

# VISION 2020 LATIN AMERICA STRATEGIC PLAN

*Planning process and March 2012 meeting in Lima, Peru sponsored  
by: ORBIS, CBM, and UNESCO*



# V2020 LA STRATEGIC PLAN

## PHILOSOPHY



**Vision: A world where no one has preventable, curable visual impairment.**

**Mission: to maintain and strengthen the strategic alliance to implement sustainable eye health programs and systems targeting underserved populations.**

**Priorities: The VISION 2020 LATIN AMERICA priorities in blindness prevention reflect the same priorities of the Pan American Health Organization 2009 Resolution (CD49-19) signed by the governments in the Latin America and Caribbean region which are: Cataract, Diabetes, Glaucoma, Refractive Error in Children, Low Vision, and Childhood Blindness.**

**To achieve each Strategic Priority, VISION 2020 LATIN AMERICA will focus on the five following themes for the initial three-year time frame 2013 – 2016 (to be up for renewal and updated in January 2016):**

- 1. Advocacy**
- 2. Communications and Visibility**
- 3. Capacity-Building & Development of Institutions**
- 4. Research**
- 5. Resource Management**

**Each theme has a strategic objective with strategic activities to carry-out that strategic objective (goal). The strategic activities aim to result in the desired**

STRATEGIC OBJECTIVES	STRATEGIC ACTIVITIES	THE DESIRED OUTCOMES FOR 2016
<p>1. <b>ADVOCACY:</b> Influence the governments and key stakeholders in the development, implementation, and expansion of their actions in eye health in line with the VISION 2020 Latin America.</p>	<p>Governments to implement and/or update the national plans. These plans to commit funds for increased human resources, infrastructure, and equipment.</p>	<p>That the VISION 2020 Priorities are included in the national policies, and budgets and programs for each priority are established or expanded.</p>
	<p>Professional Societies/Pan American Association of Ophthalmology (PAAO) to participate in blindness prevention, to include blindness prevention in their curriculum, and help implement the national plan.</p>	<p>That the VISION 2020 Latin America strategy is incorporated in the PAAO Blindness Prevention Committee.</p>
	<p>Non-Governmental Organizations (NGOs) to contribute to implementation, increased efficiency, and improved performance of national plans and programs.</p>	<p>That Professional Societies/PAAO, NGOs, and the private sector will be long-term, active stakeholders of VISION 2020 Latin America and programs.</p>
	<p>The Private Sector to carry out corporate responsibility and to invest in national plans and programs.</p>	

STRATEGIC OBJECTIVES	STRATEGIC ACTIVITIES	THE DESIRED OUTCOMES FOR 2016
<p>2. <b><u>COMMUNICATIONS AND VISIBILITY</u></b>: To communicate and disseminate effectively the objectives of Vision 2020 in Latin America .</p>	<p>To identify and utilize appropriate communication channels and media. To develop specific social networks amongst various stakeholders and improve the flow of information internally and externally to improve public awareness.</p>	<p>Improved coordination and increased knowledge of VISION 2020 and activities amongst NGOs and stakeholders in their programs and projects.</p> <p>Greater interest on part of the private sector and industry in the activities of VISION 2020 Latin America and stakeholders.</p>
	<p>To participate in relevant forums and utilize professional publication to disseminate the VISION 2020 Latin America message and strategy.</p>	<p>Integration of VISION 2020 in the daily work and general knowledge of health care professionals, researchers, and NGOs.</p> <p><u>Education emphasized across all levels.</u></p>
	<p>Improve the image and achieve greater public awareness of VISION 2020 by focusing on human interest messages.</p>	<p>The Latin America community at large knows of VISION 2020. That they are aware of who we are, what we do, and recognizes the value of our work towards blindness prevention in the region.</p>
<p>3. <b><u>CAPACITY-BUILDING AND DEVELOPMENT OF INSTITUTIONS</u></b>: Strengthen and develop human resources, administrative management, and infrastructure of the institutions to offer better coverage and quality of services.</p>	<p>To provide and/or increase Community Eye Health training to dedicated and active professionals across levels.</p>	<p>Increased quality and quantity of services amongst eye care professionals, technicians, and administrators.</p>
	<p>To introduce and/or improve sustainability and cost-recovery mechanisms and to make services more affordable and accessible.</p>	<p>Eye care programs and institutions that provide adequate coverage. That these are efficient and sustainable, and maximize productivity, output, and utilization of resources.</p>
	<p>To upgrade the infrastructure of eye care systems to deliver comprehensive eye care services.</p>	<p>The development of a pilot or model program for each VISION 2020 Latin America priority.</p>

