



TOOLKIT FOR IAPB MEMBERS





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This toolkit is a partner document to the Global Summit for Eye Health Guide to Action for IAPB Members.

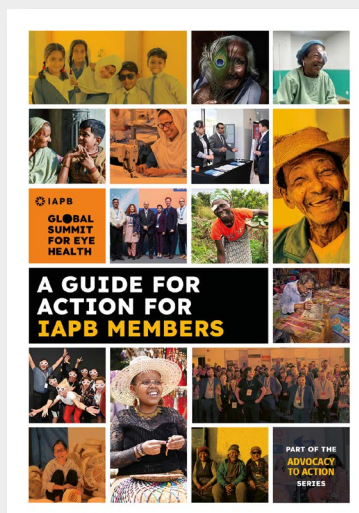
IAPB has further tools and resources that may be useful in your Global Summit journey:

- [IAPB Vision Atlas](#)
- [IAPB Advocacy for Beginner's Guide](#)
- [IAPB Advocacy Guide](#)
- [Integrated People-centred Eye Care Advocacy to Action toolkit](#)

For further information or support on using these tools, please contact globalsummit@iapb.org.



For further information please see the accompanying Guide.



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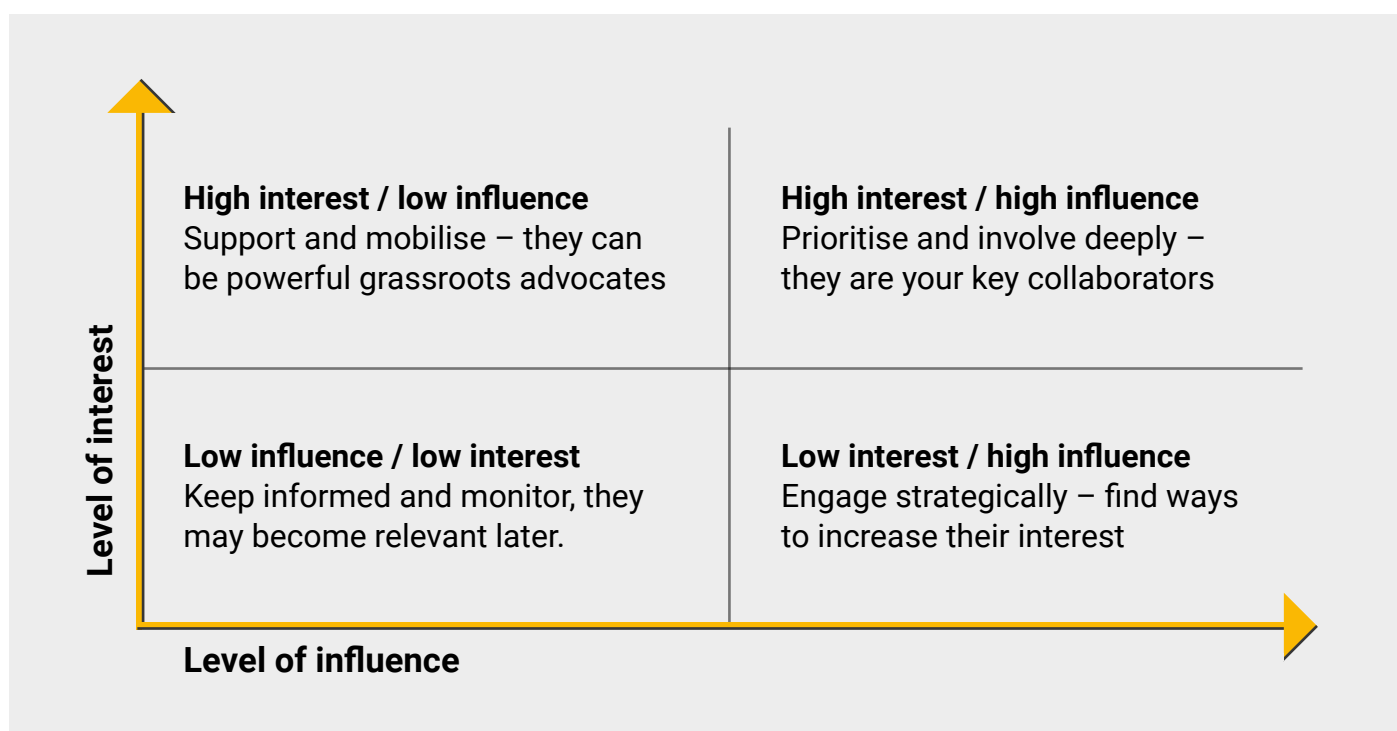


