

# A GUIDE FOR ACTION FOR IAPB MEMBERS





# Purpose of this Document

This Guide for Action is designed to support member-led activities in support of the Global Summit for Eye Health.

The Guide consists of a collection of action areas, each with an overview, and guidance steps. These action areas link to separate tools.

The Guide and the tools will be added to over time.



For further information please see the accompanying Toolkit.

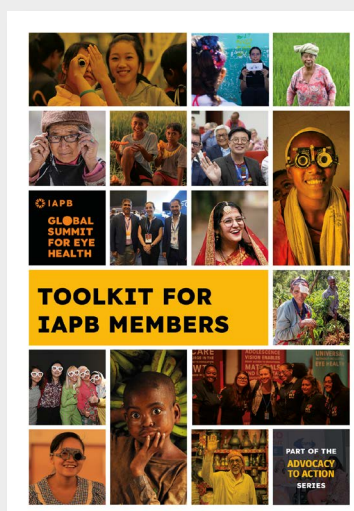


Photo Submitted by: Namkhen Lama to the IAPB World Sight Day Photo Competition

# Contents



The Global Summit for Eye Health	3
Action Area 1: Building Coalitions	8
Action Area 2: Raising Public Awareness	13
Action Area 3: National and Local Advocacy	17
Action Area 4: Securing an eye health champion	22
A Call to Action: Uniting for a Global Vision	26

# The Global Summit for Eye Health

The world is facing a silent public health crisis: over a billion people are living with avoidable sight loss, a number projected to reach 1.8 billion by 2050 if we do nothing.

The impact of this is immense, trapping individuals in poverty, hindering education, holding back lifelong learning, productivity, limiting economic opportunities and participation in daily life.

We know that simple, straightforward and cheap solutions exist. Interventions such as cataract surgery and glasses, could restore sight for 90% of those affected. By integrating eye health into everyday healthcare and leveraging technological advancements, we can make quality eye care accessible to everyone, everywhere.

Despite global commitments, progress on eye health at the national level remains uneven. Many countries face challenges in mobilising resources and integrating eye care into health systems. Eye health is a critical international development issue. There is extensive evidence demonstrating that improving eye health contributes to achieving many of the Sustainable Development Goals.

The Global Summit for Eye Health will unite global leaders to transform commitments into tangible results, ensuring everyone, everywhere can access quality eye care and unlock their full potential.

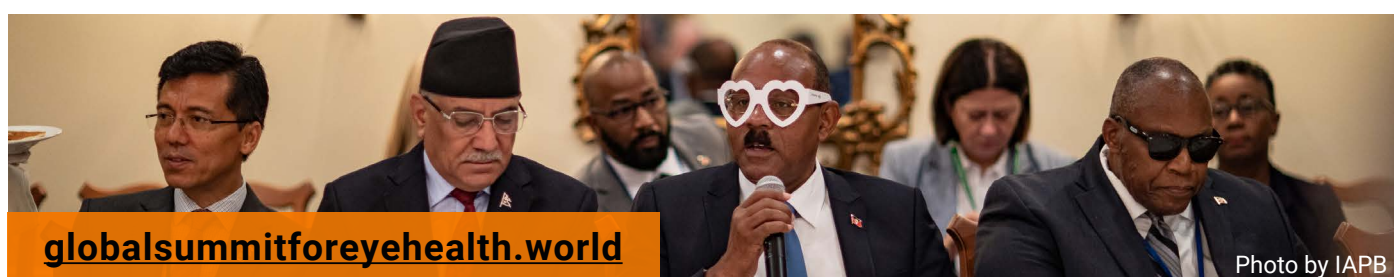
**Purpose of the Summit:** The purpose of the summit is to galvanise global action to end avoidable sight loss and ensure everyone, everywhere has access to quality eye care.

## Why a Global Summit?

- Five years on from the UN Resolution on Vision for Everyone this is a crucial opportunity to accelerate progress towards better global eye health.
- A platform to amplify the urgency of addressing avoidable blindness and sight loss, catalysing national and global action.
- The opportunity to bring together leaders, governments, organisations, civil society, and the private sector to foster collaboration and commitments.

## Objectives:

- Harness political leadership to agree and deliver new national policy goals and commitments.
- Mobilise resources and finances to generate transformational change.
- Secure national eye health roadmaps and accountability framework.
- Champion and raise awareness of eye health globally.



[globalsummitforeyehealth.world](https://globalsummitforeyehealth.world)

Photo by IAPB



# Why the Global Summit for Eye Health matters to you

While the event of the Global Summit will take place in 2026, the work begins now. If we want to end avoidable sight loss, and ensure access to eye care for everyone, everywhere, we must take this opportunity to elevate our collective efforts.

Anyone working in eye health and beyond can play a role. Whether by raising awareness, pushing for national advocacy, or forging new partnerships, there are many ways to get involved – no matter your organisation's size or resources.

