A toolkit for organizing events on the
World report on vision
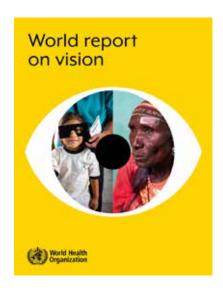
WHO/UCN/NCD/SDR/20.5

The World report on vision

The *World report on vision* summarizes the best available evidence on the global magnitude of eye conditions and vision impairment, takes stock of progress made and the remaining challenges facing the eye care sector, and outlines future priorities for action.

Despite concerted action during the past 30 years, health systems face significant challenges in meeting the current and projected eye care needs of the world's population. The *World report on vision* seeks to stimulate action in countries to address these challenges by proposing integrated people-centred eye care (IPEC) as an approach to health system strengthening that builds the foundation for service delivery to address population needs. IPEC refers to eye care services that are managed and delivered to assure a continuum of promotive, preventive, treatment and rehabilitative interventions to address the full spectrum of eye conditions, coordinated across the different levels and sites of care within and beyond the health sector, and according to people's needs throughout their life course.

For IPEC to become a reality, the *World report on vision* recommends important actions that will be achieved only through a coordinated response from the eye care sector and partners, other relevant sectors and multiple levels of government. These actions are likely to be a sound investment in society's future.

The *World report on vision* was launched globally by the WHO Director-General Dr Tedros Adhanom Ghebreyesus on 9 October, 2019.

Key messages of the World report on vision

- At least 1 billion people globally have a vision impairment that could have been prevented or is yet to be addressed. Vast inequities exist in the distribution of vision impairment; the prevalence in many low- and middle-income regions is estimated to be four times higher than in high-income regions.

- Global demographic trends, including population ageing, growth and lifestyle factors, will cause a substantial increase in the number of people with eye conditions and vision impairment. New strategies are needed to address the challenges related to the rapid emergence of noncommunicable chronic eye conditions.

- Many countries face significant challenges in meeting the current and projected eye care needs. Data are often lacking and health information systems weak, thus hampering planning. In addition, eye care is frequently poorly integrated into health systems.

- To address inequities in access to services, eye care needs to be an integral part of Universal Health Coverage (UHC) so that quality eye care services are provided according to population needs, while ensuring financial health protection.

- The framework of IPEC can help address the significant eye care challenges facing many countries that relate to human resources, gaps in information and poor integration. IPEC requires four strategies: (i) engaging and empowering people and communities; (ii) reorienting the model of care based on a strong primary care; (iii) coordinating services within and across sectors; and (iv) creating an enabling environment.

Overview of the toolkit

The purpose of this toolkit is to support WHO regional and country offices and our partners around the world in planning effective events on the *World report on vision*, or on eye care more generally. The toolkit provides suggestions on who to invite to your event, how to structure events, and an overview of available event materials.

To achieve the maximum value from your event, it is recommended that you adopt the objectives of either *Event 1* or *Event 2* (as outlined below). In general, if a thorough country assessment, such as the WHO Eye Care Service Assessment Tool (ECSAT) or equivalent, has not been undertaken in your country within the past 5 years, adopting the objectives of *Event 1* is advised. Following completion of *Event 1*, and having conducted a thorough country assessment, plans should then be put in place to undertake *Event 2*. *Event 2* should occur within 12 months of *Event 1*.

If a thorough country assessment has been undertaken within the past 5 years, the objectives of *Event 2* can be adopted; data drawn from the country assessment can be used to identify key challenges and how they relate to the recommendations of the *World report on vision*.

Event 1

Objectives

Introduce the *World report on vision*, including its recommendations; commit to embark on the process of country assessment and strategic planning to move forward the regional- or country-specific agenda.

Key meeting outcomes

- Completion of country assessment (ECSAT or equivalent) within 1 year post event
- Agree to conduct a follow up event (equivalent to *Event 2* or similar) to identify specific key actions

Event 2

Objectives

Introduce the *World report on vision,* including its recommendations; discuss key country- or regional-specific challenges, and agree to key actions and strategic planning to progress towards achieving these actions.

Key meeting outcomes:

- The country agrees to key actions relevant to the recommendations of the WHO *World report on vision,* and in line with the country challenges identified
- The country develops a strategic plan to deliver the agreed actions

Who to invite to your event?

Ensure that you have people at the event who can inform, influence, make or implement policy and practice decisions. Inviting those beyond the obvious stakeholders is recommended. Individuals or groups to be considered for invitation should include:

- Persons from ministries of health (MOH) responsible for education, labour, NCDs, ageing, maternal child health, national health insurance, health systems, and other

- Civil society organizations

- Service providers

- Professional organizations and associations representing ophthalmology, optometry, other allied ophthalmic personnel and primary care

- Private sector

- Research institutes and academics

- Research funding agencies

Planning your event

The table below summarizes key considerations for the different phases of your event.

Pre-event considerations

Familiarize yourself with the *World report on vision*

Save time by using the many event materials available (see page 10)

Save resources and extend reach by collaborating with partners

Prepare a summarized country-specific presentation that includes details of key challenges and outlines the relevance of the *World report on vision* recommendations to each country. N.B. presentations for *Event 2* should draw on data from the country assessment (e.g. ECSAT tool)

Define objectives and ideal outcomes

Create an agenda (see examples on pages 7 and 8)

Identify attendees and panel members (if applicable) and send invitations. Chosen wisely, well-known people in their field will attract attendees and give weight to their topic.

