



VISION IMPACT INSTITUTE

Advocacy Training - MODULE 1

## INTRODUCTION TO ADVOCACY

Version: April 2020





## Advocacy Training by Vision Impact Institute

Have you ever thought of being an Advocate for Good Vision? This course will introduce the concept of "Advocacy for Vision Care." It will help you play a proactive role in the field.

#### **COURSE OVERVIEW:**

- Aligned with EssilorLuxottica's mission "to help people see more, be more and live life to its fullest." this course is designed for employees who want to understand the BASICS OF ADVOCACY and learn how to BE/COME AN ADVOCATE for vision correction and protection.
- Created by Vision Impact Institute, your internal advocacy partner, this course provides several modules with incremental learning paths, ranging from understanding Advocacy (MODULE 1) to planning and implementing an Advocacy Plan (Upcoming MODULES).
- This course will guide you with tangible examples, best practices, relevant references and advocacy tools.
- For questions about the content, please contact:



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## Welcome to MODULE 1: INTRODUCTION TO ADVOCACY

**MODULE 1** is an "entry level" path to introduce the concept of evidence-based advocacy in the field of vision care. The content addresses key vision issues requiring advocacy and substantiates them with facts and figures from scientific evidence. Simple and tangible, the proposed examples of messaging are designed for your ownership and use.

#### **MAIN SKILLS**

By the end of the MODULE 1 you should be able to:

- 1. Understand what advocacy in the field of vision care is
- **2. Know** key vision issues and relevant sources of evidence for advocacy
- 3. Create evidence-based messaging to grow awareness among your connections

#### **FOR WHOM?**

MODULE 1 is designed for:

- Any employee of EssilorLuxottica who wants to know more about advocacy and play a proactive role in the eye care ecosystem at his/her level to grow awareness on key vision issues
- Teams having external connections (Communications, Marketing, Sales, Customer, Education and Professional Services)

**LEARNING TIME:** approximately **15 minutes** 





## What is Advocacy?



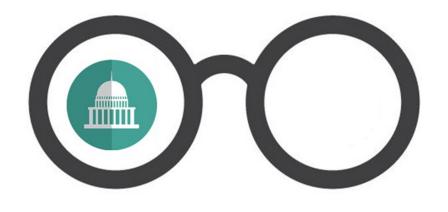
Advocacy is a planned process of influencing policymakers, stakeholders and relevant audiences, through evidence-based information, to address a particular issue and achieve a specific outcome.

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?



Advocacy in the Vision Care 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**



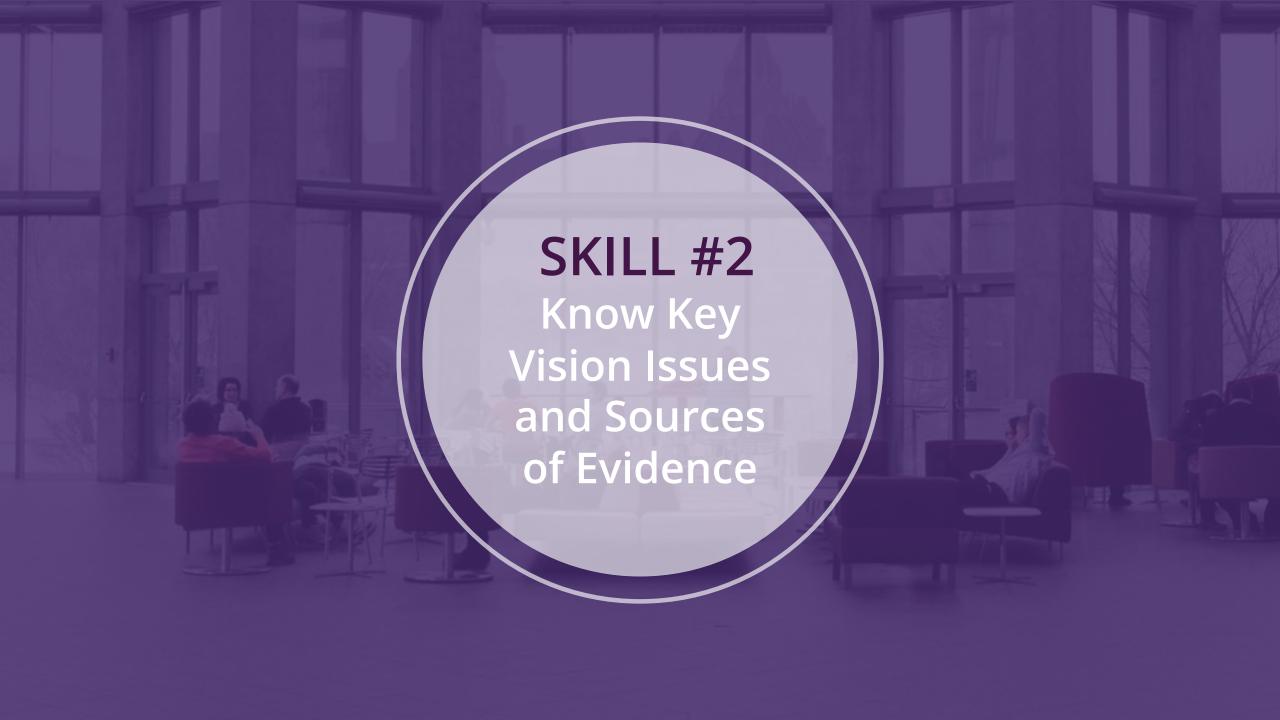
Why your voice matters: As a first step, you can involve your social networks and professional connections to raise awareness and educate your audience about the importance of vision correction and protection.

