This has been a truly wonderful World Sight Day. It is an incredible start to a new campaign that will help us take World Sight Day—and the message of saving sight—to new audiences around the world. Millions of eye test commitments were made and met, drawing attention to the lives we change for the better, every day.

This is the magic of World Sight Day. It celebrates the miracles we make possible, and the grander joy of doing it together. This year has been a window into the love and sense of purpose that permeates the sight loss sector and is also a promise of what we can set out to achieve in the future. And there is a rising demand: from parents worried about their children’s screen-time, from organisations looking to unlock productivity, from governments focused on improving the health and prosperity of their populations, and from people understanding the potential that opens up when they can see better. World Sight Day also helps us draw attention to the many for whom sight loss is irreversible—and the happy and full lives they can lead in a world that is inclusive and accessible.

We have had a glimpse of the promise of World Sight Day. Congratulations to all of you miracle-workers.

Next year, let’s make it even bigger.
World Sight Day 2021 was bigger than ever before; from the collective ambition to the execution. The Love Your Eyes campaign mobilised our World Sight Day Global Partners, Members, Patrons, Valued Suppliers, the wider eye health sector, and the public, bringing attention to issues around vision in a big way.

At the start of the campaign, we set a target of testing one million pairs of eyes before World Sight Day. We smashed our target with over 3.6 million pledges made, with thousands of organisations and individuals helping us achieve this.

Our Everyone Counts Global Challenge was a momentous success as well. Countless number of screenings and events were held across the globe, from a remote village near Mount Everest to Bondi Beach in Australia, Gateway of India to under the shade of a Ceiba Chodatii tree in Paraguay. The standout image of the day was from the Magrabi Foundation in Egypt who carried out sight tests at the Giza Necropolis; this image alongside images from Tower Bridge in London, Brooklyn Bridge in New York and Mwanza City at the shore of Lake Victoria near the Bismark rock in Tanzania were picked up by the Press Association and covered in over 350 publications worldwide.

This report summarises this year’s successes and gives a snapshot of the work done across IAPB’s members and the wider sector on World Sight Day. We hope this report will be shared far and wide so that everyone can share in the success of this year’s World Sight Day and start to think about plans for World Sight Day 2022.

None of this year’s success would have been possible without the support of our World Sight Day Global Partners: Allergan, Bayer, OneSight, Novartis, Seva Foundation and the World Council of Optometry as well as the support of IAPB Global Ambassador James Chen whom we thank both for their investment and support over the past year.

Thank you to everyone for your involvement and we hope you find this report useful and stimulating.
WE DID IT TOGETHER!

Given the global climate and the ever-evolving implications of COVID-19, we believed a target of 1 million pairs of eyes tested before World Sight Day was ambitious. It was, but with thanks to the involvement and commitment of over 1300 individuals and more than 200 organisations, we didn’t just beat our target – we tripled it!

We saw participation from local optical shops, optometry practices, ophthalmologists’ association to Ministries of Health and eye health NGOs. Big or small, local or international – all regions of the world came together to do their bit for World Sight Day and deliver vital eye care to those who need it.
IAPB’S CEO PETER HOLLAND AND PRESIDENT CAROLINE CASEY JOINED IN BY GETTING THEIR EYES TESTED TOO.
## IAPB Member Pledges

<table>
<thead>
<tr>
<th>MEMBER NAME</th>
<th>PLEDGE NUMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>20/20 Quest Inc</td>
<td>100,000</td>
</tr>
<tr>
<td>Aravind Eye Care System</td>
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</tr>
<tr>
<td>Brien Holden Foundation</td>
<td>8,000</td>
</tr>
<tr>
<td>CBM</td>
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<td>Combat Blindness International</td>
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</tr>
<tr>
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</tr>
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<td>Eye Care Foundation</td>
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</tr>
<tr>
<td>Eye Health Aoterea</td>
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<td>Fundacion Vision</td>
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<tr>
<td>IAPB Italia</td>
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<tr>
<td>L.V. Prasad Eye Institute (LVPEI)</td>
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<tr>
<td>Layton Rahmutulla Benevolent Trust (LRBT)</td>
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<td>Light for the World</td>
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<td>Tilganga Institute of Ophthalmology</td>
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<td>Ver Bien para Aprender Mejor</td>
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<td>Vision Aid Overseas</td>
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<td>VisionSpring</td>
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## Non-Member Pledges

