

Case Study: “Kids: See Success” campaign, USA



Let's illustrate with an example:

The Vision Impact Institute created the **Kids See: Success** initiative in 2017:

A USA advocacy campaign to promote the importance of **comprehensive eye exam** for children before starting Kindergarten. **The campaign process consisted of:**



EVIDENCE

Research evidence-based information for decision-makers to make change for children's vision care

AWARENESS

Change people behavior and build the case for proper vision for children, for their success

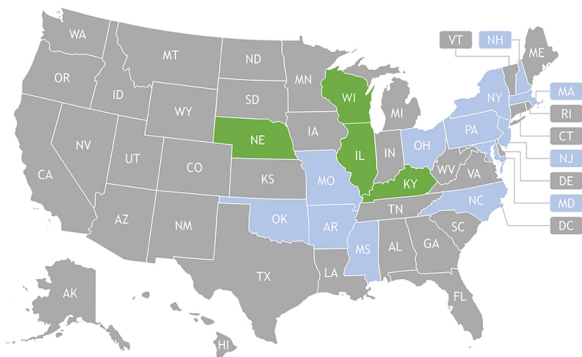


INFLUENCE

Promote policy change at the local, state and federal level

PARTNERSHIPS

Forge new collaborations and engage partners to ensure our message is heard



Example of State Mapping :

- States Onboard (already have eye exam legislation)
- States proposing Children's Vision Policies for Eye Exam Legislation or with mandates/ recommendations for eye exams after failed vision screenings
- States without policies/proposals for comprehensive eye exam

Advocacy Issue

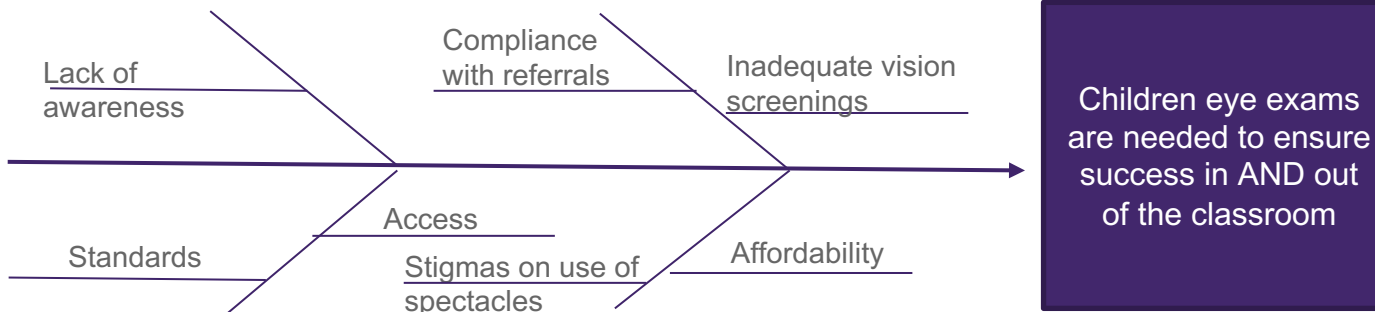


- ❑ **Identify:** 1 in 4 children in the USA have a vision problem
- ❑ **Analyze:** Many vision disorders can be prevented if detected and treated early. Academic performance could be affected by poor vision and school-age children can be left at a major disadvantage
- ❑ **Define:** Requiring Children Eye exams before school is important to ensure good vision in the classroom and future success



Fishbone Tool

In this example, the root causes of the issue are:



Advocacy Goal



A classroom where each child benefits from good vision and ensures social and academic success



New Jersey

- ❑ There is a unique opportunity in the United States to pursue policy change at the state level around children's vision requirements in schools while advocating for comprehensive eye exams for children entering the public school system.
- ❑ **Why New Jersey?** The state of New Jersey currently has a strong vision screening program in place. Children in Pre-K and students up to 10th grade are required biannual vision screening in schools.
- ❑ The existing advocates (mainly AOA affiliates) have a strong strategy for Children's Vision Care, but lack access to a partner with a global perspective, which VII as a non-profit and its Essilor counterparts could bring.
- ❑ Help improving the quality of every child's experience in school as they will be better equipped to learn.