Depending on your role, you can go one step further, while engaging and mobilizing stakeholders to create access to eye care, sustainable services, quality eyeglasses and advanced profession.

TIP: The more specific your purpose (e.g., importance of vision correction in school children), the more impactful your action will be.

TIP: Start by sharing trusted posts via social media (share posts from the Vision Impact Institute on Twitter, LinkedIn and Facebook).





## **Know Key Figures About Vision**





#### **State of the world today\*:**

- 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 affordability, access, awareness, and in some cases, acceptance.

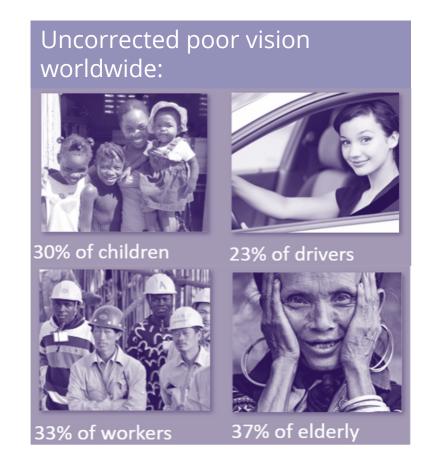
\*Source: Essilor report

Eliminating Poor Vision in a Generation., Sept. 2019

TIP: Gain higher advocacy impact in local context, translating global figures on vision into your regional or country data (e.g. <u>IAPB Vision Atlas</u>).



## Know Key Vision Issues to Address in Advocacy



The key ADVOCACY PILLARS for vision correction and protection are:

- 1. Uncorrected Refractive Error (URE), the world's largest unaddressed disability
- 2. Children Vision and Education
- 3. Vision and Road Safety
- 4. Myopia pandemic
- 5. Poor vision and productivity loss
- 6. Vision and gender equality
- 7. Eye protection (against sun, blue-violet light hazards and viral infections)

TIP: Gain higher advocacy impact by selecting just ONE topic to focus on and preparing relevant EVIDENCE to create and substantiate your message.



## Know Why Evidence Matters to Address the Issues

The socio-economic impact of poor vision

\$272 bn

Is the estimated annual cost of worldwide productivity loss due to uncorrected vision problems in adults.



90%

Of decisions made behind the wheel depend on good vision.



80%

Of all learning occurs through vision; children with poor vision are at a major disadvantage at school.



90%

Of world's visually impaired live in low-income settings.