## The summit offers you a platform and an opportunity to:

- **Make eye health impossible to ignore.** Avoidable sight loss in a major public health crisis that's often overlooked. Use this global moment to highlight the urgency of integrating eye care into broader health, education, employment and economic policies – making sure no-one is left behind.
- **Build powerful partnerships.** The summit creates a unique moment to connect with key decision-makers – including government officials, NGOs, healthcare providers, business, and patient groups. Change happens at all levels, from local communities to global networks, and every organisation has a role to play. By working together, sharing insights, and aligning efforts, we can amplify our voices, strengthen advocacy, and drive real, lasting impact.
- **Push for policy change and funding.** Use this platform to demand stronger commitments from government and other partners. Advocate for better policies, increased investment, and national action plans that directly impact communities. We want to see governments announce bold, well-funded national eye health plans and activities.
- **Hold government accountable.** It's not just about promises – it's about making sure they're kept. This is your chance to push for stronger monitoring systems, better data collection, and more transparent reporting on process in health.
- **Showcase your work and inspire others.** Whether through storytelling, case studies, or grassroots initiatives, your work can demonstrate what's possible and inspire action at a national and global level.
- **Gain new knowledge and skills.** As we prepare for the summit, IAPB will host meetings and workshops in relevant areas such as coalition, advocacy, and global eye health. There will be an array of opportunities to learn from global best practices and apply them in your own context.
- **Make advocacy accessible.** High-level events can feel distant from local realities, but advocacy doesn't have to be complicated. Whether it's telling a community story, writing to a policymaker, or running a local awareness campaign, small actions add up to big change. The summit gives you a way to be part of a global movement.

# How to get involved

There are lots of different ways to be a part of the Global Summit for Eye Health. If you have an idea that isn't covered in this toolkit, please get in touch, we'd love to hear it!



## **Action area 1:** **Building Coalitions**

**What:** Reach out to other organisations (both within and beyond the eye health sector) to build a coalition of support for the Summit's goals.

**Why:** Isolated efforts often struggle to gain political traction, but by bringing together diverse voices, coalitions amplify their message and increase pressure on decision-makers. Eye health is not just a health issue – it affects many parts of social and economic development. The more we work in collaboration with each other, and with other sectors, the more powerful our arguments can be.

**How:** Start by reaching out to other organisations working in your context and conducting a joint stakeholder mapping exercise. How powerful are your combined networks? How might you support each other to reach beyond them?

**Tools:** Meeting invitations and draft agenda, stakeholder mapping template, shared vision activity.

**Coalition building is the first step in any Global Summit activity. We encourage all our members to reach out to other IAPB members, or eye health organisations working in your context and discover how they are considering supporting the Global Summit and explore opportunities for working together.**



## **Action Area 2:** **Raising Public Awareness**

**What:** Be part of the public awareness campaign by sharing eye health stories or participating in global awareness days to help raise the profile of eye health and the importance of the Summit.

**Why:** Eye health is often an overlooked issue. Public awareness campaigns, like Every Story Counts and World Sight Day, can help shift perceptions and build grassroots support, creating a demand for policy action. By making eye health visible, we can generate pressure on policymakers and encourage communities to act.

**How:** Use social media, local events, and media outreach to create a groundswell of support. Share compelling stories of impact, statistics, and the personal costs of avoidable sight loss. Encourage community-driven actions that build momentum.  
**Tools:** Social media toolkit, Sample press release, Stories of impact.

**Tools:** Social media toolkit, Sample press release, Every Story Counts campaign assets, World Sight Day campaign assets.



### Action area 3: National and Local Advocacy

**What:** Engage directly with national and local policymakers to advocate for eye health priorities, pushing for policies, funding, and accountability in the lead-up to and beyond the Summit.

**Why:** Strong advocacy efforts are necessary to translate global commitments into national actions. When national governments prioritise eye health, it ensures sustainable progress at the local level, where change truly happens.

**How:** With a coalition of stakeholders, organise meetings with policymakers, participate in local forums, and create compelling advocacy messages based on evidence. Collaborate with stakeholders to amplify your message and work together to ensure eye health is part of the national policy agenda.

**Tools:** National Eye Health Situation analysis, Global Summit for Eye Health briefing paper, Advocacy canvas.



### Action Area 4: Securing an Eye Health Champion

**What:** Identify and work with an influential eye health champion—someone who can use their position to raise the profile of eye health at the Summit and push for the necessary policy commitments.

**Why:** Champions can be key political figures, community leaders, or prominent activists who can bring attention to eye health issues and garner support from both the public and government officials. Their voice and influence can make a significant impact at the Summit.

**How:** Use the IAPB guide to identify potential champions, engage in conversations, and build a shared vision for the future of eye health. Equip your champion with clear talking points on what you want to achieve during the Summit.