<table>
<thead>
<tr>
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<tbody>
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<tr>
<td>Al Baseer Foundation</td>
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<td>Al-Shifa Trust Eye Hospital</td>
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<td>Centre for Sustainable Access to Health in Africa</td>
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<tr>
<td>East Java branch of Indonesian ophthalmologist association</td>
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<td>ENAVI Clinic</td>
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<td>EyeMed Vision Care</td>
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<tr>
<td>EYENEED</td>
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<tr>
<td>Kosmi Eye Care &amp; Rehabilitation Centre</td>
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<table>
<thead>
<tr>
<th>NAME</th>
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<td>Lotus Eye Hospital &amp; Institute</td>
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<td>National University Health System</td>
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<tr>
<td>Nav Bharat Jagriti Kendra- LNJP Eye Hospitals</td>
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<td>1,000</td>
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<tr>
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<tr>
<td>Vula Mobile</td>
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<td>Yonsie</td>
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<td>VisionSpring</td>
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<td>Individuals</td>
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Our Everyone Counts Global Challenge involved more than 40 IAPB members and their partners coming together in different locations around the world (some of them iconic!) carrying out eye screenings and World Sight Day activities.

We started the day in New Zealand with our member Eye Health Aotearoa going live from screenings at Bluff Point before we headed to Australia with support from Sight For Life, a pitstop at Bondi Beach with IAPB staff and support from the IAPB First Nations Interest Group who were championing the eye health needs for First Nations and Indigenous people.

We celebrated in Papua New Guinea, and in China with our Group A member, the Shanghai Eye Disease Prevention and Treatment Centre, who had held screenings in 200 community centres across the city. We saw screenings in Singapore, Cambodia and Vietnam before heading off to South-East Asia.

Remarkably, the team from Tilganga Institute of Ophthalmology provided eye care to a remote community at the foot of Mount Everest proving that no matter your location, everyone counts. Iconic landmarks were the order of the day, as Nepal Netra Jyoti Sangh held screenings under the legendary Fishtail Mountain.

In India, Mission for Vision India were aboard a ferry, conducting screenings with the Gateway of India for backdrop and the Optometry Council of India screened underprivileged communities in Chennai. CBM and Peek Vision marked World Sight Day in the Naka Kahout Village in Pakistan, and so did Orbis and its partners in Bangladesh.
Moving westwards, our member King Khaled Specialist Eye Hospital travelled to AlJouf to help reduce the waiting list of cataract surgeries and Noor Dubai carried out screenings in a shopping centre, making it easy for people to access eye care.

Noor Dubai celebrated again in Nigeria, alongside a host of African activations. A team from CBM carried out screenings in the Lake Zone in Tanzania set against the jaw-dropping beauty of the Bismarck rock, before we headed to Zimbabwe where school children were the focus of the day. We saw teams in Cabo Delgado in Mozambique and looked on in awe as images came in from the Magrabi Foundation hosting screenings against the Giza Necropolis in Egypt. Activations from Nadi Al Bassar in Tunisia rounded off our time in Africa.

In Europe, Associacao Proffisionais Licenciados Optometrista travelled to the remote village of Avintes in Portugal to provide treatment for those with limited access and in the UK we visited AbbVie House in Maidenhead with IAPB Patron and World Sight Day Global Partner Allergan, who were hosting screenings for their employees.

