

## **Achievements in Eye and Vision Advocacy Award Application Sample**

**Please detail a few of the specific advocacy activities in which you have participated, including where possible, quantitative metrics of reach and impact. Feel free to use the fields below to provide evidence of these efforts such as pictures, summaries, Advocacy Day or Hill Day materials, etc.**

My team and I have developed strategies to improve research participation including community engagement, increased accessibility, culturally sensitive research, educational outreach, and supporting the next generation of researchers.

We conduct eye health workshops and research seminars on common eye conditions, preventing avoidable sight loss, the correct method and timings to put in eye drops, and how to participate in research.

We have produced and translated, with patient groups, our research adverts in seven different languages. These adverts are displayed on our clinic waiting area screens at 28 locations across Cairo and are used at our workshops.

Research projects catering to the specific needs of underserved populations are also underway, such as studying diabetic retinopathy prevalence and management among minoritized groups. Our recent radio show broadcasted in English and Hindi, had >16 hours of airtime across 128 radio stations. The content reached an incredible 44,905,105 prime time listeners. We have since received invitations to present at virtual patient community meetings from India, Canada and East Africa. The evidence of advocacy efforts is outlined below.

**Please describe how you plan to integrate advocacy into your future work**

I plan to actively engage with policymakers and healthcare leaders to advocate for increased funding and resources for eye and vision research. By organizing briefings, participating in Capitol Hill Days, and collaborating with professional organizations, I aim to ensure that the importance of vision research is recognized at both the state and federal levels. Additionally, I will focus on creating educational materials and campaigns to raise

awareness about key eye health issues and their impact on public health, helping to inform evidence-based policy decisions.

Leveraging the power of social media and digital content, I will develop and share accessible resources on eye health, vision science advancements, and the importance of early detection and treatment of eye diseases. By using platforms like X, LinkedIn, and blogs, I aim to engage a wider audience—including the public, patients, and healthcare providers—to foster a greater understanding of the impact of vision science on daily life and overall well-being. This digital outreach will be complemented by partnerships with eye health organizations to amplify advocacy messages and expand the reach of educational content.