



IAPB

THE
**WORLD
REPORT
ON VISION**

COUNTRY LAUNCHES - TOOLKIT

PURPOSE

The purpose of this document is to assist IAPB members leading (LEADS) or supporting a World report on vision country launch. The document outlines the key steps for delivering a launch; the process for engaging with key stakeholders such as the World Health Organisation (WHO) and IAPB; and the desired outcomes and next steps. This document should be read alongside the WHO World report on vision event toolkit.

BACKGROUND

The WHO's first World report on vision was launched on 9 October 2019 in Geneva by the WHO Director General, Dr Tedros Adhanom Ghebreyesus. Bringing together world experts and authorities on eye health and health system strengthening, the report provides a major opportunity to mobilise the highest political support for eye health.

IAPB will be working with its members to launch the Report in over 50 countries across all of the six WHO regions. The events are critical to the implementation process, enabling relevant stakeholders, particularly governments to (1) learn about the findings and recommendations of the World report on vision (2) commit to conduct an eye health situation assessment; (2) undertake a strategic planning exercise for effective delivery of eye health services and (4) implement identified key actions.



1) Engage IAPB Members

Once you have identified a date, IAPB will send LEADS the contact details of the other IAPB members willing to provide support for the country launch. It is important to engage supporting members as much as possible in the planning process. They will be able to provide valuable input on the topics for discussions, speakers, and may also be willing to support logistically and financially.

The launch events are an opportunity to demonstrate the collaboration and coordination which exists within the eye care sector. This is also a key component of IAPB's values adopted by all members.

The launch events will also provide an opportunity to identify new champions for eye health and grow our IAPB network. Please whereby possible, keep a record of all attendees contact details. Do notify them when they register for the event that this data will be shared with IAPB who may use their details to keep them up to date with other events and IAPB services. Please ensure that attendees are aware that they have the option to opt out if they do not wish to be contacted.

2) Engage with IAPB

IAPB is working in collaboration with WHO and has committed to oversee country launches and report on outcomes of the WHO. We strongly recommend members to keep in regular communication with IAPB so that we can maximise the communication and advocacy opportunity of your launch; help you engage relevant stakeholders, and share the successes and lessons learned with the sector.

Your key contacts are your relevant Regional Chair and Coordinator, and the Policy and Advocacy Officer, Holly Aindow. If you encounter any difficulties when organising your launch, please do not hesitate to contact Holly Aindow.

IAPB Global: Holly Aindow- haindow@iapb.org and Jessica Crofts-Lawrence - jcrofts-lawrence@iapb.org

IAPB Africa: sday@iapb.org

IAPB West Pacific: dkeys@iapb.org

IAPB South East Asia: ysapkota@iapb.org

IAPB North America: sgilbert@seva.org

IAPB South America: fmartinezcastro@prodigy.net.mx

IAPB Eastern Mediterranean: jcrofts-lawrence@iapb.org

Reporting Process for LEADS

For us to give the best effective support, we strongly encourage leads to communicate with IAPB throughout the process of the launch:

Pre-event: Please complete and return the launch information form [see “Annex - 1” on page 14] to Holly Aindow no later than one month before your launch event.

Post event: Please complete and return the IAPB and WHO M&E form to Holly Aindow no later than one week after your launch event [see “Annex - 2” on page 15]

Ways of working

All members involved in delivering a launch must adhere to IAPB's safeguarding policies and procedures, and commit to IAPB's values and principles [see "Annex - 3" on page 16]

3) Engage Ministry of Health

The key audience for the launch events are national governments as they have the ability to make and implement policy and resource. You should try to engage at the highest level, ideally the Minister of Health, as well as those who are involved in the day-to-day planning and delivery of eye health, such as the national eye health coordinator.

It is also important to encourage a 'whole-of-government' approach in recognition of the close links between eye health and many of the Sustainable Development Goals. Therefore, you should try to invite other relevant ministries such as Finance, Education, Transport etc.

The format and approach of the invitation to the national government is likely to vary depending on who is best placed and connected to issue the formal invitations. In some countries, it may be more effective for the invitation to come from the WHO.

