- ❑ **30% of children globally** have uncorrected vision
- ❑ **Unlocking children's full potential through healthy vision contributes to the Sustainable Development Goals.** Improved education (SDG4) helps reducing poverty (SDG 1), inequalities (SDG10) and hunger (SDG2), and enabling decent work and economic growth (SDG8)
- ❑ A pair of eyeglasses could correct the poor vision of **239 million children**
- ❑ **Eyeglasses are one of the most effective health interventions for children**, reducing the odds of failing a class by **44%**
- ❑ **School Screenings and Eye Exams** are essential for a child's success in the classroom. Everyone has a role to play, including Parents, Teachers and School Officials.
- ❑ Early detection, diagnosis and correction of vision problems could prevent negative effects on academic performance, social development and eye health.

Vision and Road Safety

Key Figures & Facts (Examples to support Advocacy)



GOOD VISION IS ESSENTIAL ON THE ROAD.

- ❑ There are 1 Billion drivers worldwide (700M cars, 200M motorbikes) and 1.35 million road traffic deaths each year worldwide
- ❑ More than 1 in 5 drivers can't see the road clearly due to uncorrected poor vision
- ❑ 1 in 3 drivers (32.6%*) often suffer glare from another vehicle
- ❑ Protecting eyes from reflected glare can improve driver's reaction time. **Vision Correction and adequate Protection** are essential for Road Safety
- ❑ Cities and Roads are **changing with Mobility needs**, increased # of vehicles which requires safer drivers and pedestrians
- ❑ **To reduce traffic fatalities** and severe injuries greater collaboration is needed among relevant governmental agencies & community stakeholders to improve vision correction and protection among all road users

*Source: Traffic and Road Safety Research Institute (INTRAS) Universitat de València. Essilor España, S.A., Spanish Road Safety Foundation, FESVIAL, 2019

Myopia

Key Figures & Facts (Examples to support Advocacy)



- ❑ Myopia is a global health issue, shared across all continents and ages, which bears significant consequences on people's quality of life
- ❑ The myopia pandemic will affect half the world's population within thirty years
- ❑ By 2050, Myopia will affect 1 in 2 people (5 billion people will be myopic)
- ❑ 1 billion people will suffer from high myopia and have a high probability of developing serious eye conditions and potentially losing their sight
- ❑ Myopia is one of the biggest challenges for the planning of eye care services
- ❑ Myopia can start at an early age (6-8 years old) and develop gradually; lack of outdoor activities and intensive close-up work may accentuate myopia
- ❑ Myopia early detection and treatment is critical to manage its progression and maintain good vision health
- ❑ In the wake of the COVID 19 pandemi , lockdowns and virtual classrooms have increased the use of screens, affecting children's eyes and exacerbating visual risks such as myopia progression up to x3 times.

Gender Equality

Key Figures & Facts (Examples to support Advocacy)



