



ISWP Advocacy Working Group

January 23, 2017 Meeting Recap

The ISWP Advocacy Working Group met via Adobe Connect on Monday, January 23, 2017 from 12:00 p.m. to 1:00 p.m. U.S. Eastern Time. This provides a recap.

Link to Meeting Recording: <https://iswp.adobeconnect.com/p7lcroyk9ud/>

Next Meeting: *Pending*

Action Items:

Maria and Nancy to poll Advocacy Working Group regarding availability for a call in February to discuss the policy toolkit.

Working Group members to e-mail Padmaja Kankipati (e-mail address) and Perth Rosen (e-mail address) with feedback on policy toolkit desk review by Friday, January 27. Please make comments in the Word document using the tracking changes feature and attach to e-mail.

Discussion

- 1. Welcome Perth Rosen, New Advocacy WG Chair:** Perth is taking over from Michael Allen, who is now with USAID. Perth is director of program implementation for UCP/Wheels for Humanity.
- 2. Policy Toolkit Desk Review: By Friday, January 27, 2017** Subcommittee members to provide your comments directly to Padmaja Kankipati and Perth Rosen by e-mail by using the tracking changes/comments feature in Word.

Jon said the Standards section and the description of the tender system in Thailand is useful on the product side. The UNCRPD and sustainable development goals are not new, but it is helpful to have all in one place. Once finalized, it will be a valuable document for ISWP to publish if Advocacy Working Group approves.

Perth would like to see the Thailand and South Africa case studies, particularly the economic development and impact data.

Antony agreed with Jon's comments. He thought the structure of what is advocacy was a nice way to begin the document. He suggested structuring the rest of the paper along the lines of the ARATA streams -- Problem Formulation, Policy Alternative and Political Will -- all which are needed to create political change.

- 3. Communications Team Updates:**
 - a. Videos:** Maria reviewed feedback received to date, which she has forwarded to the creative consultant.



Antony liked the video; it felt it shows there are issues but a person can participate in the community with the right products and services. He also suggested sharing the video with a group of wheelchair users to get their feedback.

- *Images:* ISWP welcomes additional images and videos which can be incorporated in the video and other materials. Anthony suggested including an image of a person using a wheelchair on rough terrain, as some of the images (including the opening shot) are mostly in urban environments.
- *Audio:* Should the music be more serious or more upbeat? More group members felt the music should be upbeat. Maria to request creative consultant prepare a version with more up tempo music. Perth thinks upbeat music will help to encourage people to get involved. It would be interesting to see if there is research around the topic more somber tone. Jon explained we would like to provide a view of wheelchair users can be empowered with the appropriate products and services instead of a charitable organization. **Maria** to review the original intent of the videos.
- Anthony mentioned the audio discrepancy at 1 minute, 20 seconds. Maria explained that would go away when we purchase the soundtrack.

b. **Social media:** Maria Milleville reported that ISWP's social media followership continues to grow. As of January 23, 2016, ISWP gained 10,000 additional followers – to 29,350, a 63% increase since December 13, 2016. User engagement has increased as well: reactions (Like, Love, Sad Face, Angry, etc.) is up by 30%; comments are up by 35%, and shares are up by 14%.

Twitter is growing, too. Followership is up 2%, to 211 with member engagement down by 10%.

Regarding Facebook targeting:

- Reach (number of unique people who see postings on Facebook over period of time. Each person is counted only once): 25% is from Pakistan, followed by Brazil (18%), Iraq (13%), Venezuela (10%) and Bangladesh (10%).
- Fans (unique people following ISWP on Facebook): One-third (33%) are from India, followed by Pakistan (22%) and Bangladesh (19%). Most fans come from India, followed by.
- Engagement (whether people react, comment, share or click to see more): Highest in India (34%), followed by Pakistan (19%), Bangladesh (19%) and Indonesia (13%).

Group agreed some countries/regions may be missing – e.g., Africa and Latin America outside of Brazil -- because posts are not available in their native language. Yohali provides links to reports regarding internet speed (<http://www.itu.int/en/ITU->



<D/Statistics/Documents/publications/misr2016/MISR2016-w4.pdf>,
<https://www.akamai.com/us/en/multimedia/documents/content/state-of-the-internet/q4-2015-state-of-the-internet-connectivity-report-us.pdf>). Internet connection and use of social media are wider than expected in middle and lower income countries. Anthony suggested setting goals by year; for example, Spanish posts this year and French in 2018. Also should consider different time zones.

Perth offered UCP's assistance to help push/promote posts. UCP has groups of clinicians from about 50 organizations in El Salvador, Nicaragua, Colombia which participate in closed UCP Facebook groups. UCP also has individual pages for Latin American countries.

Jon and Maria will follow up with FATO to help incent collaboration on reaching their audience across Africa. Maria to review B-roll video collected in Mexico to develop shorter videos for posting in Spanish.

- c. **Awareness Campaign Update:** Co-branded materials have been shipped to RICD Wheelchair Project (Thailand) and Paraplegic Centre – Hayatabad Peshawar (Pakistan). The campaign materials have been translated into Spanish and have been sent for review by subject matter experts who are native speakers of Spanish. Once approved, co-branded materials in Spanish will be sent to Hope Haven Guatemala and Teleton (Mexico). The ISWP brochure has been translated into Japanese. The next steps are to translate postcards and brochure into Thai and Russian. Working Group members are requested to suggest individuals to do French translations pro bono.
4. **ISWP representation at February 15, 2017 IDDC event:** Antony is co-chair of IDDC Health Task Force and is assisting the Global Health Conference for Global Health on development of a briefing book. This year is first one focused on disability, which will launch on February 15 on Capitol Hill. Antony is organizing a table and invites ISWP participation. **Jon** to confirm he is able to attend.
5. **Advocacy Working Group Representatives at 2017 conferences:** Four Working Group members indicated their attendance at 2017 conferences. If you have not done so already, please let us know which conferences you are attending through this link <http://doodle.com/poll/85qqc9sugaaifgzd>. ISWP would be happy to provide marketing materials if you would be willing to distribute at the events.

Participants:

- ✓ Perth Rosen, UCP Wheels for Humanity, Chair, U.S.
- Christine Cornick, Consultant, South Africa
- ✓ Antony Duttine, Handicap International, U.S.





Ken Johns, Brunner, U.S.

Padmaja Kankipati, Specialized Mobility Operations & Innovations, India

Chris Lewis, American Wheelchair Mission, U.S.

✓ Hisaichi Ohnabe, Niigata University, Japan

Mario Sacasa, Futuro de Nicaragua

Don Schoendorfer, Free Wheelchair Mission, U.S.

C.J. Stanfill, Consultant

✓ Eric Wunderlich, LDS, U.S.

Miriam Zisook, Perkins School for the Blind, U.S.

Marc Zlot, ICRC, Switzerland

✓ Nancy Augustine, University of Pittsburgh

✓ Yohali Burrola, University of Pittsburgh

Mary Goldberg, University of Pittsburgh

✓ Maria Milleville, Up Next LLC

✓ Alex Miles, University of Pittsburgh

✓ Jon Pearlman, University of Pittsburgh

Prepared by: Maria Milleville, Up Next LLC