**Tools:** National Eye Health Champion outreach letter template, Talking points on key summit asks.



Photo by IAPB



## Action Area 5: During the Summit

**What:** Take full advantage of the global platform provided by the Summit to advocate for eye health, make key connections, and push for concrete commitments.

**Why:** The Summit provides a critical opportunity to influence decision-makers and ensure that eye health becomes a priority in national and international agendas. By engaging during the event, you can mobilise support, secure policy promises, and further amplify your coalition's work.

**How:** Participate actively in sessions, discussions, and networking events. Share local stories and outcomes, offer evidence-based solutions, and ensure that eye health is front and centre in all Summit conversations.

**Tools:** Tools to be shared closer to the Summit.



## Action area 6: Post-Summit Follow-Up

**What:** After the Summit, continue the momentum by following up with stakeholders, holding governments accountable, and ensuring commitments are translated into action.

**Why:** The real work begins after the Summit. While the event creates a platform for change, the follow-up ensures that promises are kept and sustained impact is achieved.

**How:** Reach out to policymakers to track progress, update your coalition on developments, and organise local activities to maintain engagement. Monitor how the commitments made at the Summit are being implemented and gather evidence to hold actors accountable.

**Tools:** Tools to be shared post-Summit



Photo by IAPB





## **Action Area 1:** **Building Coalitions**



## The Power of Collective Action

Achieving the ambitious goals of the Global Summit for Eye Health requires a broad and diverse coalition of support. At IAPB we know that no single organisation can address the challenges of avoidable sight loss alone. Isolated efforts often struggle to gain political traction, but by bringing together diverse voices, coalitions amplify their message and increase pressure on decision-makers. Eye health is not just a health issue – it affects many parts of social and economic development. By working together with organisations both within and beyond the traditional eye health sector, we can amplify our message, expand our reach, and create a more powerful movement for change. The tools in this section provide guidance and structures to help you build effective coalitions to support the Summit's objectives.

**Coalition building is the first step in any Global Summit activity. We encourage all our members to reach out to other IAPB members, or eye health organisations working in your context and discover how they are considering supporting the Global Summit and explore opportunities for working together.**

## 5-Step Guide to Building an Effective Coalition

### What is a coalition?

A coalition is a group of individuals, organisations, or entities that come together to achieve a common goal, often by pooling resources, expertise, and influence. Coalitions are often formed to amplify advocacy efforts, drive policy change, or address complex social, political, or economic challenges that no single organisation can tackle alone.

### Key characteristics of a coalition

- **Shared purpose:** members unite around a common objective
- **Diverse stakeholders:** often includes organisations from different sectors (i.e. businesses, community groups, NGOs)
- **Collective actions:** works collaboratively to create greater impact than individual efforts
- **Resource and knowledge sharing:** members share expertise, networks, and tools to strengthen their work
- **Time-bound or ongoing:** some coalitions form for short-term campaigns, while others exist for long-term systemic change

## Step 1: Reach out to who you already know

A crucial first step in building coalitions is to reach out to individuals or organisations who you know hold similar priorities and do similar work. While a key part of building coalitions is expanding networks, it's important to make sure your work is inclusive, and builds on knowledge, expertise, and relationships that already exist. Some things to consider in this step:

- Organisations may not be aware of the Global Summit and may need some briefing or information. IAPB can support with this, or you can use one of the related tools to this document.
- Conversely, organisations may have already started working towards summit goals and forging partnerships. Consider what energy and ideas your organisation might be able to bring.
- You don't need to reach out to lots of people in this step – start with a small group of those you know best and try and understand where they are in their summit journey, and if they are open to working together.

## Step 2: Map the landscape together

Get together with your small group of allies (above) to identify potential coalition partners. It's best not to do this step on your own, or just within your organisation, as you will have many more ideas if you work with others and brainstorm across your networks.

Use IAPB's stakeholder mapping tool to create an overview of organisations and individuals who either work with populations affected by vision loss or may be influential supporting your goals. Review the organisations and individuals you have identified, and agree who to reach out to first. Focus on organisations that have:

- Strong alignment with both your organisation's and the Summit's goals.
- Influence with key decision-makers.
- A track record of successful advocacy or collaboration.
- Reach and engagement with relevant audiences.

In this step, you may want to consider:

- How many people to reach out to at first. Making new connections requires time and effort, so starting with a small number may make sense to begin with.
- Which of you is best placed to make which connections?
- Whether you will reach out to these people individually, or as a collective (i.e., on behalf of your group)
- Create a simple plan detailing who will do what, by when, and what you hope to have achieved by the time you next meet. You don't want multiple people contacting the same person or organisation, so make sure you are clear on next steps.

