



**GLOBAL  
SUMMIT  
FOR EYE  
HEALTH**

# **LEADERSHIP FOR EYE HEALTH SERIES**

**PART OF** **ADVOCACY  
TO ACTION**

# **LEADERSHIP FOR EYE HEALTH SERIES**

**Webinar 1 /Set 2 - From Vision to Action**

# **MOBILISATION AND COALITION BUILDING**



**TUESDAY  
JULY 8<sup>TH</sup>**

**WELCOME**



# **Leadership for eye health series**

- **Advocacy and Influencing Strategies 15<sup>th</sup> July**
- **Leadership for Lasting Impact 22<sup>nd</sup> July**

**Completion of one webinar – social media tile**

**Completion of all webinars - certificate**

# Objectives

Strengthen  
leadership capacity

Develop  
practical skills

Foster  
collaborative networks

## This session:

- **Explore** what makes mobilisation and coalition-building effective
- **Reflect** on who holds power and influence in eye health systems and how to engage stakeholders to drive change
- **Apply** practical tools and strategies to design a micro-mobilisation

# This session

WHAT	HOW LONG
Introduction and objectives	5 mins
The power of coalitions	10 mins
Break-out group activity: Influence mapping	10 mins
What does mobilisation mean?	10 mins
Break-out group activity: Designing a micro-mobilisation	15 mins
Wrap up	10 mins

**Download the tools we are exploring today – link in the chat**

# Why is this important?



**AWARENESS AND  
UNDERSTANDING OF SYSTEMS  
AND THEIR ACTORS**



**STRATEGIC  
VISION**



**COLLABORATION AND  
COALITION BUILDING**



**ADVOCACY AND  
INFLUENCING**



**DEVELOPING YOURSELF,  
OTHERS AND NURTURING A  
LEARNING CULTURE**

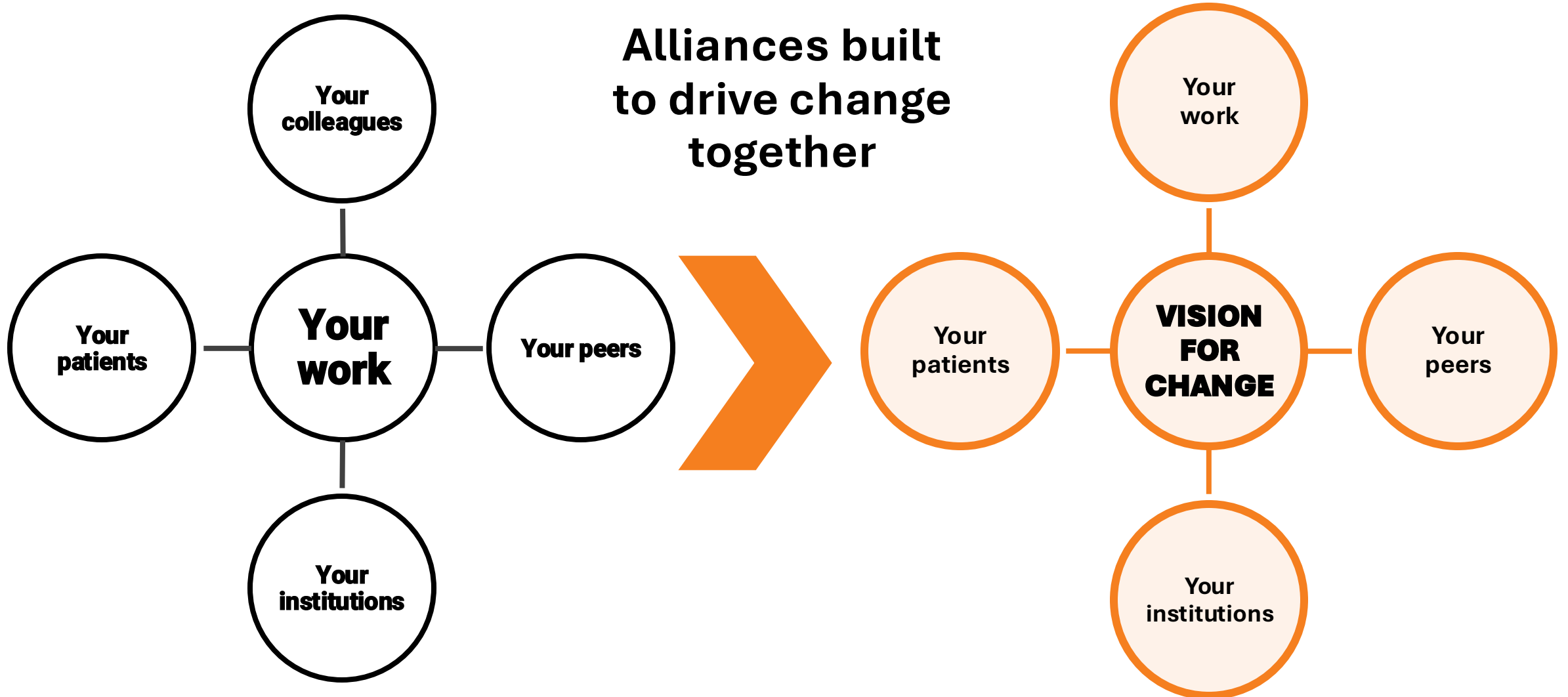
# The power of coalitions

- Amplify message
- Expand reach
- Unlock complementary strengths
- Support learning and innovation
- Mitigate risks, share burden