Before we head further West, UK marked another high: HRH The Countess of Wessex visited the Perseid School in London with SeeAbility to attend a screening for young people with learning difficulties.

In Paraguay, Fundación Visión provided eye care for 240 patients and cataract surgery for 30 patients from indigenous communities. OneSight was at the iconic Brooklyn Bridge, in New York and SEE International marked screenings on the famous Santa Barbara beach in California. In Mexico, Ver Bien marked the day with a number of vision screenings.

The challenge was a sight to behold, documenting the incredible work our members and their partners do every day to reduce the burden of blindness and vision impairment.
The countries covered: New Zealand, Australia, Papua New Guinea, China, Cambodia, Vietnam, India, Nepal, Bangladesh, Pakistan, UAE, Saudi Arabia, Egypt, Nigeria, Cameroon, Ethiopia, Tunisia, Tanzania, Uganda, Mozambique, Canada, UK, USA, Portugal, Paraguay, Bolivia and Mexico.
World Sight Day saw incredible engagement across social networks and in the media.

The Love Your Eyes campaign was covered in over 701 articles in print and online sources. With over 65 million readers worldwide, publications including The Hindustan Times, The London Evening Standard, The Nigerian Guardian, CTV Canada and Hello Magazine shared stories of the importance of vision health and carried the message of the Love Your Eyes campaign. These joined over 2000 other pieces of media content about World Sight Day globally.

Vision Monday and The Optometrist, two of the sectors most widely read publications, led their coverage on World Sight Day with stories celebrating more than three million pledges.

Two stand out stories this World Sight Day crossed both print, online and social media. Firstly, IAPB Global Ambassador Her Royal Highness The Countess of Wessex. To mark World Sight Day and encourage everyone to get their eyes tested, the Countess visited Perseid School in London. Perseid School works with children and young people who have special educational needs and learning disabilities. Her commitment to eye health and this visit attracted numerous print and online articles and was notably shared through multiple tweets from the British Royal Family Twitter account.

Secondly, a picture feature leading with our global challenge imagery was picked up by the Press Association wire, leading to hundreds of pieces of coverage celebrating eye tests at iconic landmarks.
World Sight Day, as a global conversation, featured heavily across social networks. With support from our Advocacy Team, dozens of influential accounts lent their voices to champion our message. The most notable voices were:

- Dr Tedros Adhanom Ghebreyesus, Director General, WHO
- The British Royal Family
- H.E. Ambassador Aubrey Webson, Permanent Representative of Antigua and Barbuda to the UN
- Jean Todt, President of the FIA (Motorsports Governing Body) & UN Special Envoy for Road Safety
- Stephen Fry, British Actor
- Jennie Garth, American Actor
- Jo Frost, Parenting Expert
- James Chen, IAPB Global Ambassador and Philanthropist
- Caroline Casey, IAPB President and Founder of The Valuable 500
- UN Ambassadors from Portugal, Australia, Denmark and Ireland
- Countless Politicians from around the world, including Health Ministers
- World Health Organization
- NASA

Thanks to the influence and impact of this incredible list, combined with the millions of voices from around the world, we are beyond excited to report on the 14th of October, World Sight Day trended in several countries, including India and the UK.
Through our own efforts and with support from 89Up, a UK PR agency, we achieved record numbers of engagement across all IAPB social media accounts. Our reach, over the course of the campaign, exceeded **4.5 million impressions**. Our content was liked, shared, or commented on by over **one million people**.

Our campaign hashtags, **#WorldSightDay** and **#LoveYourEyes** were seen and used by millions of social media accounts. Over **17.5 million people** saw a post that included the hashtag **#WorldSightDay**, and almost **12 million accounts** had **#LoveYourEyes** feature in their feeds.