Action Area 1: **Building Coalitions**

Tool: Stakeholder Mapping Template

Stakeholder map

1. **Brainstorm a list of stakeholders.** Consider eye health service providers, eye health product providers, academics / researchers / universities, central government, district government, businesses, media, general public, patients / patient groups, NGOs, donors / funders. Consider adjacent sectors such as education, health, transport, finance.
2. **Allocate each stakeholder into the appropriate box of the grid below.** Consider the level of interest each stakeholder may have in your goals, and the level of influence they may have in helping you achieve them. Don't worry about getting it right first time – you can always go back and change it.



Tips

- Think outside the box. Don't confine yourself to people you work with regularly.
- Be ambitious! Think about who you would like to be engaging with – through the power of your shared connections they will often be a way to reach them.
- If you find yourself disagreeing about a particular stakeholder – don't worry! That's interesting and can often tell you something about that stakeholder. Work together to figure out why you have different experiences.

Tool:

Meeting Invitation and Agenda Template

Dear XXXX

It gives me great pleasure to invite you to join an initial meeting to discuss working together towards the Global Summit for Eye Health.

The Global Summit for Eye Health will galvanise global action to end avoidable sight loss and ensure everyone, everywhere, has access to quality eye care. It will serve as a critical platform to secure high-level commitments from governments, mobilise resources, and drive transformative change in the global eye health landscape.

At (insert your organisation's name) we are keen to work collaboratively to further progress on eye health in (insert country, or region, or area). Together with (insert any organisation names you are already working with) we are hosting an initial planning meeting to agree our shared objectives and activities.

We would be delighted if you could join us at this meeting taking place on XXXX at XXXX to contribute your ideas and expertise. You will receive a calendar invite with details of how to join / location [delete as appropriate).

At our first meeting, we will review the purpose of the Global Summit, align on our coalition's shared priorities, and explore potential activities and next steps. We understand that different organisations will have varying capacities to take on responsibilities, and there is no expectation of equal commitment. We simply ask that you come prepared with a clear sense of how your organisation may be able to contribute to our collective efforts.

Please see a draft agenda below.

Kind regards,

XXXX

Proposed agenda

- Opening – welcome and purpose of meeting
- Vision setting – what do we want to achieve?
- Identifying shared objectives
- Next steps and accountability
- Commitments and close

The meeting will be chaired / facilitated by XXXXX



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Tool:

Creating Shared Objectives – Draft Meeting Agenda

You can use and adapt this meeting outline when you need to bring a group of diverse stakeholders together to agree on shared priorities, and start identifying action steps. The template does not allocate time to each section – this will depend on the number of people in your meeting.

Recommendations:

- With meetings of over 12-15 people, break into sub-groups for the discussion
- Nominate a room facilitator to drive the agenda forward
- Ensure there is a mechanism for taking notes and ensuring decisions are recorded

Meeting agenda

Opening: Welcome and purpose of the meeting

- Facilitator explains the purpose of the coalition and why collective action is needed.
- Round of introductions.

Top tip: Don't rush the introductions. Coalitions survive on personal relationships – give people chance to connect with each other.

Vision setting: What Do We Want to Achieve?

Pose these questions to the group one at a time. Capture responses on a flipchart / whiteboard.

