

# Certificate Course on Community Outreach and Social Marketing of Eye Care Services

June 11th – 30th, 2020



Over the years, Aravind has developed a unique eye care service delivery model that focuses on universal coverage. Aravind organised 2800 camps each year and screens over 5,50,000 people each year, of whom over 90,000 undergo cataract surgery. This course has been designed to share the lessons learnt over the years, in working with community partners to deliver quality eye care services.

## What you will learn in this course

- Learn to organise a camp
- Understand what makes a camp successful
- Ensure comprehensive screening camps
- Learn to organise special camps: school screening, workplace camps, and diabetic retinopathy camps
- Learn how a vision center works
- Learn how to plan for a camp
- Learn to monitor and evaluate a camp
- How to engage community partners
- How to bring more in patients
- Understand how to implement effective counseling
- How to ensure quality care for camp patient

## Who should attend?

This course targets staff involved in organising camps, project managers, outreach coordinator, programme coordinator, social worker, counselor, ophthalmic assistant etc. So far, we have trained 403 participants from 21 countries in the last 46 batches. Since the participants come from all parts of India and other countries, interaction will be mostly in English. A basic understanding of spoken English is necessary.

## The Programme Covers

- Estimation of blindness in your service area
- Building community participation
- Monitoring of outreach programmes
- Quality eye care through outreach
- Setting up and running successful vision centers
- Managing high volume inpatients, systems process and addressing challenges
- Defining outreach programmes for different population segment
- How to run an outreach programme financially viable

Class time is a combination of classroom session, field exposure, and strategy development. There will be case studies, group discussions, video clips and exercises on problem solving and teambuilding besides class room lecture and discussions. You will observe counseling given to the patients in the camps and in various stages of their stay, training the volunteers and in monitoring the entire outreach activity. You will be asked to develop an outreach strategy for your hospital in detail, working out the extent of blindness in your service area, identifying partners in the community, and preparation of both health education and camp publicity material in the local language. This entire strategy will be presented at the end of the training to the course faculty for their comments and feedback.



### **Course Fee**

Participants from India and Nepal  
- Rs. 10,000/-  
For overseas participants - US \$350.  
Additional of 18% GST is applicable  
to the course fee

### **Contact**

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Course Faculty

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