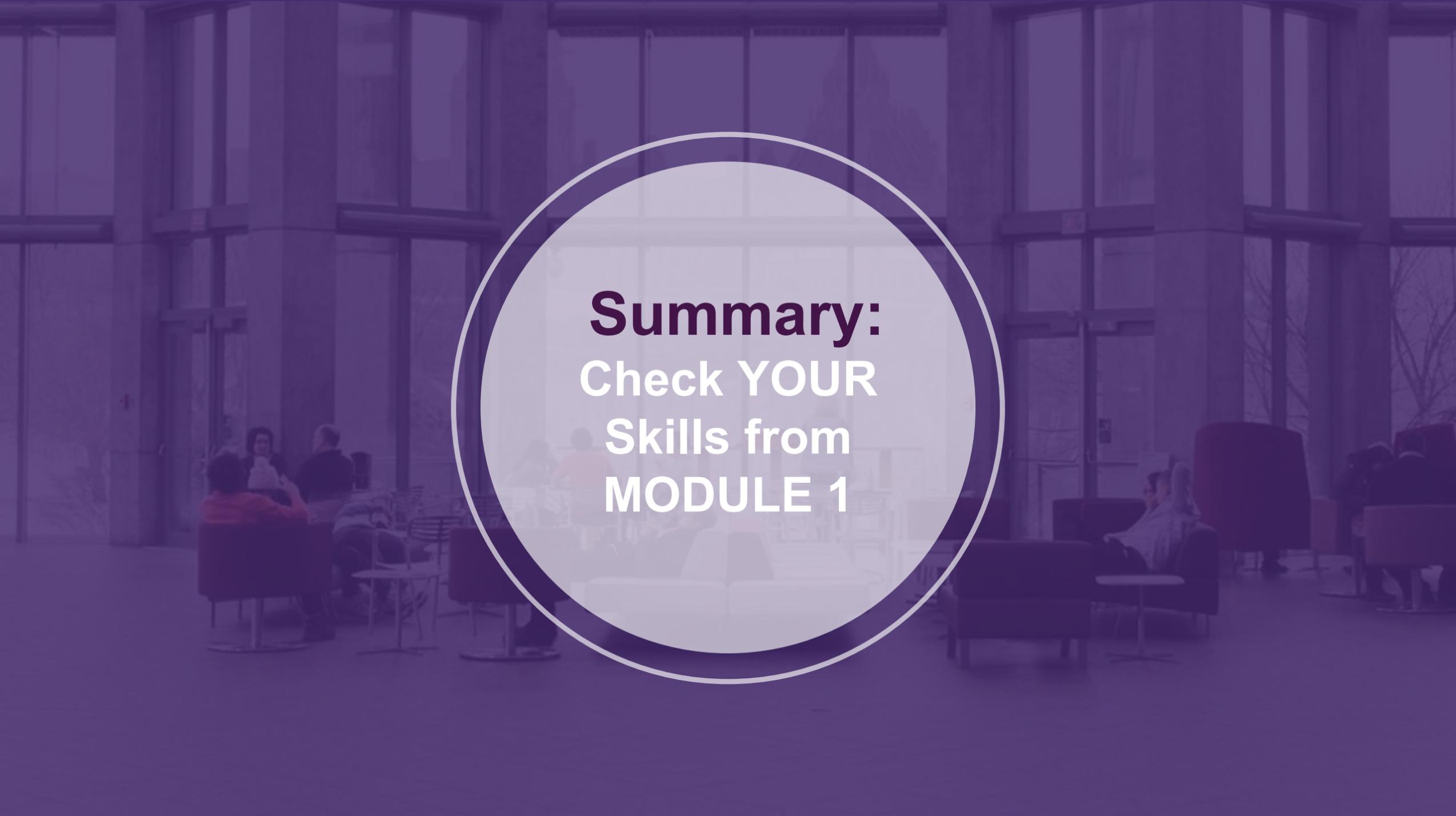
- ❑ **Poor Vision Has a Larger Impact on Women**
- ❑ **56% of the world's blind, and 55% of the people with vision impairment are women and girls**
- ❑ **Women and girls face cultural stigmas and barriers against wearing glasses.**
- ❑ **Lack of education and awareness is one of the main barriers to women and girls spectacle wear**
- ❑ **In some countries, girls have a higher rate of myopia and limited access to vision care and correction**
- ❑ **Women are 12% more likely to have vision impairment than men.**
- ❑ **New estimates from the Lancet report (2021) suggest that for every 100 men living with blindness or moderate to severe vision loss worldwide, there are 108 and 112 women affected, respectively.**

Cost of Poor vision: Productivity Loss

Key Figures & Facts (Examples to support Advocacy)



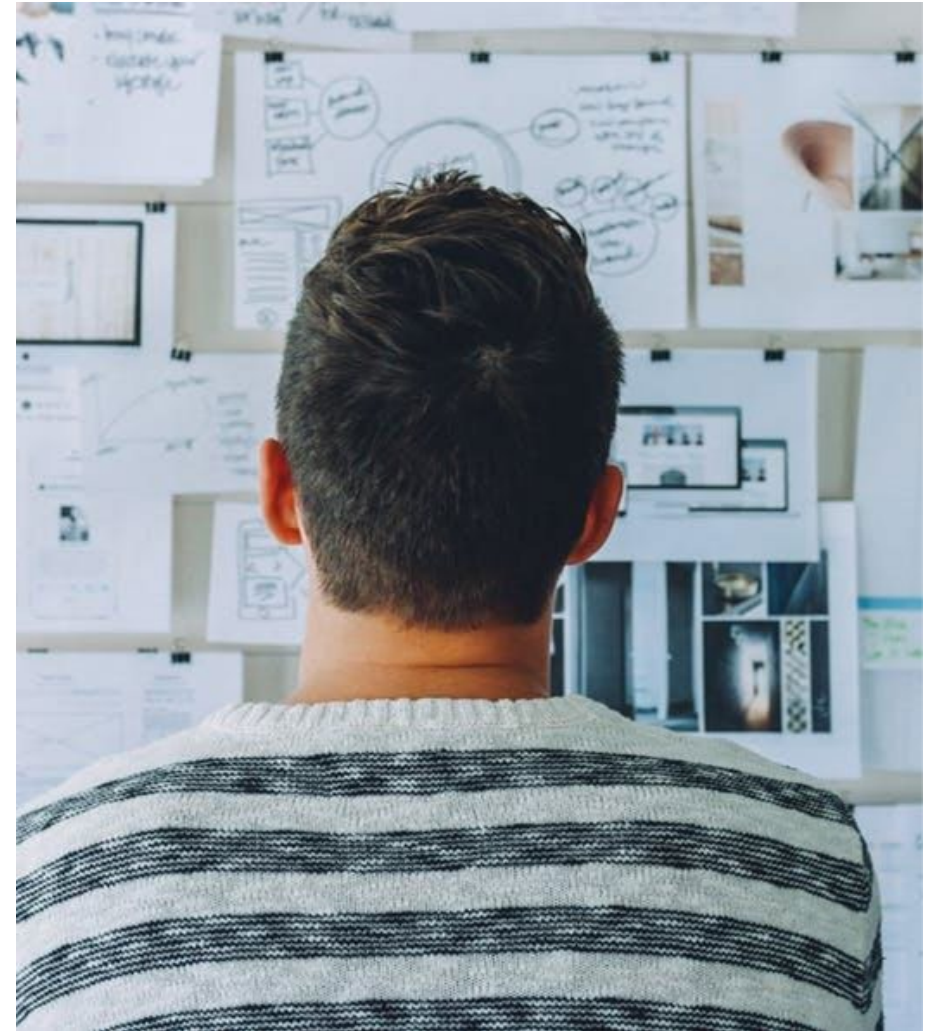
- ❑ Visual impairment affects productivity. The loss of sight costs the global economy approximately \$411 billion in productivity each year
- ❑ Latest figures (2020), suggest that annual global productivity loss from vision impairment is \$410.7 billion purchasing power parity.
- ❑ The global productivity loss associated with the burden of MYOPIA-related vision impairment is estimated at US\$244 billion (2015).
- ❑ Presbyopia alone has significant effects on productivity in the workforce, especially in lower-income countries
- ❑ An access to eye care services can increase household spending per capita by 88% and the odds of obtaining paid employment by 10%
- ❑ By facilitating and encouraging employees to seek regular eye exams, companies and governments are making a good investment
- ❑ The UN [resolution on vision](#) (2021) recognises that improved vision and optimized functional ability for people with blindness or vision impairment leads to improvement in employment prospects, enhanced workplace productivity, increased household income and spending and enhanced economic productivity, and that these economic benefits can be instrumental in achieving Sustainable Development Goals.



