

LEADERSHIP FOR EYE HEALTH SERIES

Design a micro-mobilisation

Choose one of these challenges:

1. Mobilise religious leaders to include eye health in preaching
2. Mobilise market vendors to refer people for vision tests
3. Mobilise local employers to offer eye health checks at work
4. Mobilise pension companies or aging services to provide eye care

Complete the question grid below:

Who needs to be mobilised?		
What motivates them?	What messages would they respond best to?	Who would be best to engage with them?
		Why might they refuse?
		What other partnerships might help?
What would early signs of success look like?		

