

Advocacy to Action

Global leadership and learning in eye
health advocacy series 2021



Advocacy to Action directly supports the
United Nations Sustainable Development Goals and
World Health Organization – World Report on Vision



Advocacy to Action

2020 was expected to be an enormously significant year for the vision sector. Of course, COVID-19 has had a very serious impact on all of our plans.

Nonetheless, there is an opportunity over the next 12 months to build on several critical initiatives to maximise sector advocacy and action.



There is widespread acknowledgement of the scale and scope of the issue, which we have long advocated for. This is likely to be significantly boosted by the publication of the Lancet Global Commission later in early 2021.

Resolutions on vision at the WHA in 2020 and 2021 and the UN in 2021 will also significantly enhance our advocacy impact.

We want to facilitate and enable continued impactful global, regional and national advocacy action in 2021.

To support this we are proud to launch our inaugural Advocacy to Action series.

As we look towards 2030 and new plans over this decade, our series aims to provide the foundations to develop the skills and knowledge needed.



We are seeking sponsors to support and engage with the advocacy and action series for 2021. Please read on to find out more and how to get involved.

Advocacy to Action

Aim

This new six-part series, delivered throughout 2021, seeks to use IAPB's global expertise, along with that of its members and partners, to develop skills and knowledge for advocacy action.

As we look towards the rest of this critical decade for eye health, our 2021 series will be setting up the foundational areas to deliver effective advocacy to scale up eye care services to reach everyone that needs them.

Format

An online 6-part series set over 6 months – set on a regular day each month starting in February through to November 2021.

Session formats will include 1-hour live webinars and 2-hour online workshops. An accompanying summary of key information will be made available for all attendees.

The webinars will be recorded and housed on the IAPB knowledge hub.

Audience

The Advocacy to Action series will be promoted to both members and the broader network involved in eye health advocacy and implementation. Our target numbers are 150+ for webinars and a similar number for each workshop.

We will also encourage ongoing dialogue between attendees and sign up to our advocacy e-news.



World Report on Vision launch, World Health Organisation, Switzerland, October 2019

Programme outline

The six topic areas for the 2021 series have been carefully selected to meet the programme's overall aims. Each session will also highlight the cross-cutting themes that will run throughout the series

1. Introduction to global eye health advocacy (webinar)

An overview of the global policy environment for eye health and exploration of the key strategies employed to advocate for the political prioritisation of eye health at a global, regional and national level.

2. Building effective policy dialogues (online interactive workshops)

Exploring the best practices and strategies for delivering effective policy dialogues on eye health. It will cover engagement with governments and the WHO; identifying entry points; managing your event; and ensuring tangible outcomes and lasting impact

3. Beyond Eyes – integrating vision into the Sustainable Development Goals (webinar)

In this webinar, we will bring together leaders from within and beyond the sector to discuss how to position eye health as an integral part of the development agenda

4. Building evidence in practice (online interactive workshops)

In partnership with the Lancet, this workshop will explore how to most effectively employ the latest data and evidence in advocating for eye health. Featuring the key contributors to the Vision Atlas and Lancet Global Commission on Eye Health the workshop will explore the data and evidence to support effective advocacy for eye health

5. The new normal - operating in the COVID environment (Webinar)

This webinar will consider the new strategies and approaches to advocacy and how the eye care sector can adapt to a more agile way of engagement during the Covid-19 pandemic

6. Unpacking 'implementing people centred eye care' (online interactive workshops)

What is integrated people centred eye care and how can I ensure its implementation?

This workshop will discuss this very question. It will explore what IPEC means and looks like in practice and consider the respective roles of the sector in its delivery.

Cross cutting themes

Across the series of workshops and webinars we will embed the following key cross cutting themes.

- ✓ Gender equity
- ✓ Healthy ageing
- ✓ Sustainable development goals
- ✓ Universal health coverage
- ✓ Diversity and inclusion
- ✓ Community voices

Support us

We would like to ask your organisation to sponsor and partner with us as a key advocacy supporter for the inaugural Advocacy to Action series which is a key element in our overall plan for 2021 activity and action.

Sponsor benefits:

- ✓ Recognition across the series and within our advocacy hub
- ✓ Inclusion in press and communication releases and series promotional material
- ✓ Sponsor speaking opportunities in webinars and workshops
- ✓ Opportunity to input and engage in the series and session developments to help shape and support impactful learning outcomes
- ✓ Sponsor recognition within accompanying pack for attendees
- ✓ Exclusive use of social tiles with quotes and images from key opinion leaders and speakers from sessions

**Join us as one of our global sponsors for the Advocacy to Action
Series GDP £5,000**



**For further information and to discuss your organisations involvement please
contact Nick Parker, Head of Development nparker@iapb.org**