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

- Raise Awareness and Educate General Public
- Engage and Mobilize Stakeholders
- ☐ Influence Legislators and Decision Makers
- Ultimately, Change Targeted 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**

**Global Reports with Estimates (modeling methods)** 

Scientific Publications (epidemiology, clinical trials, systematic reviews)

**Government Health information systems** 

**Population-based surveys** 

**Administrative Data** 

**Planning and evaluation tools** 

Solutions-based research (interventions, programs...)

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



## Know How to Select Credible Sources of Evidence

#### www.visionimpactinstitute.org



To begin your search use the custom pull-downs to refine or search by keyword.

TYPES OF STUDL.

POPULATIONS

REGIONS

Search for Research Keywords

SEARCH > Reset Filter

Results found: 674

IMI - Risk Factors for Myopia

International Myopia Institute supported by donations from Brien Holden Vision Institute, Carl Zeise Vision, CooperVision, Essilior, and Alzon
Risk factor analysis provides an important basis for developing interventions for any condition. In the case of myopia, evidence for a large number of risk factors has been presented, but they have not been systematically tested for confounding.

EEAD MOBE

IMI - 2021 Yearly Digest

International Myopia Institute supported by donations from Brien Holden Vision Institute, Carl Zeise Vision, CooperVision, Essilior, and Alzon
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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 the "visionimpactinstitute.org" platform to find scientific evidence for your topic, select "Research" in the menu and apply filters and keywords.



## Example: Evidence behind Uncorrected Refractive Error (URE)



WHO's World Report on Vision, Oct. 2019, 180 pages



Essilor's Report, Eliminating Poor Vision in a Generation, Sept. . 2019, 75 pages

Global reports signed 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.

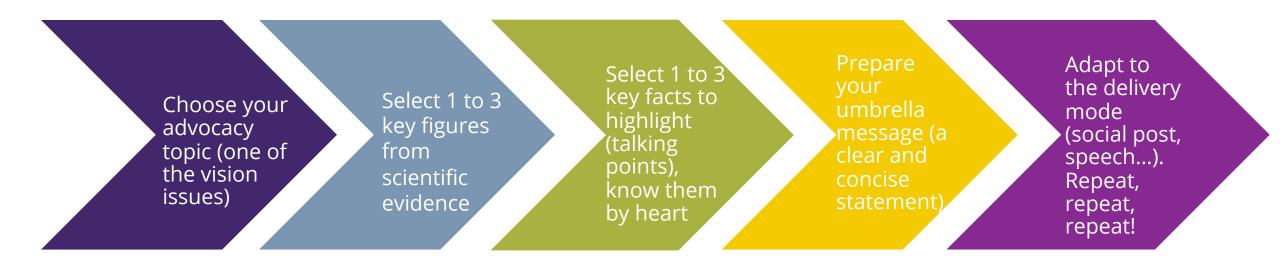
Regarding the issue of Uncorrected Refractive Error, the VII has created an overview of two key global reports (WHO, Essilor) in English, Spanish and French.

TIP: Visit WeSee VII Toolkit to download the summaries. You can also find useful information under the VII website Research section for hundreds of peer-reviewed studies featuring the evidence behind the impact of URE.





## Know How to Create YOUR Advocacy Messaging





## Children and Education



- □ 30% of children globally have uncorrected vision
- 80% of learning is through their eyes
- □ Parents, Teachers and School Officials play a vital role in the vision health of students
- □ School Screenings and Eye Exams are essential for a child's success in the classroom
- ☐ Early detection, diagnosis and correction of vision problems could prevent negative effects on academic performance, social development and eye health problems that could lead to blindness
- ☐ Effective and Sustainable Public Eye Health
  Policies will increase awareness and access to
  vision care in school-age children



## Vision and Road Safety



#### **Key Facts for Advocacy**

- ☐ 1 Billion drivers worldwide (700M cars, 200M motorbikes)
- 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 drivers' reaction time
- Vision Correction and adequate Protection are important 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