## Step 3: Engage potential collaborators

- **Initial contact.** Consider the most effective way to connect with the person you are trying to reach. It might be an email or a phone call, or an introduction from someone else. Briefly introduce the Global Summit, its objectives, and the potential benefits of collaboration.



- **Schedule a meeting.** Arrange a meeting (in person or virtual) to discuss potential collaboration in more detail.
- **Do some research.** Make sure you go to the meeting with a clear understanding of the individual or organisation's priorities, and how the Global Summit for Eye Health aligns with them. You can also take research with you – either from your own organisation, or from the IAPB Vision Atlas.
- **Explore shared goals.** In the meeting, focus on identifying areas of common interest and potential joint activities. Highlight the interconnectedness of eye health with the partner organisation's mission. For example, discuss how vision loss impacts educational outcomes with an education NGO, or how it affects the independence of older adults with an aging-focused organisation.
- **Propose specific actions.** A potential collaborator may be interested in undertaking joint activities, or they may prefer to contribute their support (i.e. their logo / signature) to activities you undertake. Suggest a variety of activities that they may be interested in such as:
  - ✧ Sharing information about the summit with their networks
  - ✧ Attending and contributing to coalition meetings
  - ✧ Co-signing a letter to policymakers / decision-makers
  - ✧ Jointly hosting or participating in an event or webinar
  - ✧ Participating in a joint advocacy campaign
  - ✧ Contributing to a policy brief or report

## Step 4: Formalise the coalition

After you have engaged potential collaborators, and the way in which they would like to be involved, bring everyone together to formalise the coalition. You can do this online or in-person, although in-person can often be more effective. We advise inviting all potential collaborators to this first meeting, even if some prefer to be in a more supportive than active role. It is important to make sure that everyone is on the same page and supportive of the action steps. At this meeting:

- Spend time on introductions at the beginning – building personal relationships is essential to nurturing a strong coalition.
- Ensure everyone has the same information. Provide a briefing on the Global Summit for Eye Health – even if people have heard it before – to make sure everyone is clear about the context for the coalition. IAPB can support with this if required.
- Create a shared objective for the coalition. While everyone will have different organisational priorities, what is the shared objective that everyone can sign up to? You might want to draft one in advance.
- Agree on activities to achieve this objective, and who will undertake them.
- Agree on communication channels and frequency. How will you update each other on activities? Through emails, meetings, or a collaboration platform such as a WhatsApp group?
- Agree on which organisation(s) or individual(s) will organise meetings, take notes, follow-up actions etc.

Make sure the outputs of the meeting are written up and circulated to all attendees.

## Step 5: Take action, and keep talking

Coalitions work best when they become environments where individuals and organisations not only achieve shared goals but also learn from each other through the process. As such, the two critical elements are ensuring tangible activities happen, and that coalition members clearly communicate with each other about the progress they are making. Coalitions can lose energy if they don't see results or adapt to changing contexts.

To support this, consider connecting with IAPB, or some of the other Global Summit initiatives (such as national and regional committees).

### Key considerations:

- **Be clear about your goals:** What do you want to achieve through the coalition?
- **Be respectful of partners' time and resources:** Organisations and individuals will have different capacities for contributions. Celebrate all of them!
- **Be flexible and adaptable:** Be willing to compromise and find common ground.
- **Be transparent and accountable:** Communicate openly and honestly with partners.
- **Celebrate successes:** Acknowledge and appreciate the contributions of your partners.
- **Tell IAPB about what you've done:** To help our collective action, and others learn from your achievement, don't forget to tell IAPB what you have done.

### Stronger together

Building strong coalitions is essential for achieving lasting change in global eye health. By working together, we can amplify our voices, expand our reach, and create a more powerful movement for a world where everyone has access to quality eye care. The Global Summit for Eye health represents a huge opportunity to work together to build and grow coalitions that will last beyond the Summit.

### Related tools

- Stakeholder mapping template
- Coalition meeting invitation and agenda template
- Creating shared objectives – draft meeting agenda



Photo by IAPB





**Action Area 2:**  
**Raising Public  
Awareness**



# Every Story Counts

## The Power of Stories

Eye health is often an overlooked issue. Public awareness campaigns help shift perceptions and build grassroots support, creating a demand for policy action. By making eye health visible, we can generate pressure on policymakers and encourage communities to act.

Data and statistics highlight the global eye health crisis, but personal stories connect with hearts and minds. “Every Story Counts” leverages the power of storytelling to raise awareness about the importance of eye health, build momentum towards the Global Summit for Eye Health, and drive action for better policies and healthcare systems. This toolkit provides IAPB members with the information and resources needed to participate in and amplify this important campaign.

### Campaign overview: Every Story Counts

**Campaign Summary:** “Every Story Counts” is a global storytelling campaign that collects and shares experiences related to eye health. It aims to amplify the voices of individuals impacted by eye health – patients, caregivers, family members, eye care professionals, and advocates – to create a powerful global library of impact stories that are impossible to ignore, collective call for change.