89Up secured support from UKIE, the UK Gaming Trade Body, and Facebook. Facebook generously committed $5,000US of advertising spend to the Love Your Eyes campaign. We are excited at the prospect of continuing our relationship with these organisations for World Sight Day 2022.
<table>
<thead>
<tr>
<th>Platform</th>
<th>Impressions</th>
<th>New Followers</th>
<th>Posts</th>
<th>Stories</th>
<th>Likes</th>
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<td>LinkedIn</td>
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<td></td>
<td></td>
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<tr>
<td>Twitter</td>
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</tr>
</tbody>
</table>

- 2,303,666 people reached
- 72 new followers
- Over 300 page views
- 70 posts
- Over 418,000 impressions
- 720 mentions
- 330 retweets
- Over 1,400 likes
'Love Your Eyes' now more than ever before

World Sight Day – October 14

15 October 2021 12:48 am 0 0 12

World Health Organization (WHO) Western Pacific @WHOWesternPac - 1 h
It is time to #LoveYourEyes and start new habits. Take screen breaks, get outside, and get an eye test.

Get all the facts here: bit.ly/2ewVLo
Get all the top tips from @IAPB!

#WorldSightDay #HealthForAll

The prevalence of myopia is highest in high-income countries in the Asia-Pacific region (53.4%), with East Asia (51.6%) following closely.
For the first time, we were joined by a number of Global Partners who we worked with as key partners in developing the World Sight Day theme and activations. We also worked closely with each Global Partner to maximize content and their activations across their owned and our own channels.

Our World Sight Day global partners played an instrumental role in our campaign. We celebrated their work across the IAPB’s social media channels both via dedicated content days in the lead up to World Sight Day and on the day itself.
In Maidenhead, UK employees of Abbvie House learned about #LoveYourEyes and were invited to have their eyes tested on the day. Todd Manning, Allergan, IAPB’s Joanna Conlon and Zaid Shalchi, Consultant Ophthalmic Surgeon were in attendance to discuss prioritising your eye health.

#UK employees of Abbvie House are learning about #LoveYourEyes and having their vision checked.

Todd Manning, @allerganeye, @joannaconlon1, IAPB and Zaid Shalchi, Consultant Ophthalmic Surgeon are in attendance to discuss prioritising your eye health.

#WorldSightDay
Bayer lent their support to our 1 million challenge and continued their support for the IAPB World Sight Day photo competition.
In the lead up to World Sight Day, OneSight pledged 25,000 eye exams. They carried out a screening at the Brooklyn Bridge in New York as well as helping us facilitate a screening with UN Diplomats. UN Friends of Vision co-chair H.E. Ambassador Geraldine Byrne Nason, Permanent Representative of Ireland to the United Nations received an eye test on the day.
Novartis Senior Vice President and Global Development Head for Ophthalmology, Jill Hopkins spoke about why sight is so important, recording a video message that sat alongside a suite of Novartis content to mark their dedication day.

“90% of vision loss is treatable; we need to work towards a world where having a visual impairment is markedly decreased.”

@Novartis Senior Vice President and Global Development Head for Ophthalmology, Jill Hopkins on #WorldSightDay & so much more!

#LoveYourEyes ❤️
Seva supported its partners around the globe including Visualiza deliver eye care services to those who need them the most as well as pledging a remarkable 170,000 tests towards our target.
The WCO helped us celebrating World Sight Day by contributing videos and a host of supportive content of their members across the globe. Messages of support from Past President Scott Mundle and his team in Winnipeg and free screenings offered by the Cameroon Association of Optometry were just some of the highlights.
EVERYONE REALLY DID COUNT

From screenings, to interviews, webinars & seminars, rallies, online campaigns, and releasing songs; IAPB members, patrons, eye care organisations/hospitals/practices, and individuals (those in eye care and those passionate about it) across the globe were instrumental in making World Sight Day such a success.

Here are some snippets:

Our Ethiopian partners, led by the Ministry of Health, are part of @iapb1’s #WorldSightDay Global Challenge.

In Jijiga >5,000 students are getting their sight checked this week alone.