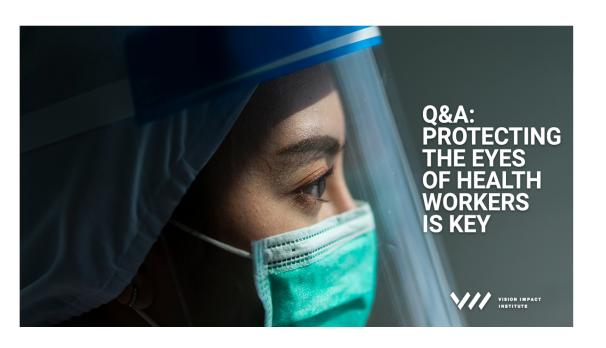
## Myopia



- Myopia is a global health issue, shared across all continents and ages, which bears significant consequences on people's quality of life
- ☐ The myopia epidemic 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



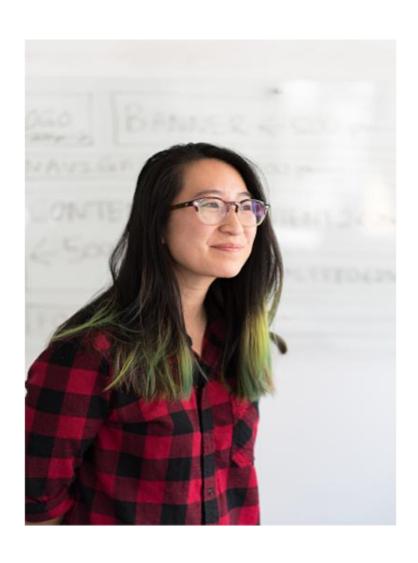
## **Eye Protection Against COVID-19**



- □ COVID-19 is spreading worldwide. According to the leading authorities on the virus, including the Centers for Disease Control and Prevention (CDC) and the World Health Organization (WHO), COVID-19 is transmitted between people by close contact and droplets
- □ Together with mouth and nose, the eyes can act as an entry point for the virus into the body
- ☐ Eye protection (goggles or face shields) is a key recommendation from the WHO for health workers and patients to protect against transmission
- Personal Protective Equipment (PPE) required during hospital care of COVID-19 patients includes gowns, gloves, medical masks and eye protection
- Regular Eyeglasses / Spectacles Do Not Provide
  Protection from viral transmission because they offer
  very limited coverage, especially from the sides
- Spectacle wearers can use a face shield or goggles over the top of the eyeglasses.



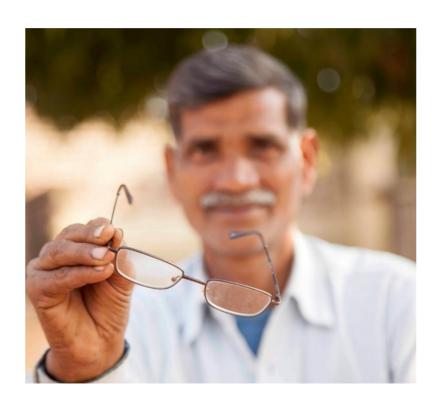
## **Gender Equality**



- 56% of the world's blind, and 55% of the people with vision impairment are women
- Women and girls face cultural stigmas 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

