



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

12<sup>th</sup> June - 28<sup>th</sup> June 2025

Over the years, Aravind has developed a unique eye care service delivery model that focuses on universal coverage. Aravind organizes 3,324 camps each year and screens over 600,00 rural people, of whom over 115,500 undergo cataract surgery. This course has been designed to share the lessons learnt over four decades, in working with the community to deliver high quality eye care services to those who need it.

### **What you will learn in this course**

- How to plan for a camp
- How to engage community partners
- How to organize comprehensive eye screening camps
- How to bring more in patients
- Learn to monitor and evaluate a camp
- How to implement effective counseling
- How to ensure quality care for camp patient
- How to organize specialty eye camps: school screening, workplace camp, and diabetic retinopathy camp
- Additional strategies to widen the coverage in the community.
- How a vision centre works
- Communication skills and writing small projects
- What are makes a camp successful

### **Who should attend?**

This course targets staff involved in organizing camps: project manager, outreach coordinator, programme coordinator, social worker, counselor, ophthalmic assistant etc. So far, **we have trained 474 participants from 26 countries in the last 53 batches.** As this course will be offered in English, participants are required to be conversant in English.

## The Programme Covers

- Estimating prevalence of blindness and visual impairment in your service area
- Designing outreach programmes for different population segment
- Setting targets for eye camps
- Building community participation
- Ensuring quality in eye camps
- Managing high volume inpatients
- Setting up and running successful vision centers
- Monitoring of outreach programmes

## Teaching Methods

The training program will consist of a combination of classroom sessions, field exposure, and action plan development.

- Classroom sessions will include PowerPoint presentations, case studies, group discussions, and activity based learning
- Estimating the need for eye care services in their service areas.
- Observing the counseling process and outreach monitoring meeting
- Prepare health education and awareness materials for camps in their local language.
- Managerial sessions to develop their skill on communication and team work
- Attending various types of eye camps and meeting the community partners to find out the motivational factors that help them in conducting eye camps for the community.
- Each participant required to develop a detailed action plan tailored to their own hospital.

This action plan will be presented to the course faculty and their reporting authority at the end of the training to implement these plans effectively in their respective hospitals.

[Visit our course page](#)

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### Course Fee

India and Nepal participants -INR 23,600  
Overseas participants -USD 590  
(inclusive of 18% GST)

### Contact

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