**Core Message:** We are building a movement the has you at its heart – Every Story Count extends the impact of Love Your Eyes and World Sight Day, giving voice to millions who have pledged. By sharing your experience, you help show that eye health matters to everyone, everywhere.

**Expanded message:** You have something special: a unique story and perspective. That is why we are building a movement the has you at its heart. Every Story Counts builds on Love Your Eyes and World Sight Day, bringing individual experiences together to create a powerful, collective voice that cannot be ignored – compelling evidence to convince governments to create better policies and systems. By sharing your story, you’re joining a movement that is shaping a better future for everyone. Share your story and help everyone love their eyes.

### Campaign objectives

- Increase awareness of and engagement in the Global Summit for Eye Health 2026.
- Showcase diverse perspectives on the impact of eye health.
- Create a compelling narrative to influence governments and policymakers.
- Strengthen the “Love Your Eyes” campaign by adding depth through lived experiences.
- Leverage storytelling as a core advocacy tool.
- Support everyone telling their story to mark World Sight Day 2025.

## 3-Step Guide to being part of Every Story Counts

### Step 1: Collect and share stories:

- Consider your story or the stories around you.
- Share your own using the Every Story Counts [online submission form](#).
- Actively promote the campaign and encourage others within your networks to submit their stories, utilising the Every Story Counts campaign toolkit for guidance.
- Goal: Build a collection of stories and demonstrate the diverse impact of eye health.

### Step 2: Amplify and promote:

- Share pre-made campaign content (stories, graphics, videos) across your communication channels (social media, websites, newsletters), drawing from the IAPB Campaign Toolkit.
- Engage with campaign activities during key milestones (2030 IN SIGHT LIVE, World Sight Day) staying informed via IAPB communications channels.
- Goal: Increase awareness, drive traffic to the submission platform, and maximise visibility.

### Step 3: Integrate and embed:

- Incorporate “Every Story Counts” messaging and calls to action into your organisation’s existing programmes, events, and communications, adapting the campaign’s key messages and content to align with your organisation.
- Goal: Leverage existing platforms and audience to maximise reach and embed the campaign within ongoing work.

### Key Considerations for “Every Story Counts” Campaign Participation:

- **Respect and consent:** Always obtain informed consent before sharing someone else’s story. Ensure the individual understands how their story will be used and has the right to withdraw their consent at any time. Prioritise the storyteller’s comfort and well-being.
- **Authenticity and sensitivity:** Encourage stories that are authentic and reflect genuine experiences. Be mindful of the sensitive nature of personal stories and avoid sensationalising or exploiting individual experiences.
- **Diversity and inclusion:** Actively seek out stories from a diverse range of individuals, representing different backgrounds, ethnicities, genders, ages, and geographic locations. Ensure that the campaign reflects the full spectrum of experiences related to eye health.
- **Accuracy and clarity:** While personal stories are subjective, strive for accuracy in any information presented. Provide context where necessary and avoid making generalisations or misrepresenting the complexities of eye health issues.
- **Language and accessibility:** Use clear, accessible language that is easy to understand for a broad audience. Avoid jargon and technical terms where possible. Consider providing translations or adaptations for different languages and accessibility needs.

- **Alignment with campaign goals:** Ensure that all activities and story submissions align with the overall objectives of the “Every Story Counts” campaign and the broader goals of the Global Summit for Eye Health.
- **Story quality:** While every story has value, prioritise stories that are well-written, engaging, and emotionally resonant. Consider providing guidance or editing support to storytellers, if needed.
- **Strategic amplification:** Think strategically about how to maximise the impact of shared stories. Consider which platforms and channels are best suited for reaching specific audiences.
- **Tell IAPB about your stories and related activity:** To help our collective action, and so others can learn from your work and experience, don’t forget to tell IAPB what you have done.

## Why participate - Your story matters

Every story has the power to inspire, educate, and motivate change. By participating in the “Every Story Counts” campaign, you are contributing to a global movement that will elevate eye health on the world stage and help create a future where everyone has access to the vision care they need. Your voice matters – share your story and help us make a difference.

## Related tools

- Social media assets
- Sample press release
- Stories of impact



Photo by IAPB





## **Action Area 3:** **National and Local Advocacy**



## The Power of Policy Change

Turning global commitments into real change requires strong advocacy at the national and local levels. Governments must prioritise eye health—not just in words, but in policies, funding, and action. Advocacy is how we bridge the gap between ambition and implementation.

Isolated efforts can struggle to make an impact, but when organisations, healthcare providers, patient groups, and communities come together to push for change, their voices become impossible to ignore. By engaging directly with policymakers, shaping policy discussions, and making the case for investment in eye health, we can secure the commitments needed to drive sustainable progress where it matters most—at the national and local level.