Identify an experienced facilitator or chair

Consider the composition of groups if smaller group discussions will take place during the event

·Ensure that the event venue is accessible to people with disability

Considerations during event

Document the event and include photographs/videos; record discussion outcomes

Ensure that event organizers move between smaller group activities to reinforce objectives and facilitate discussions

Post-event considerations

Complete WHO report form (see page 12 of this document)

Generate an event report and disseminate to attendees outlining key topics of discussion and agreed actions

Spread your key messages to the broader community

Event 1: Example

Purpose	Knowledge transmission.
Duration	3 hours.
Target group	Government representatives and policy-makers, civil society organizations, professionals and the media.
Outcome	Commit to embark on the process of country assessment (i.e. ECSAT or equivalent) and agree to conduct a follow-up event (equivalent to *Event 2* or similar) to identify specific key actions.

Example Structure

Welcome address	Use the *World report on vision* event materials provided	**5 minutes**
Report presentation	Use the *World report on vision* presentation with speaking points	**20 minutes**
Expert panel presentations	A panel of experts presents on the eye care country context, and reflects on the recommendations of the *World report on vision* within the country context	**90 minutes**
Question and answer round	Invite audience to ask questions to the expert panel, and to contribute to further discussion	**15 minutes**
Closing remarks and next steps	Call for commitment to embark on a country assessment and follow-up meeting where key findings from the assessment will be presented and key actions discussed.	**15 minutes**
Informal networking	End with informal lunch, dinner or small reception	**30-60 minutes**

Event 2: Example

Purpose	Find innovative solutions to address specific country or regional challenges. Carry out reality check of ideas with decision-maker.
Duration	3–4 hours.
Target group	Policy-makers, opinion-leaders in relevant fields, civil society organizations. Also consider a range of participants and professionals beyond the obvious stakeholders.
Outcome	Agree to key actions relevant to the recommendations of the *World report on vision,* and in line with the country challenges identified. Commit to embark on the development of a strategic plan to deliver the agreed actions.

Example Structure

Welcome address	Use the *World report on vision* event materials provided below	**5 minutes**
Short introduction round	Why are we here?	**15–20 minutes**
Report presentation	Use the *World report on vision* presentation with speaking points	**15 minutes**
The Challenge	MOH Eye Care focal point (or other decision-maker) presents specific country challenges, drawing on data from the country assessment (e.g. ECSAT tool) and recommendations of the *World report on vision*	**15 minutes**
Group brainstorming	Small groups, comprising people from diverse backgrounds, brainstorming potential solutions (N.B. this could take the form of shorter rounds which correspond to each of the *World report on vision* recommendations)	**30–45 minutes.**
Idea selection	Groups present their ideas. Decision-maker provides feedback on feasibility	**5 minutes per group**
Break and refreshments	Provide opportunities for informal exchange of ideas	**15 minutes**
Elaborate	Each group works through idea/s in greater detail: What is the expected outcome? Who/what is needed to make it happen? Who is responsible for which actions?	**30–45 minutes**
Present solutions	Each group presents their solution	**5 minutes per group, 30–35 minutes total**
Closing remark and thanks		**5 minutes**
Event report	Following the event, a report should be drafted and disseminated to attendees, outlining key topics of discussion, the agreed actions, and which stakeholders are responsible for which actions.	

Event materials

World report on vision – full report and executive summary (accessible version)

Press release – in various languages

Presentation slides – with speaking points for time-saving. Slides can be customized with country- or region-specific data or other information

Video materials – short extracts of interviews to show at events and share with the media.

- Short video presentation of the report by Dr Alarcos Cieza, Coordinator, Vision, Hearing, Rehabilitation, Disability, WHO

- Video presentation of key messages of the report

Infographic – on the *World report on vision* to publish on the web and social media; also create flyers and posters for your event

Banners – that can be displayed at the event (to be printed)

Fact sheet – key facts reported, and definitions used, in the *World report on vision*

Speaking points template – containing short statements of key messages from the *World report on vision* that can be adapted to different contexts

Social media tiles and posts – for release on social media:

- Social media tiles

- Social media posts

Available at: https://www.who.int/publications-detail/world-report-on-vision

Documenting events

An event is restricted to time and space, but its impact can be extended through appropriate communication to a wider audience. Plan resources – both written and visual – to document and publish information about your event.

Record discussion outcomes

Good ideas can come from unexpected sources: use audio or written records to make sure ideas are captured. They can feed back into your work and provide quotes that you can use in external communication.

Publish what has been accomplished

Use your website, blog, social media and external channels, such as the media and the networks of your partners, to generate interest. This is an opportunity to communicate information about the *World report on vision*, your event, and the ideas and actions triggered.

Ensure good photography

Strong images can say more than a thousand words and should accompany your published text. Consider hiring a professional photographer or media company.

Make and share videos

Good videos are valuable products for sharing on social media. "Less is more": action, stories and essential statements can have a stronger impact than, for example, uncut records of a panel discussion.

Tell us about your events

WHO is interested to hear about any regional and national events taking place that relate to the *World report on vision*.

To share information of your event, and the outcomes, with WHO, please complete the form below and send, with photographs (in 1–3 high-resolution) to: WHOPBD@who.int

Date of event	
Location	
Speakers	
Objective of the event	
Stakeholder groups that attended the event	
Number of attendees	
Outcomes of the event	
Contact person	