

LEADERSHIP FOR EYE HEALTH SERIES

Developing a strong policy ask

Use the SMART+ framework to review and strengthen your current policy ask:

Specific	Clearly define the change you want and who it affects
Measurable	State how success will be tracked or demonstrated.
Achievable	Ensure the ask is realistic given the context and resources.
Relevant	Align the ask with broader goals or shared priorities
Timebound	Set a clear timeframe for implementation or progress
+Vision-aligned	Ensure the ask contributes to your long-term vision
+Stakeholder buy-in	Identify who needs to support it and how they'll be engaged

Example:

Starting policy ask: *We want the government to integrate vision screening into school health programmes*

Specific: *Introduce mandatory vision screening for all primary school children through national school health programmes.*

Measurable: *90% of primary schools implementing annual vision screening within two years.*

Achievable: *Builds on existing school health infrastructure; support from Ministries of Health and Education and partnerships with eye care NGOs.*

Relevant: *Promotes early detection and treatment of vision problems, supporting child health, education outcomes, and equity.*

Time bound: *Implementation in pilot regions within 12 months, national scale-up within 3 years.*

Vision aligned: *Supports a generation of children to reach their full potential by integrating eye health into universal child services*

Stakeholder buy-in: *Engage Ministries of Education and Health, school administrators, teacher unions, and parent associations through policy dialogues and pilot success stories.*



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Policy Ask Assessment Grid

Current policy ask:

Specific What exactly is the policy change you want to see? Who does it affect?	
Measurable How will you know the ask has been successful? What data or outcomes will demonstrate impact?	
Achievable Is the ask realistic given the political, social, and financial context? What resources or allies are needed?	
Relevant How does the ask support the shared vision and wider advocacy goals?	
Time bound What is the timeframe for achieving this policy ask?	
Vision aligned How does this ask advance the long-term vision you've created?	
Stakeholder buy-in Who needs to support this ask? How will you engage or persuade them?	

SMART framework from George T. Doran

Finalised ask:

