



World Glaucoma Association

The Global Glaucoma Network

Amsterdam – April 27, 2019

World Glaucoma Association

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Mariska van der Veen
Irene Koomans
Marije de Graaf

Meeting : Advocacy Committee
Date : Thursday, March 28
Time : 6:00 – 7:00 PM
Location : Room 208, MCEC
Present : Clement Tham, Peng Khaw, Anja Tuulonen, Rodolpho Perez-Grossman, Ivan Goldberg, *Executive Office*: Shan Lin, Kaweh Mansouri, Mariska van der Veen, Irene Koomans

Minutes

1. Welcome
2. Evaluate current goals
 - a. The IAPB webcast that was organized was great, but the committee feels there should be more storytelling in future materials. A positive message is key.
 - b. Some of the evidence that Tony Realini has is perfect, perhaps that can be used as well.
 - c. Important for future actions: it needs to come in at the local level.
3. Identify action plan for next 12 months & divide responsibilities
 - a. Ideas to develop:
 - i. A slogan that is translated in various languages. For instance: Stop the #1 vision killer
 - ii. Having patients say what they are experiencing and in that way show the impact of the disease. The human story behind the disease is important.
 - iii. Develop the slides of Anne Brooks for general use on the WGA website. How to proceed: Clement to update the slides, email them for approval to Board of Governors, place them on WGA website and promote to all WGA member Glaucoma Societies



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to use. Perhaps translate the slides with the help of the member societies. Deadline to be ready for approval: AAO 2019 Board Meeting.

- iv. Success stories of member societies: committee to reach out to the representatives to gather these stories.
- v. Video with celebrity: Kaweh suggests [Elisabeth Quin](#), author of 'La nuit se lève'. All agree. ESCRS is in Paris (<https://www.es CRS.org/>) from 14-18 September 2019, perhaps possible to meet there. Irene to find out her contact details to enquire about the possibilities.
- vi. Videos with patients: Example: David Crabs driving videos, Anja to follow-up.
- vii. Video competition for WGC-2021: What drives them/why glaucoma is important. Award at next WGC, winner announced during opening ceremony. Show snippets of the videos during the opening ceremony. Show the full videos in the exhibition hall on a loop, 30 sec, max 1 minute. The committee needs to come up with guidelines to announce this competition.

4. Identify needed funds & time from Executive Office
 - a. No budget requested
5. Any other items
6. Closure