4) Engage WHO Country Office

You should engage the WHO Country Office at the earliest opportunity. You may already have an existing relationship with the WHO. However, if you require assistance in engaging the WHO in-country, please contact Holly Aindow. She will liaise with WHO HQ, who will encourage the country office to be involved.

The capacity and level of engagement from the WHO in-country is likely to vary. You may find that the WHO is not able to provide any support for your event. If this is the case, the WHO materials (see point 11 below) will enable you to deliver the launch without a WHO representative.

5) Format

The suggested format of your launch will depend on whether your country has recently completed an assessment of its eye care services (such as an [Eye Care Service Assessment Tool \(ECSAT\)](#) or Eye Health Systems Assessment (EHSA) or equivalent). The information provided by such an assessment will enable you to identify any gaps in eye health service delivery and conduct a more detailed strategic planning discussion, taking into account the national circumstances. It is strongly recommended that LEADS delivering an Event 1 commit to delivering the subsequent Event 2.

DO YOU HAVE A RECENT ASSESSMENT OF THE STATUS OF EYE CARE IN-COUNTRY?

YES

EVENT 1: Introduce the World report on vision and its recommendations

OBJECTIVE: Bring key stakeholders together to learn about the World Report on Vision; discuss country-specific challenges; and commit to conducting an eye care assessment and Event 2 in the next 12 months.

NO

EVENT 2: Strategic eye health planning workshop

OBJECTIVE: Bring key stakeholders together to discuss the status of the country's eye care services; identify, prioritise and budget eye care interventions; and agree to key actions for integrating people-centred eye care in national health systems.

Please refer to the WHO Toolkit for further details.

6) Identify a date, location and venue

Consider what is happening locally and identify the best day and location, working around other local events, cultural/religious days, school holidays and so on. Ideally, the launch will take place between now and October 2020. You may wish you coincide your launch with another relevant event or milestone, such as a major eye care or health conference. The location of your event can also have a big impact on the event's success – try to pick somewhere convenient as well as engaging. Wherever you chose, your event should be accessible to people with disabilities.

Once you have identified your date, please inform Holly Aindow.

7) Plan your budget

LEADS are responsible for financing and resourcing their launch. You will therefore need to consider how much you are willing to input and whether you are able to source additional support from other stakeholders (such as IAPB supporting members, private sector, WHO, government bodies etc). The financial consideration is likely to determine the scale and ambition of your launch.

8) Plan the substance of your event

At the outset, LEADS should define the objectives and ideal outcomes of the launch (please see point 11 below). You will need to create an agenda (see examples on pages 7 and 8 of the WHO toolkit) and identify a chair or facilitator and panel members. It is important to remember that the key objective of the launch is to inform and advocate to government and policy makers. You should therefore try to select speakers who can deliver the messages in a meaningful, jargon-free and concise way.

9) Invite key stakeholders

A key recommendation of the World report on vision is to encourage coordination of eye care across various health programmes and sectors, including social services, finance, education, labour, and the private sector. It is therefore essential that the launches include as many relevant stakeholders as possible. The critical stakeholder is government and policy makers as they have the ability to make and implement policy and resource.

The following groups should be invited:

- **Government and policy makers - including Ministry of Health representatives of different health programmes (primary care, maternal and child health, ...)**
- **Other relevant ministries such as Finance, Education, Transport; and the national eye health coordinator**
- World Health Organisation
- IAPB members and any other NGO stakeholders operating in the eye health space
- Professional organizations and associations representing ophthalmology, optometry, other allied ophthalmic personnel and primary care
- Private sector
- Research institutes and academics
- Research funding agencies

Please also refer to the WHO Toolkit.

10) Promote and communicate your launch

There are lots of ways to tell people about your launch. Involving the media is a great way to gain broad support for eye health. You can reach more people through newspapers, radio, television and social media (like Twitter and Facebook) than you could ever reach on your own. You can inform the media about your issue with a press release. You are welcome to use IAPB templates and media notes to prepare a release and also prep your speakers for any questions from reporters. IAPB can also help amplify your messages—do get in touch with Tejah Balantrapu, Communications Manager at tejahb@iapb.org and share information about your event, speakers, key objectives and dates. Together, we can showcase our work and success to the wider health community. It will draw attention and signal our ability to partner with diverse organisations.