# What is a coalition?

Alliances built  
to drive change  
together





# Key characteristics



- Shared purpose
- Diverse stakeholders
- Collective actions
- Resource and knowledge sharing
- Time-bound or ongoing

# Coalitions in eye health



# Coalitions in Eye Health



**ICTC**

International Coalition  
for Trachoma Control

# What makes an effective coalition?

- Your ideas in the chat!
- Shared purpose and clear goals
- Trust and relationships
- Diversity of perspectives and power
- Ability to adapt and sustain momentum

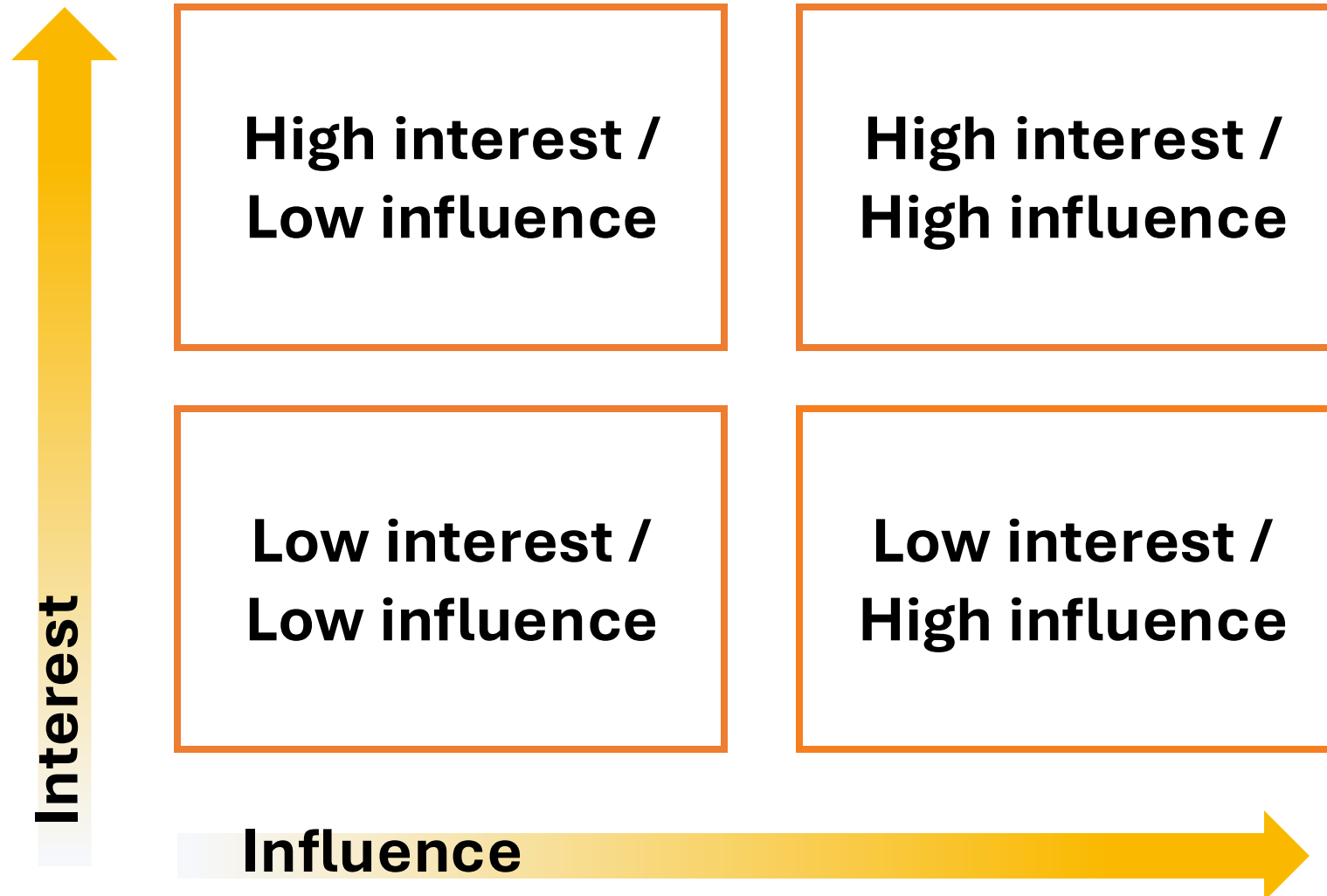




# Mapping stakeholders

- Who are the unusual suspects?
- Who do you *wish* was more engaged in eye health?
- Who would benefit if eye health improved – even indirectly?
- Who do people listen to – formally, and socially?
- Who influences public opinion?
- Who controls budgets and policies?

# Mapping stakeholders



# Activity

Review the example stakeholders in the grid.

