IAPB 9th General Assembly

Course 13

IAPB’s Advocacy Goals and the IAPB Advocacy Training Programme

Peter Ackland

Tuesday 18th September 2012
IAPB’s Advocacy Targets for 2012 and 2013

Maximise WHO Member State involvement in the preparation of, and subsequent implementation of, the new WHO Action Plan 2014-2019 to be adopted at the World Health Assembly in 2013.

Zero draft available at:
http://www.who.int/blindness/actionplan/en/index2.html
IAPB’s Advocacy Targets for 2012 and 2013

Follow through opportunities to include eye health in World Bank funded health programmes.

1- Eye Health in school health programmes.

2 - Results Based Financing programmes to include cataract and trichiasis surgery.

3 - Elimination of blinding trachoma.
IAPB’s Advocacy Targets for 2012 and 2013

Endeavour to interest Rotary International in providing major new funding streams for eye health programmes.

Establish a coalition to promote eye health at the European Union.

Enhance advocacy potential of World Sight Day activities.
Capacity building for IAPB Members and their Partners in advocacy work.

- Advocacy for Eye Health a Practical Guide
- Accompanying tool kit
- Trainer of Trainers manual
- Workshop Programme
Know what you want to change

Management & Coordination

Identify best strategy

Devise action plan

Implement action plan

Monitor & evaluate progress

Advocacy & Campaigning Cycle
Know what you want to change

Management & Coordination

Identify best strategy

Advocacy & Campaigning Cycle
Know what you want to change

Identify best strategy

Devise action plan

Implement action plan

Monitor & evaluate progress

Management & Coordination

Advocacy & Campaigning Cycle
Step 1 Know what you want to change

Advocacy Objectives

Institutions
- Policy
- Practice

People
- Knowledge
- Skills
- Attitudes
- Behaviours

Change to make a difference
THANK YOU