## 5-step guide to driving local or national advocacy

### Step 1: Align key actors and establish a unified voice

Before launching an advocacy campaign, it's essential to bring together key stakeholders and align on shared goals, messages, and strategies. A fragmented advocacy effort can dilute impact—coordination is key.

### Actions

- **Identify existing advocacy networks:** Are there national coalitions, working groups, or IAPB members already engaging with government? If so, connect with them before starting your own initiative.
- **Conduct a stakeholder mapping exercise:** Identify policymakers, influencers, and key decision-makers in government, health, education, and finance ministries who have the power to act.
- **Organise a coordination meeting:** Ensure all key actors—including civil society, professional associations, and patient groups—are aware of the Global Summit and aligned on national priorities.
- **Use existing tools:** Refer to the IAPB coalition-building guide for help in mobilising partners.

### Outcome

A coordinated group of actors aligned on the need for advocacy, with a plan for regular communication and updates.



Photo by IAPB

## Step 2: Agree on national eye health situation and data needs

Advocacy is only effective when built on strong evidence. Governments and policymakers will act when presented with data that demonstrates:

- The scale of the problem (how many people are affected, who they are, and what the consequences are).
- The economic and social impact (how poor vision affects productivity, education, gender equity, and economic development).
- The solutions that exist and how they fit into national policies.

It's important to ascertain if all stakeholders have a shared understanding of the status of eye health in the country. Is everyone using the same data? Are there any research initiatives underway that might provide useful evidence? Step 2 is about solidifying your evidence base and identifying any critical gaps or data sharing needs.

### Actions

- **Compile national eye health data:** Ensure all advocacy partners use consistent statistics (e.g., from the IAPB Vision Atlas, WHO reports, or national health surveys).
- **Identify gaps in knowledge:** Are there missing data points that could strengthen your case? If so, consider conducting rapid research or gathering patient testimonies.
- **Link eye health to national priorities:** Frame your advocacy message in ways that align with broader government goals—e.g., “Investing in eye health improves workforce productivity and supports national development.”
- **Develop a briefing paper:** Summarise key data and recommendations in a concise format for policymakers. Note – you can also use IAPB resources such as the [Vision Atlas](#).

### Outcome

A robust, shared evidence base that ensures all advocacy partners are using consistent, credible data.

## Step 3: Define clear, achievable advocacy asks

Governments and decision-makers are more likely to act if they receive a specific and actionable request rather than a broad demand. This step is about defining realistic, impactful policy goals that align with government priorities. Given the status of eye health in your country, what could your national government commit to at a high-level political summit? What would be a powerful, yet realistic goal to aim for?

### Actions

- **Assess political opportunities:** What commitments could realistically be made at the Global Summit? Consider ongoing health reforms, election cycles, or funding opportunities.
- **Engage with government early:** Before launching anything publicly or with the media, meet with policymakers informally to understand what commitments they may be open to.



- **Define SMART advocacy asks:** Requests should be Specific, Measurable, Achievable, Relevant, and Time-bound (e.g., “The Ministry of Health commits to integrating school eye screenings into national health programs by 2027”).
- **Align with global frameworks:** Link advocacy asks to the Sustainable Development Goals, the UN Resolution on Vision, and WHO’s Universal Health Coverage agenda.

## Outcome

A focused advocacy strategy with clear policy goals that are realistic and impactful.

## Step 4. Implement advocacy tactics and engage decision-makers

This step involves putting advocacy into action—leveraging different tactics to influence policymakers, mobilise public support, and build political will. To maximise the impact of your advocacy, you need to **create echoes** — ensure that your message is being heard from multiple directions. This means aligning high-level advocacy efforts, such as meetings with policymakers, with grassroots support, media engagement, and public campaigns. By ensuring that key messages are communicated across various platforms and channels, you increase the chances of decision-makers recognising and acting upon them. When your message is reinforced through letters, public events, or social media campaigns, it feels more urgent and the issue becomes impossible to ignore.

## Actions

- **Coordinate messaging:** Develop a clear, consistent message that resonates with both high-level policymakers and grassroots supporters. This ensures everyone is speaking the same language, whether they’re meeting with a government official, writing a letter to the editor, or speaking at a local event.
- **Engage multiple channels simultaneously:** Ensure your advocacy efforts are visible in both traditional (media, press) and community-driven (petitions, local events) spaces at the same time as high-level meetings. This coordinated approach reinforces the message and builds momentum.
- **Use diverse voices:** Mobilise advocates from a range of sectors and levels, from community groups to influencers, ensuring the message is coming from different voices in different spaces. This increases the chances of creating a broader “echo” effect across various spheres.
- **Leverage key events:** Use World Sight Day, National Health Weeks, or economic forums to raise awareness and push for commitments.
- **Align with influential voices:** Partner with business leaders, celebrities, or political figures who can champion your cause.