## Discussion questions:

1. What do you notice?
2. Who's missing?
3. Would you move anyone?



# **What do we mean by mobilisation?**

Moving from awareness to action.

What does that look like???



# Moving from awareness to action

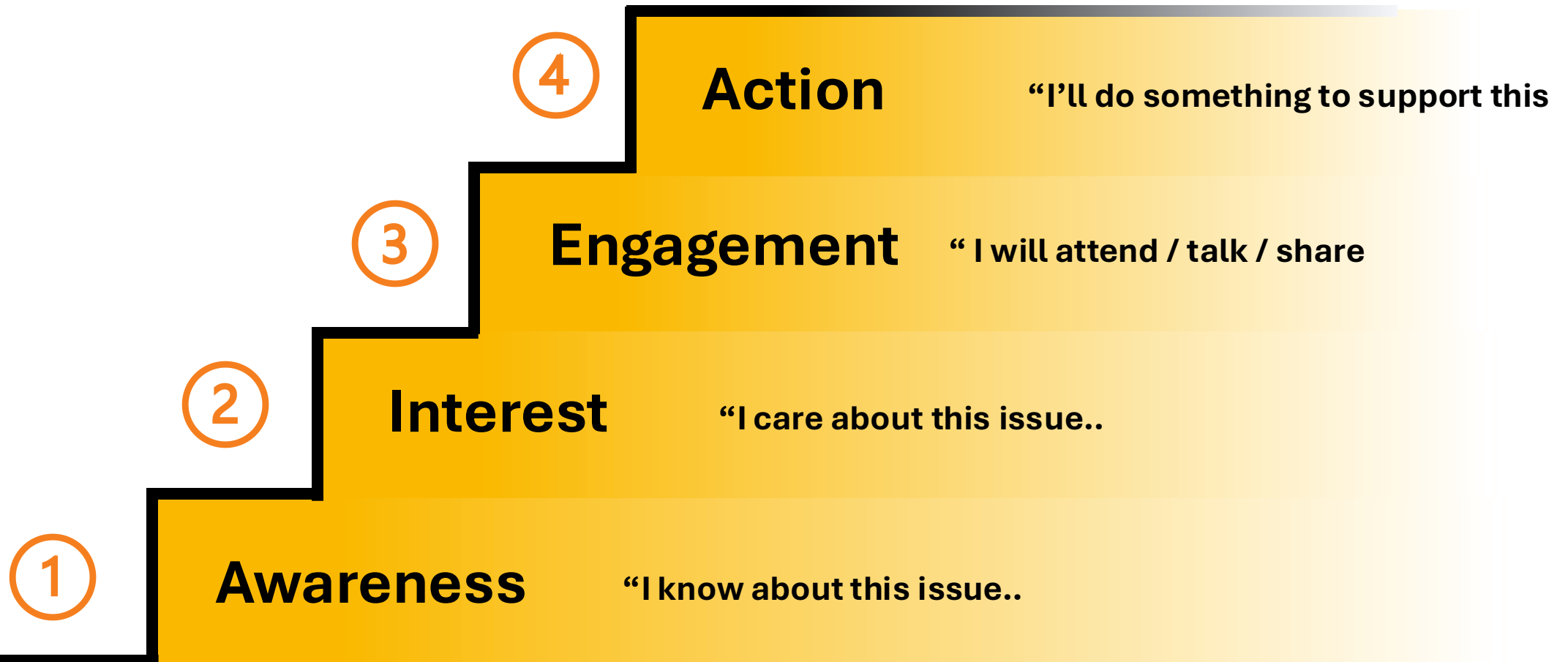
## Lessons from the video:

- Movements are made by those who *join in*, not just those who start
- It's more risky for the first few people trying something new
- Most people need to see their friends do something first
- Participating for most people needs to have very little risk

# What does it take to mobilise?

1. **Relationships** – people are influenced by those they trust
2. **Visibility** - people act when they see others act
3. **Relevance** – people are moved by different messages

# Mobilisation ladder



# Mobilisation in eye health



Photo submitted by: Joy Saha for the IAPB World Sight Day Competition 2024

## *Examples:*

- School teachers referring children for vision screening after a local training
- Patients starting WhatsApp groups to encourage cataract uptake and after-care
- Employer associations pushing for eye checks for workforces

# **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

# Design a micro-mobilisation

## Ask:

1. Who needs to be mobilized?
2. What motivates them?
3. What messages and messengers would be credible?
4. What would early signs of success look like?

Download the tool – link in the chat.



# In break-out groups

- Download the tool
- Think about what motivates people to get involved with something new
- Groups will be asked to share **ONE** insight or idea from their discussion

## TIPS

- ✓ *Introduce yourselves*
- ✓ *Choose a note-taker*
- ✓ *Keep it grounded – talk about practices, not theory*
- ✓ *Don't worry about finishing the whole activity*

# THANK YOU HIGH IMPACT PARTNERS



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



The **Fred Hollows**  
Foundation



# **LEADERSHIP FOR EYE HEALTH SERIES**

A series of 60-minute interactive, practice-focused webinars designed to develop critical skills for advancing eye health sector goals.