# International Agency for the Prevention of Blindness



STRATEGIC OBJECTIVES	STRATEGIC ACTIVITIES	THE DESIRED OUTCOME FOR 2016
<p><b>4. <u>RESEARCH:</u> Generate the evidence of the best quality of services to demonstrate the evidence of need and service outcomes in the region.</b></p>	<p>To form research groups which focus on operational research, evaluation, and cost-benefit analysis, and socio-economic impact of avoidable blindness.</p>	<p>Research demonstrating the best practice, efficient programming, and financial impact. Improved understanding of the value, models, and methodologies of blindness prevention programming.</p>
	<p>To train more researchers to carry out the research priority issues.</p>	<p>To complete RAABS, inclusive of diabetes, which demonstrate the reduction of blindness and the quality of services in countries lacking epidemiological data.</p> <p>To conduct follow-up RAABs five years after the previous study to identify changes in coverage and prevalence trends.</p>
	<p>To increase the knowledge of blindness and visual impairment in the region and disseminate effectively.</p>	<p>Increased number of countries using regional guidelines, curricula, and research findings in their programs and policies.</p>
<p><b>5. <u>RESOURCE MANAGEMENT:</u> Mobilize the necessary resources so that IAPB Latin America can implement the VISION 2020 Strategic Plan for Latin America.</b></p>	<p>To secure human and financial resources to strengthen IAPB LA office.</p>	<p>Budget and staffing plan approved with the availability of funds to operationalize a regional blindness prevention program. To retain the regional coordinator and include secretary/administrator, financial officer, research assistant, and project manager.</p>
	<p>To increase IAPB membership in the region.</p>	<p>More regional members belong to IAPB, who provide more funds and resources to IAPB.</p>
	<p>To provide assistance in project development and IAPB membership support.</p>	<p>Offer proposal-writing and project development to regional programs and ensure effective project reporting to project funders.</p> <p>V2020 LA to be able to respond to country and region needs.</p>

# OPERATIVE PLANS UNDER DEVELOPMENT FOR JULY 2012



FIVE GROUPS HAVE BEEN ORGANIZED BASED ON THE STRATEGIC THEMES (ADVOCACY, COMMUNICATIONS, CAPACITY-BUILDING, RESEARCH, AND RESOURCE MANAGEMENT) TO DEVELOP OPERATIVE PLANS FOR 2013 – 2016 WILL INCLUDE ANNUAL PLANS TO BE REVIEWED AND UPDATED AT THE END OF EACH YEAR AND WILL CONSIST OF :

**Indicators** and annual targets for each strategic activity of their objective to measure the annual outputs

**Specific tasks** to be undertaken with expected deliverables over the next three years. These may include specific deliverables (guides, publications, presentation etc.)

**Budget** to carry-out these tasks, activities, and produce deliverables.

**Stakeholder Responsible** – Identify who will be responsible from among the V2020 LA stakeholders for carrying out and managing the tasks and deliverables. The stakeholders may be specific individuals, organizations, or groups for the V2020 LA Program.

**Time Frame** - Identify the priority time frame for each task/deliverable as Year 1, Year 2, Budget: Identify the anticipated and estimated cost of each task/deliverable in US Dollars.

**Communication Channel** - How to disseminate the annual outputs, deliverables, and activities' results

# **THANK YOU FOR YOUR GENEROUS SUPPORT AND CONTRIBUTION TO THE REALIZATION OF THE VISION 2020 LATIN AMERICA STRATEGIC PLAN!**



**GROUP PHOTO  
FROM MARCH 2012  
V2020 LA  
STRATEGIC PLAN  
MEETING IN LIMA,  
PERU**