INGO thoughts on Raising Awareness of Need for Rehabilitation
(summarizing input from the 17 INGOs represented at this meeting)

These recommendations focus generally on the global level; we have supplemental recommendations focused on the operational/country level which we will not have time to share today

1. **What are the three things international and nongovernmental organizations can do in a coordinated effort to raise awareness about rehabilitation among international and nongovernmental organizations?**

   A. Jointly with user groups, DPOs, professional organizations and WHO, develop common advocacy language and resources including joint statements which do two things: 1) raise awareness on global priorities in rehabilitation highlighting critical gaps, make links between rehabilitation, assistive technology, accessibility, universal health coverage, and global frameworks (SDGs, CRPD) 2) provide information on the tangible impact of rehabilitation and recommendations on integrating rehabilitation interventions within continuum of care for a wide range of health conditions, stages of life and situations (including emergencies).

   B. Share data, best practices, resources across organizations aimed at raising awareness on rehabilitation, referencing global frameworks, contributing to common metrics around rehabilitation and documenting evidence-based interventions. Use a variety of methods including media, social media and as a well described theme in publications, conferences and educational programmes (including hosting joint conferences to facilitate cross-pollination of ideas).

   C. Map international cooperation efforts in habilitation/rehabilitation (across areas of work including research and funding).

2. **What are the three things international and nongovernmental organizations can do in a coordinated effort to raise awareness among policy makers of the need for rehabilitation?**

   A. With research organizations, develop the evidence base focused on low and middle income countries which demonstrates need, cost effectiveness and benefits of rehabilitation, highlights LMIC innovations, involves users and provides contextualization of evidence at country level.

   B. Influence policy makers through 1) exchange visits and conference invitations which highlight good practices in rehabilitation and through 2) media campaigns which including user groups/DPOs, professional organizations and well-known spokespersons making use of advocacy tools jointly developed.

   C. Work collaboratively, including with user groups/DPOs at international and national levels to develop and integrate habilitation/rehabilitation-related tools and resources into country programming targeting multiple sectors (including policy
development, data collection, management and quality assurance for services, rehabilitation professionals, mid-level/community level rehabilitation workers, assistive technology) and promote inclusion of habilitation/rehabilitation in statutory funding mechanisms.

3. What are the three things international and nongovernmental organizations can do in a coordinated effort to raise awareness among civil society of the need for rehabilitation?

A. Involve user groups/DPOs in planning, action oriented research and evaluation of rehabilitation services.

B. Work with user groups (including people with disabilities, parents of children with disability and elderly persons) building capacity to advocate for rehabilitation needs and highlighting success stories of rehabilitation and early intervention (including stories which demystify the process and promote community based services or services as close to home as possible) and support trained user groups to be heard on various platforms including towards duty bearers

C. Develop appropriate materials for awareness raising using a variety of means (mass media, social media, campaigns, sporting events) in civil society focusing both on the needs/gaps as well as success stories. Share results of awareness raising efforts with the INGO network, local partners and policy makers

What are the three things international and nongovernmental organizations can do in a coordinated effort to raise awareness among the private sector of the need for rehabilitation?

Aside from targeting CSR we can (particularly at the operational level):

A. Influence the private sector to pursue or invest in innovations which contribute to improved services or products including stimulating involvement in research.

B. Make the business case to the employment sector, demonstrate cost savings made as a result of rehabilitation, its tangible impact on workforce productivity and economic benefit for the company and society as well as promote reasonable accommodation and universal design in the work place.

C. Work with the private sector to reduce risk factors that can lead to the need for rehabilitation services (i.e. work health and safety)