#EyeScreenings will also take place in 2 hospitals for 10,000 people. 🍀 #LoveYourEyes

In Mali, Madina Ndiaye, a singer with a visual impairment, celebrated #WorldSightDay by singing at the national ceremony.

In China, the Shanghai Eye Disease Prevention and Treatment Centre have been conducting screening tests around the city at more than 200 community health centres.

Their goal for our #WorldSightDay Global Challenge is to provide 400,000 eye tests! 🎉🎉🎉

#LoveYourEyes 🖤

It’s WorldSightDay. There are still far too many people losing their sight when they don’t need to and not getting support for their eye conditions. We need vision to make eye care more equitable. #LoveYourEyes and recognise their importance. #MakeEyeCareInclusive @CBMworldwide
Myopia is one of the most important issues facing the eye care community and parents today. For more than a decade, CooperVision has been leading the way in the fight against myopia, and on World Sight Day 2021, we are asking you to join us. Watch this video to learn more.

#WorldSightDay #WSD2021 #myopia #eyehealth #optometry #ophthalmology #eyedoctor #eyescan #eyesight
Since 2015, the IAPB World Sight Day Photo Competition has highlighted the importance of eye health and celebrated the tireless efforts of those who work to ensure healthy vision for all.

In 2021, we boosted the competition to include four new categories and welcomed a panel of five expert judges.

The judges, each a leading voice in their fields, represented a diverse range of experience, expertise, and perspective.

Our panel included:

- **Caroline Casey**, Founder and Creator of The Valuable 500
- **Dave Hogan**, World-renowned Celebrity Photographer
- **Fatima Zehra**, IAPB Eye Health Hero 2020
- **Marge Axelrad**, Editorial Director of Vision Monday and VMail, Jobson Optical
- **Michael Schoenfeld**, Award-Winning Photographer and Winner of the IAPB WSD Photo Competition 2020

The newly boosted competition was intended to accept a wider scope of submissions through the addition of four new categories, providing participants with an opportunity to demonstrate a greater range of skills.

The new categories included:

- **LOVE YOUR EYES** – a picture capturing a subject(s) receiving eye health services or care.
- **EVERYONE COUNTS** – a portrait of an individual that demonstrates how each individual counts and has the right to be included.
- **HEALTH FOR ALL** – a picture capturing subjects delivering health services.
- **HOPE** – a picture that captures the magic of a moment and reminds us all that there is joy and hope for the future.
The calibre of submissions was high, clearly demonstrating how the competition has grown in popularity and status. **1040** submissions were received from over **56** countries including:

<table>
<thead>
<tr>
<th>Algeria</th>
<th>Argentina</th>
<th>Australia</th>
<th>Bangladesh</th>
<th>Belarus</th>
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</thead>
<tbody>
<tr>
<td>Cameroon</td>
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<td>China</td>
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<td>Sweden</td>
<td>Tanzania</td>
<td>Trinidad and Tobago</td>
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<td>United Arab Emirates</td>
<td>United States</td>
<td>Venezuela</td>
<td>Vietnam</td>
<td>Zambia</td>
<td></td>
</tr>
</tbody>
</table>

We would like to thank over a thousand photographers worldwide, both amateur and professional, who shared their visual stories with us. They captured stories that inspired, informed and left us in awe.
We saw over 100 social media posts over 12 weeks, celebrating the competition and showcasing the brightest and best submissions. On average, each week, our posts for the World Sight Day Photo Competition saw 13,000 impressions and had over 500 likes, comments or shares!

11 pieces of media were secured from 9 different media outlets, with multiple articles featuring in publications. Those outlets were:

1. Optometry Today
2. Vision Monday
3. Photo Contest Insider
4. Amateur Photographer Magazine
5. Photo Compete
6. mivision
7. Ophthalmology Breaking News
8. INVISION
9. Optician Online
OUR WINNERS!