## Outcome

A coordinated set of advocacy actions that pressure decision-makers and build momentum for change.

## Step 5. Communicate, learn, adapt

After your first activities and meetings, it's essential to keep communication flowing and be open to learning from both your own experience and others'. This is where you can refine your strategy and build on early successes or challenges.

- **Update your partners:** Share a summary of the meeting's outcomes with everyone involved. This keeps everyone informed and aligned on next steps.
- **Gather and review feedback:** If you received feedback that any of your asks or proposals aren't gaining traction, discuss with your partners why this might be. Are there concerns you didn't anticipate? Does your message need adjusting?
- **Adapt your approach:** Use the feedback to make strategic changes. This may involve revising your messaging, refining your asks, or identifying new allies or actions to take.
- **Learn from others:** Reach out to other coalitions or stakeholders to find out what's working in their efforts. What tactics have they used that you could apply? Are there any new opportunities for cross-collaboration?
- **Ensure ongoing communication:** Continue engaging with your partners and with IAPB regularly. Whether it's through email, meetings, or informal chats, keep the conversation open to adjust plans and keep momentum.
- **If you're successful – follow up:** If your advocacy efforts lead to a "yes" from the government or decision-makers, don't let it stop there. Immediately follow up with a confirmation letter or email thanking them for their commitment and outlining the next steps. Be clear about timelines, who will be responsible for what, and how you'll track progress. Set regular check-ins to ensure commitments are being implemented and ask for updates on progress. Be persistent but collaborative in your approach and continue to rally support from your coalition to hold decision-makers accountable.

### Outcome

By the end of this step, your coalition will have established a clear, ongoing communication process to share insights, progress, and challenges. You will have refined your advocacy approach based on feedback and external learnings, ensuring that your messages remain relevant and impactful. If your advocacy is successful, you will have laid the groundwork to hold decision-makers accountable, ensuring that promises made are followed through with tangible actions and sustained momentum. This adaptive approach will increase the effectiveness of your coalition and strengthen its ability to deliver lasting change.

### Related tools

- 2030 In Sight Country Progress survey data
- Global Summit for Eye Health Briefing paper
- Advocacy canvas





**Action Area 4:**  
**Securing an Eye  
Health Champion**

A National Eye Health Champion can significantly elevate the visibility of eye health issues, drawing media attention and raising public awareness. Their endorsement adds credibility and legitimacy to advocacy efforts, lending weight to the cause. A champion with political influence can directly shape policy decisions and ensure better allocation of resources for eye health. Additionally, they can inspire and mobilise public support, galvanising communities to take action. Importantly, a well-connected champion can help attract funding and other vital resources, further driving the success of eye health initiatives.

## The Power of a Champion

A high-profile champion can significantly amplify the message of the Global Summit for Eye Health and advocate for policy changes at the national level. A champion can raise awareness, influence decision-makers, and mobilise resources. This toolkit provides guidance on identifying, securing, and working with a national eye health champion to maximise the impact of your advocacy efforts.

## 3-step guide to securing an eye health champion

### Step 1: Identify potential champions

- **Define ideal qualities.** Consider what characteristics would make an effective champion in your national context. Look for individuals who are:
  - ✧ **Passionate:** Genuinely interested in health, social justice, or a related field.
  - ✧ **Influential:** Respected by policymakers, the media, and the public.
  - ✧ **Articulate:** Able to communicate effectively about eye health issues.
  - ✧ **Connected:** Have a strong network of contacts within government, civil society, or the private sector.
  - ✧ **Committed:** Willing to dedicate time and effort to championing eye health.
- **Brainstorm candidates.** Create a list of potential champions, considering individuals from various sectors:
  - ✧ **Politicians:** Members of parliament, government ministers (especially Health, Education, Social Welfare), former politicians.
  - ✧ **Celebrities:** Actors, musicians, athletes, media personalities.
  - ✧ **Business leaders:** CEOs of companies with a social responsibility focus.
  - ✧ **Civil society leaders:** Heads of prominent NGOs, advocacy groups, or professional associations.
  - ✧ **Medical professionals:** Respected ophthalmologists, optometrists, or public health experts.
  - ✧ **Individuals with lived experience:** People who have been personally affected by vision loss and are willing to share their stories.
- **Prioritise.** Narrow down your list based on the ideal qualities, their potential influence in your specific context, and their likely availability.