11) Prepare your materials

You will need consider what materials you will need.

The WHO resources can be accessed here:

- World report on vision
- Press release
- Presentation slides
- Video materials
- Infographic
- Banners
- Fact sheet
- Speaking points template
- Social media tiles and posts

IAPB resources can be accessed here:

- World report on vision summary
- IAPB Key asks
- Communication toolkit
- Infographic
- Video materials
- Presentation slides
- IAPB global advocacy plan

12) Outcomes and next steps

The launches provide a platform to obtain tangible commitments, both at a national and global level, which encourage greater action on and investment in eye health. Your goal should be to secure the following, based on national context and advocacy objectives:

- [If Event 1] commitment to conducting an eye care assessment and holding Event 2 within 1 year.
- [If Event 2] The undertaking of an assessment to identify opportunities for how eye health can be included into national strategic health plans
- Commitment to concrete and identified actions to include eye health in national strategic health plan (only 3 national health strategic plans received by the WHO include eye health)
- Commitment for further resource and sustainable funding for eye health at a national level.

We would also welcome LEADS to consider whether aiming for the following commitments would be appropriate for their national advocacy objectives (To find out more, [add contacts and resources available])

- Commit to supporting the WHA resolution, and submitting a strong supporting statement during the World Health Assembly

Commit to supporting the UNGA resolution and engaging in the FoV group.

- [If Commonwealth country] commit to supporting the inclusion of an eye health commitment in the CHOGM communique (outcome document)

Please inform IAPB about any commitments made during the launch.

13) Tell us about your launch!

IAPB would like to hear about your event so we can promote it through our communication channels to a wider audience, do write to Tejah Balantrapu, Communications Manager, at tejahb@iapb.org

In addition to the evaluation form, we would encourage you to:

- Write a blog or article on the launch which we can share in Membership Matters and the Advocacy Update
- Share any photography or videos with us which we can include on our social media platforms
- Share key discussion outcomes and quotes which we can use in our external communication and advocacy work.

Annex - 1

World Report on Vision: Pre-Event Form

Date of event	
Location	
Speakers	
Objective of the event	
Stakeholder groups that attended the event	
Country Contact person	

Annex - 2

World Report on Vision: Post-Event Form

Please send any relevant photographs, attendee lists and materials to Holly Aindow – haindow@iapb.org.

Date of event	
Location	
How many attendees	
Outcomes of the event	
Brief summary of the event	

Annex - 3

IAPB Values (Principles and Ways of Working)

Principles

- **Alignment with Universal Health Coverage (UHC)** – We align ourselves with the principles of Universal Health Coverage (UHC) set out by the World Health Organisation (WHO) and strive to integrate our systems within this framework. We pursue practical and strategic opportunities to support the integration of eye health services into mainstream health provision
- **Sustainability** – We are committed to ensuring responsible sustainability is at the forefront of our working practises
- **Quality** – We are committed to providing the best quality service and achieving the best quality outcomes in all parts of eye health provision
- **Diversity and Inclusion** – We value, respect and encourage diversity, and are impartial and non-discriminatory in all our activities to further the goals of inclusive working, partnerships and collaborations
- **Safeguarding** – We respect the safety, well-being and rights of the communities we seek to serve and the people who work for us – wherever they are in the world and whatever the humanitarian or development challenges
- **Integrity** – We are committed to ensuring we behave in accordance with these principles

Ways of Working

- **Partnerships and Collaboration** – We commit to working with each other, and with others to advance our common mission. We recognise that only by working with each other and with others can our collective vision be realised
- **Transparency** – We are open, transparent and honest. We communicate actively with stakeholders about our activities and make information publicly available (mindful of data protection requirements and any security implications of so doing)
- **Governance** – We follow principles of good practice in governance and should be held responsible by others for what we do
- **Good Data** – We are committed to using the most up-to-date peer reviewed data and to ensure we are sharing current statistics and thinking with the wider public health and eye care audiences



Universal Eye Health
www.iapb.org/

Find us on     

Cover photo by Remo Naegeli and Page 2 photo by Bruce Redman

IAPB Registered Charity No.: 110559. Company Limited by Guarantee no: 4620869. Registered in England and Wales • Designed by divacreative.com