Summary:
Check YOUR
Skills from
MODULE 1

Tips on How to Develop YOUR Message Based on Evidence

- ☐ Develop a **Simple** Message
- ☐ **Research** and gather background information
- ☐ Use the most **up-to-date Data and Facts** to support your message
- ☐ **Evidence** is the Most Powerful Tool creating credible and positive impact
- ☐ Voice YOUR personal vision care story - either you or a family member is a Patient
- ☐ If you are the Expert in Vision Care, share YOUR expertise on the Importance of Good Vision
- ☐ Case Studies, Testimonials and Examples make a Real-Life Impact



BE/COME an Effective Advocate for Good Vision



- ☐ Have a Clear **Purpose**
- ☐ Be Equipped to **Influence**
- ☐ Use **Different Channels** to Effectively Communicate **YOUR** Message
- ☐ Keep an Eye on the **Evolving Issues** and new **evidence**
- ☐ **Sign up** for legislative alerts, updates, newsletters

SUMMARY: Key Takeaways

- ✓ Advocacy is a Planned Process
- ✓ All of us can BE Powerful Advocates for good vision
- ✓ Key Advocacy Pillars in vision relate to evitable vision issues
- ✓ Reliable Evidence is needed to educate, engage and influence legislators
- ✓ Global reports, Scientific Peer-Reviewed publications are the Most Credible Sources of Evidence
- ✓ Advocates are Most Effective when focusing and addressing a Specific Issue
- ✓ To BE/COME an effective advocate you need to build and implement an Advocacy Plan or Campaign



Decide YOUR Next Steps (GO to MODULE 2)

- ☐ **Build** an Advocacy Plan or Campaign
- ☐ Take Action and **Implement** YOUR Plan
- ☐ Take action and **Give Vision a Voice!**



ABOUT



VISION IMPACT
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About Vision Impact Institute

Who we are

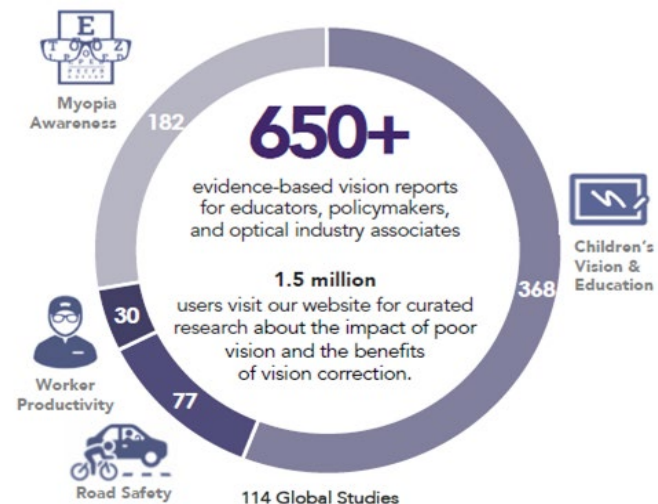
Vision Impact Institute is a **global non-profit organization** established in 2013. We drive evidence-based awareness and advocacy, **making the case for good vision**. In that effort, we partner with thought and industry leaders, policymakers, academic institutions, NGOs, and media.

Our Mission

The mission of the Vision Impact Institute is to **raise awareness about the importance of vision correction and protection** to make **good vision a global priority**.

What we offer

Our website www.visionimpactinstitute.org offers a **unique global database of 650+** peer-reviewed reports, articles, and scientific studies, providing evidence on the impact uncorrected poor vision has on children's education, road safety, productivity, social equity and much more.



Independent Advisory Board



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