Our winners were selected from the 1,040 images submitted from around the world. The competition provided professional and amateur photographers the opportunity to share the stories they’ve captured, and we were blown away by the calibre of submissions.

“What I love about this image is first, how happy she looks after just having received a pair of glasses and realizing how clearly she can now see the wool...She didn’t speak English but showed us through hand signaling and demonstrating just how she was making her blanket. When we gave her the glasses, she was overcome with joy as things were clear once again for her. It was an incredible moment, and she was laughing and smiling and nodding and very thankful. Her livelihood depended on being able to continue to make her blankets and other shawls, something that would continue to become more and more challenging without her eyes.” - Julie-Anne Davies, Ladakhi Weaver, Winner Professional Photo of the Year

Judge Fatima Zehra, Eye Health Hero 2020, Trainer and Consultant, said of the professional Photo of the Year “This image clearly shows the impact of good vision on personal and economic growth. This picture has rightly captured the hope, joy and happiness of a woman who can see clearly.”
“She studied in the village primary school. She goes to school every day with new hope and a smile on her face. I love her smiling face and her dream to be successful in life…When I showed her the picture, she thanked me with a smile.” - Saiful Islam, Going to School, Winner Amateur Photo of the Year

Judge Michael Schoenfeld, award winning photographer, admired the winning amateur photograph “Going to School, has such a beautiful unified colour palette, great expression and emotional tone…The thoughtfulness of the background, harmonizing so well with the subject shows the depth and maturity of the photographer.”
THE 4P TO LOVE YOUR EYES

Our knowledge team worked with optometrists and ophthalmologists from around the world, pulling together public health messaging that contributed to our output on the day. The team produced the 4Ps for good eye health, to prevent, protect, preserve, and prioritize your eyes and our school’s pack.

PREVENT  PROTECT  PRESERVE  PRIORITISE

The 4Ps messaging gained real traction on social media, especially on Instagram with influencers sharing content encouraging their followers to take care of their eye health. The short video clips we produced were also a hit, with some optometry practitioners writing to us, expressing an interest in using them.

With myopia on the rise, especially in school-going children, our education pack couldn’t have been more relevant. It highlighted the importance of vision and served as a starting point on how you can make children realize its importance.
IAPB curated several resources for World Sight Day: tiles, posters, videos, custom poster builder, toolkits --- which were downloaded over 20,000 times. Our top downloads were the Love Your Eyes Toolkit, the Schools Pack and the Social Media Pack.

The depth of the resources provided was crucial in helping to spread the message of Love Your Eyes far and wide. A special thanks to the design team, subject and PR experts that helped these to be so useful.

This year we produced World Sight Day logos in more languages than ever before, adding German and Japanese to our offering of: Arabic, English, French, Spanish, Chinese, Portuguese and Russian.

Along with producing our World Sight Day posters, highlighting the key messaging around our Love Your Eyes campaign, we introduced a custom poster builder (with functionality for multiple languages). We were amazed to see more than over a thousand of you make use of this resource and post your posters across social media and in your World Sight Day events.
Our extended social media resources really helped in landing the reach that we did. This year this list included GIFS, Videos, Social Tiles, Instagram. Stickers, Toolkits and topline messaging.

People used and customised our resources for their setting and that was phenomenal to see. We especially loved seeing how people used the Love Your Eyes heart.

In total our most popular resources: Love Your Eyes Toolkit, Love Your Eyes School pack, and the Social Media toolkit were downloaded more than three thousand times combined!
How you amplified our resources

Fatima Zahra - 3rd Program Manager at Al Noor Foundation

On this World Sight Day 2021, Al Noor Eye Hospital is stepping up with the initiative of awareness program that how we should love or care for our eye health, so our eyes are wonder of the world!

Stay tuned!