Advocacy Objectives



Objectives

KSS objectives were focused on specific actions on changing people and institutions behaviour and practices

PEOPLE

- **Knowledge** - Educate policymakers, KOLs, parents, teachers, nurses, and school administrators on the importance of eye exams for children before admission to school (awareness)
- **Behavior** - Engage parents to have children receive comprehensive eye exams to detect and treat visual problems early
- **Action** - Mobilizing all stakeholders to support our cause








INSTITUTIONS

- **Policy** - Influencing policymakers to introduce legislation on the requirement for eye exams before admission to school and in school-age children
- **Practice** - Supporting and regulating the mandates of eye exams, deficiencies of vision screening techniques and the socio-economic impact associated to undetected vision problems while enhancing the role of optometrists



Advocacy Strategy (New Jersey case)



|  |  |  |  |  |
|---|--|--|---|--|
| Define your Audience | Know your Competition, Opponents and Interests | Research and Analyze Existing Evidence | Map Stakeholders | Put Evidence into Action |
| <ul style="list-style-type: none"> <input type="checkbox"/> Key Opinion Leaders <input type="checkbox"/> Legislators <input type="checkbox"/> Associations <input type="checkbox"/> Vision Councils <input type="checkbox"/> Decision-makers <input type="checkbox"/> Local and National NGOs | <ul style="list-style-type: none"> <input type="checkbox"/> Understand/Analyze Stakeholders Policy position <input type="checkbox"/> Establish Linkages from different Interest groups <input type="checkbox"/> Ophthalmology <input type="checkbox"/> Other priorities (e.g. myopia, scope of profession, etc.) | <ul style="list-style-type: none"> <input type="checkbox"/> Gather impactful data on the issue <input type="checkbox"/> Know past/current legislation e.g. Children's vision, Vision and Drivers <input type="checkbox"/> Vision Impact Institute Research section <Link Here> <input type="checkbox"/> Analyze existing evidence using relevant sources <input type="checkbox"/> Develop clear messages with well-documented research and specific stats <input type="checkbox"/> Use examples as persuasive and reliable information | <ul style="list-style-type: none"> <input type="checkbox"/> Optometry Giving Sight <input type="checkbox"/> National Parent-Teacher Association <input type="checkbox"/> NJ Board of Education <input type="checkbox"/> Learning Disabilities Association of NJ <input type="checkbox"/> NJ Society of Optometric Physicians <input type="checkbox"/> Optical Academy <input type="checkbox"/> Essilor Vision Foundation <input type="checkbox"/> Other players | <ul style="list-style-type: none"> <input type="checkbox"/> Gather Support <input type="checkbox"/> Build a Coalition <input type="checkbox"/> Engage government leaders to implement specific vision health actions <input type="checkbox"/> Introduce legislation in the House or the Senate |

Advocacy Implementation: Stakeholder engagement



- Conducting a stakeholder analysis is important to maximize influence to all audiences on the specific issue, gather support and respond to anticipated opposition arguments.
- Advocacy strategies balance internal and external factors.
- We looked at existing and potential relationships to execute our strategy and engage partners

Existing Relationships

Ready to Act with VII

Understand VII's Goals

Aware of VII

Low

Degree of influence

High



OPTOMETRY
GIVINGSIGHT



AMERICAN
OPTOMETRIC
ASSOCIATION



ESSILOR
VISION FOUNDATION



Vision care for life



OneSight



The Cooper Institute
WELL INTO THE FUTURE.



Vision To Learn
Focus on the Future



Sightsavers



OPTICAL
ACADEMY



Learning Disabilities
Association of New Jersey



ALL ABOUT VISION



50th Anniversary
National Association of
School Nurses



VISION IMPACT
INSTITUTE

Advocacy Implementation: Campaigning



We planned Actions and Activities to Influence targeted Audiences using Effective Communication Tools and Resources:

- Created the campaign logo (Kids: See Success), messaging supported by **Stats and Reports** from the Vision Impact Institute platform [<Link Here>](#)
- **Met in Person** with Government Officials to discuss evidence
- **Sent Letters/Email** to Local Officials to support targeted policy
- **Called Decision Makers** to discuss facts and concerns
- **Gathered ideas** from other relevant industry organizations
- Used **Social Media Channels** to Convey Key Messages
- **Followed-up** with all stakeholders



Advocacy Implementation: Campaign timeline



We built an action plan with realistic activities and actionable tactics based on our capacity and resources AND monitored the