Discussion Questions:

- What does success look like for this coalition?
- How does this coalition fit into existing efforts (local, national, global)?
- What is the big-picture change we want to see?

Top tip: Ask the group to reflect on the first question individually first, and then go round and ask for contributions one at a time. This encourages everyone to speak at least once, and sets the scene for more equal contribution during the course of the meeting. Relying on people to speak when they feel comfortable risks some people contributing much less than others.

Identifying shared objectives

Ask each participant to write down three key objectives they believe the coalition should focus on. These should be tangible activities (i.e. rather than “improve eye health”, encourage “ensure all school children receive screening”).

Break into small groups (no more than four per group) for people to discuss their objectives, and consolidate them together.

As a full group, group similar objectives and refine wording.

Prioritise the top 3-5 shared objectives that all members agree on.

Top tip: Don't ignore the outliers. Sometimes in group work, good ideas can become lost because they are not well understood by all, or don't seem easily achievable. If someone is particularly passionate about their idea, or there is an objective that doesn't “group” as easily, don't discard it. Reflect on it, and consider whether it needs a different kind of approach. For example, it might not be an objective for the whole coalition, but one or two partners might be interested in pursuing it together.

Make the objectives SMART

With 3-5 objectives agreed upon, refine them using the SMART framework, make them:

Specific – clearly define what needs to be done

Measurable – identify indicators of success

Achievable – ensure its realistic given coalition resources

Relevant – aligns with the broader mission

Time-bound – set a timeline for action

Top-tip: To save time on this section, don't workshop all the objectives together. Divide up into groups and refine them separately and then share for any brief feedback.

Next steps and accountability

This is the hard part. Who is responsible for what? Each objective should have an assigned lead, who is able to drive progress on the objective, and is responsible for updating the coalition and following up.

When a lead has been assigned, divide into groups for each objective and map out the next steps (i.e. over the next 3 months) and propose a timeline.

Agree who will write up and circulate the next steps.

Top tip: Ensure prior to the meeting that there are clear expectations around taking responsibility for actions, or supporting the work of the coalition. While some individuals and organisations will be able to take on more than others, all participants should contribute in some way.

Wrap up and commitment

Ensure a final agreement on shared objectives, set the next meeting date, and agree how you will communicate. Ensure time for some final reflections – does everyone feel aligned? Any final thoughts?

Top tip: Make sure someone agrees to circulate the notes and actions from the meeting within a few days of the meeting. A quick follow-up from the first meeting is important for setting the tone for the actions to come.



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

Tool:

2030 In Sight Country Progress Survey

The 2030 In Sight Country Progress Survey has been designed to monitor national eye care integration within systems. It is completed by appropriate key informant/s via interview or online self completion.

To view data from completed surveys, go to the Vision Atlas country pages from May 2025.

To nominate your self or an appropriate person to complete the survey, please register.

Tool:

Commitment Tracker

The commitment tracker has been designed to collect information on the elevation of eye health as a fundamental economic, social and development issue. It tracks commitments made by government, organisations and funders to eye health.

You can enter commitments via IAPB Commitment Tracker.

Data will be featured on the country and global pages of the IAPB Vision Atlas from May 2025.

Note: The commitment tracker will be further developed in late 2025 as the monitoring framework for the Summit.

Data Resources:

- **IAPB Vision Atlas Country Pages**
Country pages contain available data on the burden of sight loss, economic cost of sight loss, commitment to eye health, systems data, workforce.



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Tool:

Global Summit for Eye Health briefing paper

BRIEFING NOTE: Global Summit for Eye Health

FOR: [Representative's Name]

FROM: [Your Organisation]

DATE: [Insert Date]

SUBJECT: The Global Summit for Eye Health – An Opportunity for Leadership

Purpose of This Briefing

This document provides key messages, background, and recommended actions to support engagement with the Global Summit for Eye Health. The Summit represents a critical opportunity for governments to advance policies and commitments to eliminate avoidable sight loss.

Why a Global Summit for Eye Health?