Learn more:
- Visit: https://4y6.x6ohttps://4y6.x6o
- #OneSight #SavesEyes #EyeCare #SupportThem #AlNoorEyeHospital

Globally, OneSight will be executing 35,000 eye exams and vision screenings leading up to World Sight Day on October 11th. Visit BMJ/204 Magazine AlNoorEye

Global Vision Campaign Aims to Achieve 1 million Vision Screenings and Eye Exams for World Sight Day. Visit bmj.com

Kim Stanley - 1st Director at Eye Care Foundation

Today, 6th of October, it is World Sight Day! We launch our global campaign & today's activities together with you. Please listen, watch, read, enjoy, print, share, like, retweet, comment, talk, smile, care and work hard on Eye Care.

If you want to know all Eye Care Foundation's plan on the day go to our website and social media (In, IG, TT, INSTA)

www.eyecarefoundation.nl

Best eyecare plans world 2021 2021 photo by @TusEyes

Over 90 million people in the Western Pacific experience vision impairment, including 10 million who are blind.

World Health Organization, Western Pacific Region

Optometría México

@OptometriaMexico

Organización sin fines de lucro cuyos objetivos son velar por la #SaludVisual e impulsar a la #Optometría en el ejercicio profesional, docencia e investigación
LOVE YOUR EYES
ON THE WEB

Our website traffic was testament to the success of the campaign.

‘World Sight Day’ searches generated 11,027 clicks and 60,352 impressions since the July 6th launch. This compares to ‘World Sight Day’ in 2020 which generated 5,859 clicks and 44,0005 across the same period.

This is an impressive +188% increase in clicks and +137% increase in impressions.

We also saw a +200% increase in new users on the IAPB website since the launch of the World Sight Day campaign in July.

Our facebook advertising campaign which used key social listening insights and research reached 4.6 million people in India, Nigeria and the USA creating 1.7 million visits to the IAPB website.
“This year’s World Sight Day was well organised in advance and involved consultation with IAPB members. A similar strong news hook and public engagement angle should be the focus of future years to build on this success.”

Jennifer Gersbeck,
Executive Director – Global Advocacy,
The Fred Hollows Foundation

“This year’s World Sight Day was a great success in terms of participation and reach. Many of our Inclusive Eye Health projects in Africa and Pakistan and elsewhere, celebrated the day by conducting eye screenings and awareness raising events in schools and medical centres. World Sight Day logos and publicity materials were emblazoned on T-shirts, banners and even face masks. There was a real sense that people wanted to get behind the day and support it, something that was demonstrated by the high number of eye tests pledged as part of IAPB’s challenge. It was heartening to see projects all over the world joining the endeavour and posting photos and live material of what was happening on social media. I think WSD has been a really unifying event and has helped to focus attention on the importance of both the work we do and what still remains to be done.”

Babar Qureshi,
Director, Inclusive Eye Health
and Neglected Tropical Diseases, CBM
The International Agency for the Prevention of Blindness is the overarching global alliance for the eye health sector. IAPB members are based in over 100 countries, drawn from NGOs, eye hospitals, academia, research and eye care institutions, professional bodies and corporate organisations. They share our values and mission and are committed to achieving universal access to eye health.

We provide members with a strong collective voice that enables representation on a scale not possible to achieve alone. Below are just some of the ways that as a member you can get involved:

**World Sight Day**

World Sight Day is the most important advocacy and communications day in the eye health calendar. IAPB members play an important role in how we mark World Sight Day and are key to its growing success. There are many opportunities to mark it with IAPB and raise the profile of your organisation across our channels through the various activities taking place.

**Advocacy**

Together with our members we have successfully championed two resolutions - the first ever United Nations General Assembly resolution on vision, and a World Health Assembly Resolution on Integrated People Centred Eye Care, with agreement from World Health leaders to adopt two new global targets for 2030. We have produced tools and resources for members to influence governments’ eye health policies and resourcing decisions at a country level.
Sectoral Strategy

We recently launched the new sectoral strategy for the next decade ‘2030 In Sight: Ending Avoidable Sight Loss’ which seeks to ensure that everyone everywhere has access to the eye care and rehabilitation services they need. This strategy was created by the sector for the sector. Members are invited to sessions to learn more about the strategy and find out how they can help deliver it.

