



Luncheon for Ophthalmologic Society Advocates

When: 12:00 – 13:30, Saturday, June 5, 2010
Where: Salon 11/12, International Congress Center Berlin

Purpose: To inform “Advocates” designated by ophthalmologic societies to work with the ICO about international initiatives to increase support for eye care and suggest how they and their societies can contribute most.

- 11:45 **Luncheon**
- 12:15 **Welcome and the Need for Advocacy**
Bruce E. Spivey, MD, President, International Council of Ophthalmology
- 12:20 **What Advocacy Is and Is Not, and the Role for Advocates**
Serge Resnikoff, MD, PhD, ICO Director for Advocacy
- 12:25 **VISION 2020 Ten Years To Go: How Advocates Can Contribute**
Dr. Resnikoff
- 12:35 **Questions and Discussion**
- 12:45 **VISION 2020 Australia: A Case Study in Increasing Support for Prevention of Visual Loss**
- Making the Case for Government Support**
Hugh Taylor, AC, MD, Vice President, International Agency for the Prevention of Blindness
- Why Advocacy Worked in Australia and What We Learned**
Iain Dunlop, FRANZCO, FRACS, VISION 2020 Australia
- 13:05 **Questions and Discussion**
- 13:30 **End of Luncheon**