- Five years after the UN Resolution on Vision for Everyone, urgent action is needed to accelerate progress on global eye health.
- Eye health is a fundamental development issue, affecting education, employment, and economic growth.
- The Summit provides a platform for governments, civil society, and the private sector to drive action and investment in eye care.

Context

Over one billion people live with avoidable sight loss—a number expected to rise to 1.8 billion by 2050 without intervention. Poor eye health impacts education, employment, and economic productivity. Proven, cost-effective solutions exist, including access to glasses and cataract surgery. The Global Summit for Eye Health will unite global leaders to turn commitments into action and ensure quality eye care is accessible for all.

Strategic priorities

The Summit will focus on:

- Showcasing national leadership in advancing eye health policies and commitments.
- Highlighting progress made in integrating eye health into broader health, education, and economic strategies.
- Driving new commitments on policy reforms, funding allocations, and system strengthening.
- Demonstrating the economic case for investment in eye health, showcasing its impact on productivity and GDP growth.

- Ensuring accountability by creating mechanisms to track progress and share best practices globally.

Recommended actions

1. **Publicly commit to attend the Global Summit for Eye Health.** Be a crucial part of the movement to transform eye health globally.
2. **Announce new commitments.** Highlight policy reforms, funding allocations, or programmatic initiatives your government is leading.
3. **Engage in high-level discussions.** Participate in key sessions to shape the global eye health agenda.
4. **Strengthen Partnerships.** Collaborate with international and regional stakeholders to drive coordinated action.

Next Steps & Contact Information

- [Representative's Name] is invited to participate in high-level discussions at the Global Summit.
- A preparatory briefing can be scheduled to discuss specific national priorities.
- For further details, contact: GlobalSummit@iapb.org | www.globalsummitforeyehealth.world

We look forward to your leadership in advancing this critical global health agenda.



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Tool:
Advocacy Canvas

Advocacy ask What policy change are you looking for? Be specific with your ask- what is the change that you are looking for? Know about the scenario- what is hindering the change and what could be the possible way out? Identify where your ask aligns with the government's broader priority. For example- UHC, National health policy.	Advocacy allies Who can join you in your advocacy ask? Who do you think can join you in this advocacy? Think about eye health stakeholders responsible to provide services. (not just eye care centres/institutes/hospitals). Advocacy evidence What key resources will you refer to develop advocacy messages? Look for any research evidence, outcomes of trials, cost-effectiveness analysis etc. Evidence could also be impact of policies from a similar settings.	Advocacy messages What would you say to influence or convince? Think about the impact your advocacy ask can make on people's lives. Why is it relevant to them?	Advocacy activity What would you do to relay or deliver the message? The ways to deliver an advocacy message would be different for different sets of stakeholders. Think about whether your activity needs to be a public campaign, or a small workshop, or even a letter or meeting. Advocacy channels How would you deliver the advocacy messages? Think about the best medium for delivering your message. For example, newspaper articles, videos, in-person events, social media, letters etc.	Advocacy impact What impact will it bring and to whom? Think about population subsets – i.e. children, people with specific eye conditions, workforce etc.
Advocacy opportunity What could be other parallel interventions along with the main activity? This could be observing and engaging with “World Sight Day, UHC Day, Children’s Day” etc.		Policy window Are there any policy windows around? Grab them! A policy window is a brief period where there is a change for policy change. This could be due to development of a new strategy, policy frameworks, budget reviews etc.		

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

Tool:

National Champion Outreach Letter Template

[Date]

[Recipient's Name]

[Recipient's Title]

[Recipient's Organisation]

[Recipient's Address]

Subject: Invitation to Champion Eye Health in [Country]

Dear [Recipient's Name],

I am reaching out to invite you to take on a critical leadership role in advancing eye health in [Country]. As a respected [role, e.g., policymaker, public figure, business leader], your influence and commitment to social impact make you an ideal advocate for a cause that affects millions of people.