## Step 2: Secure the champion

- **Research.** Thoroughly research your top candidates to understand their interests, priorities, and previous advocacy work.
- **Initial outreach.** Make contact through a mutual connection, if possible. If not, send a personalised letter or email outlining the Global Summit, the importance of eye health, and the potential role of a national champion.
- **Meet and discuss.** Schedule a meeting (in person or virtual) to discuss the opportunity in more detail. Be prepared to:
  - ✧ Clearly explain the Global Summit's objectives and the importance of national-level action.
  - ✧ Present compelling data and stories about the impact of eye health issues in your country.
  - ✧ Outline the specific ways the champion could contribute (e.g., making public statements, meeting with policymakers, attending events).
  - ✧ Address any questions or concerns the potential champion may have.
- **Formalise the agreement.** Once the champion agrees, clarify expectations and responsibilities in writing (a simple letter of agreement is usually sufficient).

## Step 3: Work effectively with your champion:

- **Provide regular briefings.** Keep the champion informed about key developments related to the Global Summit and national eye health issues.
- **Support their advocacy efforts.** Provide them with talking points, data, stories, and other resources they need to effectively advocate for eye health.
- **Facilitate connections.** Connect the champion with key stakeholders, including policymakers, media outlets, and other influential individuals.
- **Recognise their contributions.** Publicly acknowledge and appreciate the champion's efforts.
- **Maintain communication.** Keep in regular contact.

## Key considerations for securing and working with a National Eye Health Champion:

- **Authenticity and alignment:** Ensure the champion's values and interests genuinely align with the goals of the Global Summit for Eye Health. A forced or inauthentic partnership will be less effective and could even be detrimental.
- **Realistic expectations:** Be clear and realistic about the time commitment and responsibilities involved. Don't overpromise or overburden the champion. A manageable commitment is more likely to be sustained.
- **Mutual benefit:** Frame the partnership as mutually beneficial. Highlight how the champion's involvement can enhance their own profile, contribute to a worthy cause, and align with their existing interests or platform.

- **Clear communication:** Establish clear and consistent communication channels from the outset. Be responsive to the champion's needs and questions. Regular updates and open dialogue are essential.
- **Respectful collaboration:** Treat the champion as a valued partner, not just a figurehead. Seek their input and involve them in decision-making where appropriate. Respect their time and autonomy.
- **Flexibility and adaptability:** Be prepared to adapt your approach and strategies based on the champion's preferences, availability, and the evolving context.
- **Long-term relationship:** Aim to build a long-term relationship with the champion, extending beyond the immediate needs of the Global Summit. A sustained partnership can have a greater impact on eye health advocacy.
- **Confidentiality and discretion:** Handle sensitive information with care and respect the champion's privacy. Be mindful of any potential conflicts of interest.
- **Contingency planning:** Consider having a backup plan in case the champion is unable to fulfil their commitments due to unforeseen circumstances.
- **Measuring impact:** Establish ways to measure the impact of the champion's involvement, such as media coverage, policy changes, or increased public awareness. This helps demonstrate the value of the partnership.
- **Tell IAPB:** Share your successes and challenges in securing and working with a champion with IAPB. This allows for collective learning and improvement of strategies across the IAPB network.

## A powerful partnership

A dedicated national eye health champion can be a powerful force for change. By following these steps and utilising the IAPB resources, you can secure a champion who will amplify your message, influence policy, and help achieve the goals of the Global Summit for Eye Health.

## Related tools

- National champion outreach letter template
- Draft talking points





# A Call to Action: Uniting for a Global Vision

The Global Summit for Eye Health represents a pivotal moment for the global eye health community. By working together, strategically and collaboratively, we can seize this opportunity to galvanise action, secure commitments, and drive lasting change. This toolkit is just the start of a suite of resources for IAPB members to help them engage in the global summit.

We hope you have seen that everything from national advocacy and coalition building to public awareness campaigns and the identification of national champions, your active participation is crucial. The coming months are critical for building momentum, and your efforts – both individually and collectively – will determine the success of the Summit and its long-term impact.

Remember to keep utilising the IAPB resources provided, connect with other members through our events and keep an eye out for our webinar series.

Finally, do not hesitate and reach out to the IAPB team with any questions or support needs. Let's work together to make the Global Summit for Eye Health a resounding success and create a world where everyone, everywhere, has access to quality eye care.

If you have requests for specific guidance, tools, frameworks, or templates, please get in touch by emailing [communications@iapb.org](mailto:communications@iapb.org).



Photo Submitted by: Operation Eyesight Universal  
to the IAPB World Sight Day Photo Competition

# Thank You to Our High Impact Partners

IAPB gratefully acknowledges the generous support and invaluable partnership of our High Impact Partners, whose commitment is instrumental in advancing our shared mission to end avoidable sight loss:



THE CHEN YET-SEN  
FAMILY FOUNDATION  
陳一心家族慈善基金



CooperVision®  
Live Brightly.®



Cure  
Blindness  
PROJECT



The Fred Hollows  
Foundation



Their dedication and leadership are helping to make the Global Summit for Eye Health, and the broader movement for universal eye health, a reality. We are deeply grateful for their ongoing support.