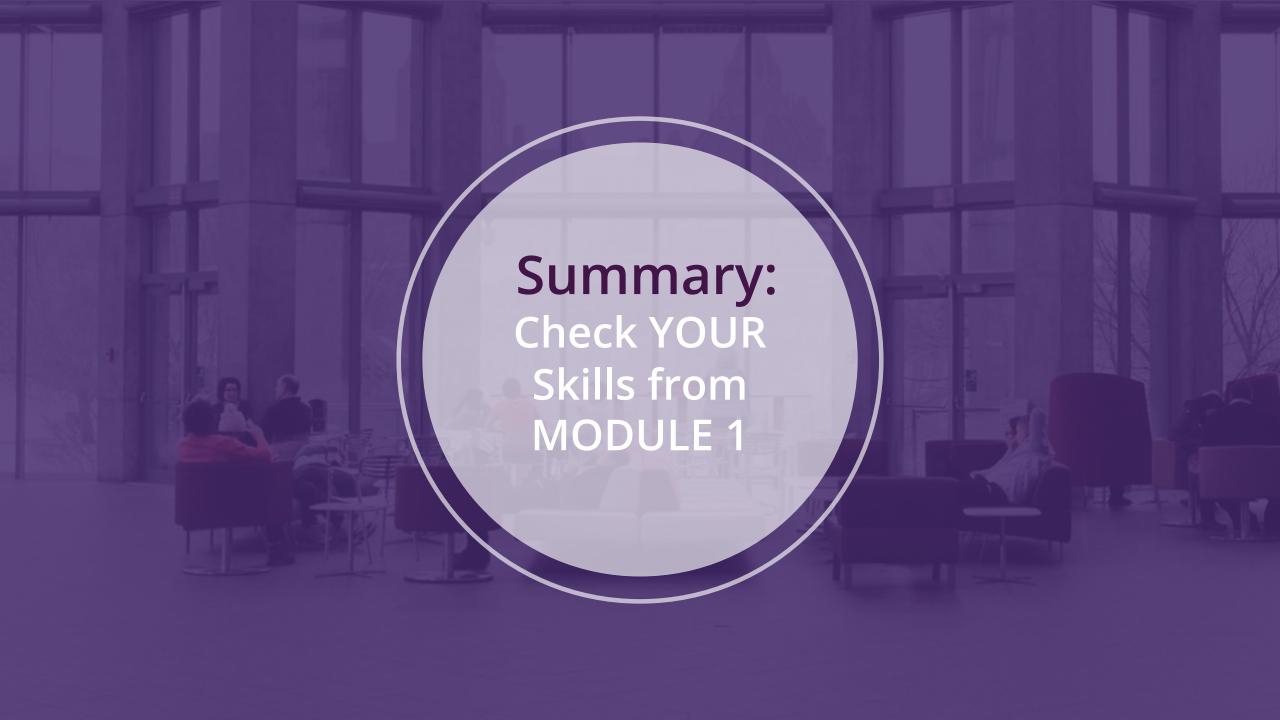


## **Productivity Loss**



- □ The negative impacts of visual impairment that result from Uncorrected Refractive Errors (URE), including presbyopia, are estimated to cost the global economy a staggering US\$272 billion per annum
- □ The global potential productivity loss associated with the burden of vision impairment is estimated at US\$244 billion from Myopia (2015)
- □ Presbyopia alone has significant effects on productivity in the workforce, especially in lowerincome countries
- By facilitating and encouraging employees to seek regular eye exams, companies and governments are making a good investment





## 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
- Voice YOUR personal vision care story either you or a family member is a Patient
- Share YOUR Views on the Importance of Good Vision You are the Expert in Vision Care
- Case Studies, Testimonials and Examples make a Real-Life Impact





## **BE/COME** an Effective Advocate



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



## Decide YOUR Next Steps (GO to MODULE 2)

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





## **Key Takeaways**

**Advocacy is a Planned Process** All of us can BE Powerful Advocates for good vision Key Advocacy Pillars in vision relate to Uncorrected **Refractive Errors and adequate Protection** 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 addressing a Specific Issue To BE/COME an effective advocate you need to build and implement an Advocacy Plan or Campaign Take Action and Give Vision a Voice









## **Vision Impact Institute**



#### **About**

Vision Impact Institute is a **global nonprofit** Organization established in 2013, focusing on the **impact of poor vision**.



#### 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.



#### **Assets**

We provide evidence-based Awareness and Advocacy resources. We empower and engage global and local change-makers. We offer direct support, advocacy tools and unique database of 500+ scientific studies and reports at visionimpactinstitute.org



VISION IMPACT

Giving Vision a Voice®

## **Vision Impact Institute**

### **Independent Advisory Board**



KEVIN FRICK
Professor and Vice
Dean for Education, The
John Hopkins Carey
Business School - USA



CLARE GILBERT Professor in the International Centre for Eye Health (ICEH) at the London School of Hygiene and Tropical Medicine - **UK** 



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Economic Advisor to
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# For More Information: Watch our video "About the Vision Impact Institute" Contact us for Questions

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