Avoidable sight loss is a growing yet solvable public health challenge. Over [X] million people in [Country] experience vision impairment, impacting their education, employment opportunities, and overall quality of life. With strategic action and investment, we can ensure that everyone has access to essential eye care services.

We believe that your voice as a National Eye Health Champion would significantly amplify this issue, drawing public attention, mobilising key decision-makers, and securing vital resources to support eye health initiatives. Specifically, we envision your involvement in:

- Raising awareness through public statements and media engagement.
- Advocating for stronger policies and increased funding for national eye health programs.
- Engaging with government officials and stakeholders to ensure eye health remains a priority on the national agenda.
- Supporting the Global Summit for Eye Health, where leaders from around the world will convene to drive global and national action on this issue.

We would welcome the opportunity to discuss this further at your convenience. Please let us know a suitable time for a brief meeting where we can share more details and explore how your leadership could make a lasting impact.

Thank you for your time and consideration. We truly believe that your support could be transformative for eye health in [Country] and look forward to your response.

Yours sincerely,

[Your Name]

[Your Position]

[Your Organisation]

[Your Contact Information]

[Your Organisation's Website]

Tool:

Draft Talking Points on Key Summit Asks

Talking Points for a National Eye Health Champion

Key Asks for the Global Summit for Eye Health

Opening Statement

- The Global Summit for Eye Health is a crucial opportunity to put vision on the global agenda, ensuring that everyone, everywhere has access to quality eye care.
- Poor vision affects over a billion people worldwide, holding back education, productivity, and economic growth—yet solutions are simple and cost-effective.
- As a champion for eye health, I am committed to raising awareness, mobilising action, and securing commitments to make eye care a priority.

Key Asks for Governments and Decision-Makers

1. Elevate Eye Health as a National Priority

- Eye health must be integrated into national health policies and development plans.
- Governments should commit to universal access to eye care, ensuring services are available through primary healthcare systems.
- Eye health is not just a medical issue—it is a social, economic, and educational priority that affects the well-being and prosperity of entire populations.

2. Increase Investment in Eye Health

- Eye care solutions are affordable and cost-effective—for every \$1 invested in vision, there is a \$4 return in economic benefits.
- Governments should allocate dedicated funding for national eye health programmes and ensure eye care is included in universal health coverage (UHC) financing.
- More investment is needed in school eye health programmes, workforce development, and access to assistive devices like glasses.

3. Strengthen Eye Health Systems and Services

- Countries should commit to training more eye health professionals and strengthening the capacity of primary care providers to detect and treat vision impairment.
- Governments must prioritise early diagnosis and treatment of eye conditions like cataracts, diabetic retinopathy, and uncorrected refractive errors.
- National health systems should integrate eye health screening into existing health checks, such as for diabetes and child health programmes.

4. Embed Eye Health in Wider Development Agendas

- **Education:** Poor vision is one of the biggest barriers to learning—school eye health programmes should be standard in every education system.
- **Workforce Productivity:** Clear vision means better job performance, higher incomes, and stronger economies—governments should support workplace vision screening and affordable eye care services for workers.
- **Gender Equality:** Women and girls are disproportionately affected by vision loss—closing the gender gap in access to eye care must be a priority.

5. Commit to Accountability and Action

- Governments should develop and implement National Eye Health Action Plans with measurable targets.
- Progress must be tracked through robust data collection and reporting, ensuring eye health commitments are delivered.
- Stronger partnerships between government, the private sector, and civil society are essential to sustain long-term progress.

Closing Call to Action

- The Global Summit for Eye Health is a moment for bold leadership and meaningful commitments—now is the time to act.
- As a national eye health champion, I call on leaders to prioritise vision, invest in eye care, and commit to policies that change lives.
- Together, we can ensure that by 2030, no one is left behind and everyone, everywhere has access to the eyecare services they need.



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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.



Photo Submitted by: Srinivas Marmamulato
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:



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The Fred Hollows
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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.

