

ISWP Advocacy Working Group

February 8, 2016 Meeting Recap

The ISWP Advocacy Working Group met via Adobe Connect on Monday, February 8, 2016 from 12:00 p.m. to 12:30 p.m. EST. This provides a recap.

Link to Meeting Recording: <https://iswp.adobeconnect.com/p4zro2sk1j1/>

Next Meeting: March 14, 2016 12:00 p.m. EST

Discussion

1. Mary updated the group that Michael is in Indonesia and unable to attend the meeting.
2. Survey
Mary shared a [survey](#) in the chat for members to complete. So far, only two responses have been received. The Policy Subcommittee would like to solicit feedback from the entire working group. Mary explained the survey. It lists parts of the toolkit (10 items) and asks respondents to prioritize items. The second question is asking for what is already out there related to each item, so that the Policy Subcommittee does not have to recreate these documents. Mary asked the group to also present to others in their respective organizations.

Christine expressed that one major problem in Africa is that responsibilities often fall between multiple ministries. She stated that the group would need to get them to agree on which ministries will be responsible for tasks. She stated that Uganda could be an example of this responsibility allocation.

Antony stated that organizations such as Motivation, UCP Wheels, etc. may have a better understanding of the relationship between wheelchair and rehabilitation services in the field.

Mary stated that the group will be solicited for nominations of project coordinators and in-country representatives, as well as case study countries.



ISWP 10 University of Pittsburgh 10 6425 Penn Avenue, Suite 400 10 Pittsburgh, PA USA
15206

www.wheelchairnet.org

3. Awareness Subcommittee Update

Mary updated the group about the Awareness Subcommittee. She explained the process of creating the new logo and the upcoming campaigns (#abilitymobility and “I see”). She will send the presentation via email.

Antony asked if the materials would be sent for external review. Mary and Ken stated that no current plans exist, but external review is a good idea. Eric also felt that this feedback should not slow down the momentum of the group. Antony suggested getting buy-in from USAID, GATE, and ISPO along with field testing to ensure international acceptability.

Ken stated that the logo needs to be looked at from all angles. He also felt the group should consider carefully the content it will be paired with.

Mary stated the Awareness Subcommittee had discussions about messaging. The group will focus on the opportunities available with a quality mobility device (with before and after images) and a visual way to depict need related to other causes. Christine stated that highlighting the dangers of inappropriate prescription can be very powerful.

Antony felt it is important to understand how awareness fits in with other groups (e.g. GATE). He also suggested having very short, clear messages and then combining with and promoting the messages of other ISWP groups.

4. Image Request

Mary also asked if members’ organizations would be able to provide additional media (images, videos, etc.) from organizations.

5. Approval of the Minutes

The working group formally approved the minutes from the previous meeting.



ISWP ⑩ University of Pittsburgh ⑩ 6425 Penn Avenue, Suite 400 ⑩ Pittsburgh, PA USA
15206

www.wheelchairnet.org

Action Items

Mary will send the logo development document to members.

ISWP will send a survey to the group soliciting images.

Participants (name, company)

- Michael Allen, UCP Wheels, Chair, U.S.
- ✓ Ken Johns, Brunner, U.S.
- ✓ Chris Lewis, American Wheelchair Mission, U.S.
- ✓ Don Schoendorfer, Free Wheelchair Mission, U.S.
- ✓ Eric Wunderlich, LDS, U.S.
- ✓ Christine Cornick, Consultant, South Africa
- ✓ Antony Duttine, Handicap International, U.S.
- Hisaichi Ohnabe, Niigata University, Japan
- Miriam Zisook, Perkins School for the Blind, U.S.
- Marc Zlot, ICRC, Switzerland
- ✓ Nancy Augustine, University of Pittsburgh
- ✓ Rachel Gartz, University of Pittsburgh
- ✓ Mary Goldberg, University of Pittsburgh

Prepared by: Rachel Gartz, University of Pittsburgh



ISWP ⑩ University of Pittsburgh ⑩ 6425 Penn Avenue, Suite 400 ⑩ Pittsburgh, PA USA
15206

www.wheelchairnet.org