

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

June 15 - July 5, 2022

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Over the years, Aravind has developed a unique eye care service delivery model that focuses on universal coverage. Aravind organizes 2,800 camps each year and screens over 5,50,000 rural people, of whom over 90,000 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 organize a camp
- What makes a camp successful
- How to organize comprehensive eye screening camps
- How to organize special camps: school screening, workplace camps, and diabetic retinopathy camps
- How a vision center works
- 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
- Additional strategies to widen the coverage in the community.

## 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 421 participants from 21 countries in the last 46 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
- Building community participation
- Setting targets for eye camps
- Ensuring quality in eye camps
- Managing high volume inpatients
- Setting up and running successful vision centers
- Monitoring of outreach programmes
- Making an outreach programme financially viable

## Teaching Methods

Class time is a combination of classroom sessions, field exposure, and strategy development.

Classroom sessions include case studies, group discussions, video clips and exercises on communication and change management in addition to lecture and discussions.

Participants will also have the opportunity of observing the counseling, volunteer training and monitoring the entire outreach activity.

They will be asked to develop outreach strategy for their own hospital, in detail: working out the need for eye care in their service area, identifying partners in the community, interaction with community partner and preparation of health education and camp awareness 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.

[Visit our course page](#)

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### Course Fee

India and Nepal participants -INR 11,800  
Overseas participants -USD 413  
(inclusive of 18% GST)

### Contact

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