



ADVOCACY AND AWARENESS COMMITTEE TERM OF REFERENCE

Mission

The mission of the ISPO Advocacy and Awareness Committee is to guide and oversee ISPO advocacy activities including developing/implementing/revising the ISPO Advocacy Strategy, use of social media, etc. Awareness-raising and advocacy are overlapping concepts. Awareness-raising can be considered as an activity to generate concern about an issue among different groups of stakeholders while advocacy is a form of awareness-raising, but one that aims to change attitudes, policies and practices. In line with ISPO vision and mission, the committee will collaborate with other ISPO committees to develop and implement actions aimed at upholding the strategic plan of the ISPO Board of Directors. Advocacy and awareness activities support ISPO marketing efforts as they enhance ISPO visibility and position in the market as a strong/leading voice in assistive technology (particularly prosthetics, orthotics, and wheelchairs) and rehabilitation. This may include activities like:

- Promoting equitable and universal access to rehabilitation and assistive technology services (with an emphasis on mobility devices such as prostheses, orthoses and wheelchairs)
- Promoting multidisciplinary practice and collaboration among stakeholders
- Promoting professional education for all those involved in rehabilitation and assistive technology service provision
- Promoting prosthetics and orthotics profession and services
- Promoting wheelchair professions and services
- Promoting inclusion of persons with disabilities

Advocacy can be defined as the deliberate process to directly and indirectly influence decision-makers, stakeholders, and relevant audiences to support and implement actions that contribute to improving users' lives. Advocacy aims to bring about positive changes in institutional policy and practice, public opinion and behaviour, and public health priorities without challenging the regional/local/national policies, legislations, laws in any way.

Principles

All Committee members should be members in good standing of the Society and should represent the diverse origins, professional interests, backgrounds, and geographic representation of the membership of ISPO. Exceptions to be above points may be made under specific circumstances; for example, when a person representing another organization has been specifically invited to serve on a Committee due to his/her particular expertise. Preference should be given to individuals actively engaged with ISPO Member Societies and with a strong advocacy and awareness background and who have the following background, skills and experience as well as:

- Demonstrated experience in advocacy and/or awareness activities within the fields of prosthetics, orthotics, or rehabilitation.
- Strong engagement with ISPO Member Societies, with a history of contributing to national or international advocacy initiatives.
- Expertise in using social media, public relations, or other communication platforms to enhance visibility and promote strategic messages.
- Proven ability to collaborate with diverse stakeholders, including policymakers, healthcare providers, and individuals with disabilities.

ISPO Committee members shall always:

- Act in the best interest of the Society and align its activities with the overall mission and vision of the ISPO.
- Represent the interests of the Society's membership towards the Executive Board, International Committee, other ISPO committees, as well as members and outside parties.

- Work closely with and support the Executive Board and other ISPO Committees and leaders and ISPO Secretariat staff.

Commitment

ISPO Advocacy and Awareness Committee members are expected to:

- Have their involvement in the ISPO Advocacy and Awareness Committee as a high priority.
- Contribute to discussions of issues, challenges, and business and display a proactive approach in scheduled meetings, conference calls, etc.
- Carry out any and all assigned functions in a timely manner and in accordance with the bylaws, policies and procedures.
- Represent ISPO and ISPO Advocacy and Awareness Committee in a positive and supportive manner at all times and in all places.
- Avoid conflicts of interest between the position as a committee member and their personal or professional life. When necessary, a committee member shall declare a conflict of interest and abstain from both the discussion and the vote on any matter in which a personal or professional interest exists.
- Take initiative in matters crucial to ISPO and its future development.
- Work closely with the ISPO professional staff and outside consultants as required.
- Agree to the non-disclosure agreement and other measures of confidentiality and ethical conduct

Responsibilities & Objectives

The responsibilities of the ISPO Advocacy and Awareness are to oversee the Society's Advocacy and Awareness activities, review the Society's Advocacy and Awareness policy, and make recommendations to the ISPO Executive Board. The Advocacy and Awareness Committee is responsible for:

- Develop, revise and implement the ISPO advocacy strategy and policies.
- Oversee the use of the ISPO social media accounts for advocacy purposes.
- Prepare ISPO messages in support of international days (i.e. International Prosthetics and Orthotics Day, Persons with Disability, etc.) and for other events and disseminate it through the NMS.
- Oversee ISPO advocacy and awareness campaign and encourage its larger use through the NMS
- Formulating new initiatives and strategic directions for ISPO as it relates to advocacy-based matters in coordination with the ISPO Executive Board.
- Collaborate with other advocacy groups, external organizations or stakeholders to amplify ISPO's message globally.
- Overall communication on advocacy related matters for ISPO with its partnering organizations and institutions. This should be done in coordination with the ISPO Secretariat.
- Represent the Society and the committee, as required, with member societies, affiliate societies, individual members and other third parties.
- Ensure that the sections related to advocacy and awareness on the ISPO website are up-to-date and that relevant input is provided on an ongoing basis
- Reporting to the ISPO Executive Board on a regular and timely fashion
- Liaise with other Committees on advocacy-related matters if necessary.