Vision Atlas

IAPB provides the authoritative source of data and evidence on global eyesight loss and selected eye care services indicators through the Vision Atlas, as well as best practice and research across a global network of member organisations and partners. It is used as a tool for advocacy at a global, regional and national level, learning and connecting data, information, and downloads.

EVENTS

Our annual global event brings members together to form new partnerships and share knowledge and insight. The next global event has been confirmed for March 2022 in Dubai.

We organise events across our regions throughout the year. Connect with IAPB Regional Chairs and Coordinators in the countries you work in and be actively involved in regional and country level workshops and activities around advocacy and blindness prevention planning.

To learn more about the different benefits and for more information on becoming a member of IAPB, please contact

Rachael Bourke, Membership Services Manager, rbourke@iapb.org
BECOME A WORLD SIGHT DAY
GLOBAL PARTNER

World Sight Day is the biggest day for vision and eye health globally. Our ambition is that World Sight Day becomes one of the most widely recognised world health days annually.

World Sight Day is a campaign aimed at raising public awareness of good eye health and the importance of regular eye checks. It also seeks to raise awareness and advocacy for the 1.1 billion people unable to access basic vision and eye care services around the world.

As you have seen World Sight Day 2021 was the most successful yet:

- Over 3.6 million eye tests were pledged in the month leading up to WORLD SIGHT DAY
- 40 members took part in activations in almost 30 countries took place as part of our global challenge
- Over 700 pieces of media.
- IAPB channels received 4.5 million impressions
- #LoveYourEyes received 11.9 million impressions
- #WorldSightDay received 17.5 million impressions
The Power of Partnership

As we did for World Sight Day 2021, working with our Global Partners is at the heart of building a successful campaign for 2022.

WORKING TOGETHER, WE OFFER PARTNERS:

• Brand reach and recognition across World Sight Day assets.
• Opportunities to elevate brand narrative, showcase your corporate social responsibility impact and support for global eye health and vision.
• Support with an internal communications campaign to build staff support and engagement with the day.
• An exclusive focus country to celebrate and activate the global challenge where we can jointly partner to build media and public interest.
• Exclusive ‘World Sight Day’ Global Partner brand and content for your own activations, media and communications.
• Exclusive opportunities for senior organisational leaders to show their support and engagement with the campaign.

For GDP £30,000 investment, your organisation will be joining the most impactful global campaign for vision as a key partner for World Sight Day 2022.
**Activations**
We will continue to build on our 2021 reach and accelerate this with paid social media to support partner activations and target countries and territories.

**Branding**
We propose to have the World Sight Day 2022 branding available for the launch of the 2022 campaign in March.

This will include for Partners
- Exclusive rights to global assets and activations to support and enhance own brand activations including:
- Exclusive opportunities for senior organisational leaders to show their support and engagement with the campaign.
- Cross promotion and activation of CSR and brand value content.
- Sponsor branding on downloaded World Sight Day promotional packs and resources.
- Exclusive use of Global World Sight Day Partner branding, messaging and recognition.

To learn more about the different benefits and for more information on becoming a WSD Global Partner of IAPB, please contact

**Nick Parker,**
**Head of Commercial Development,**
nparker@iapb.org
THANK YOU

We hope this report has provided a rounded insight into the success of this year’s World Sight Day.

Our ambition was to create a campaign that could be adopted by all, and it’s due to everyone’s hard work, commitment, and ambition that we were able to achieve all we did.

Thank you from all at the IAPB and we look forward to seeing you for World Sight Day 2022.
JOIN US FOR NEXT YEAR’S WORLD SIGHT DAY

13TH OCTOBER 2022

Get ready for World Sight Day 2022 and check our website for updates.