



GLOBAL PARTNER PROPOSAL



It is time for the eye care sector to unite to make the world aware of the importance of vision as a health priority. World Sight Day is growing in recognition and public awareness.

Through World Sight Day campaign activity, and resources to activate a global network, we are raising the profile of vision health with decision-makers, consumers, patients and the broader public.

Join our campaign **#LoveYourEyes**



**THE NEXT WORLD SIGHT DAY WILL
BE THE 13TH OCTOBER 2022**

Introduction

Our new approach in 2021 to World Sight Day was a fitting start to a new campaign that will help us take World Sight Day—and the message of saving sight—to newer 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. 2021 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.

There is indeed a rising demand: from parents worried about their child's screen-time, from organizations looking to unlock latent productivity, from governments focused on improving health and development indices, and from people understanding the potential that opens-up when they can see better.

We sincerely appreciate our **Global Partners** who support World Sight Day in various ways, including committing a financial contribution and activating their assets and networks.

We have had a glimpse of the promise of World Sight Day. Join us as **Global Partners** and help us make 2022 bigger and better still.

Caroline Casey
President, IAPB



Join us

World Sight Day Global Partnerships

are open to any organization interested in raising the profile of eye health and vision care.

Showcase your support for World Sight Day. Whether it's internal engagement, brand value, or sponsorship – we'll work with you to hit your objectives.

Partner with us to create the 2022 World Sight Day campaign.



WORLD SIGHT DAY
GLOBAL PARTNER

WE OFFER GLOBAL PARTNERS:

- **Brand reach and recognition** across WSD assets
- **Showcasing impact** - corporate social responsibility and support for eye health, vision and the Sustainable Development Goals
- **Exclusive content** for Partner owned communications to build staff and stakeholder engagement
- World Sight Day **Global Partner official brand**, tailored content for your own activations, media and communications including a Global Partner pledge day
- **Input into activations**, messages and campaign assets – see key activations for 2022 overleaf
- **A focus country** to celebrate and activate the global challenge where we can jointly partner to build media and public interest
- Post World Sight Day **report**, insight and analytics

Key activations for 2022

Alongside individual activations with **Global Partners**, we aim to develop and deliver the following key content and campaign assets for use by IAPB members, individual organisations and the wider sector.



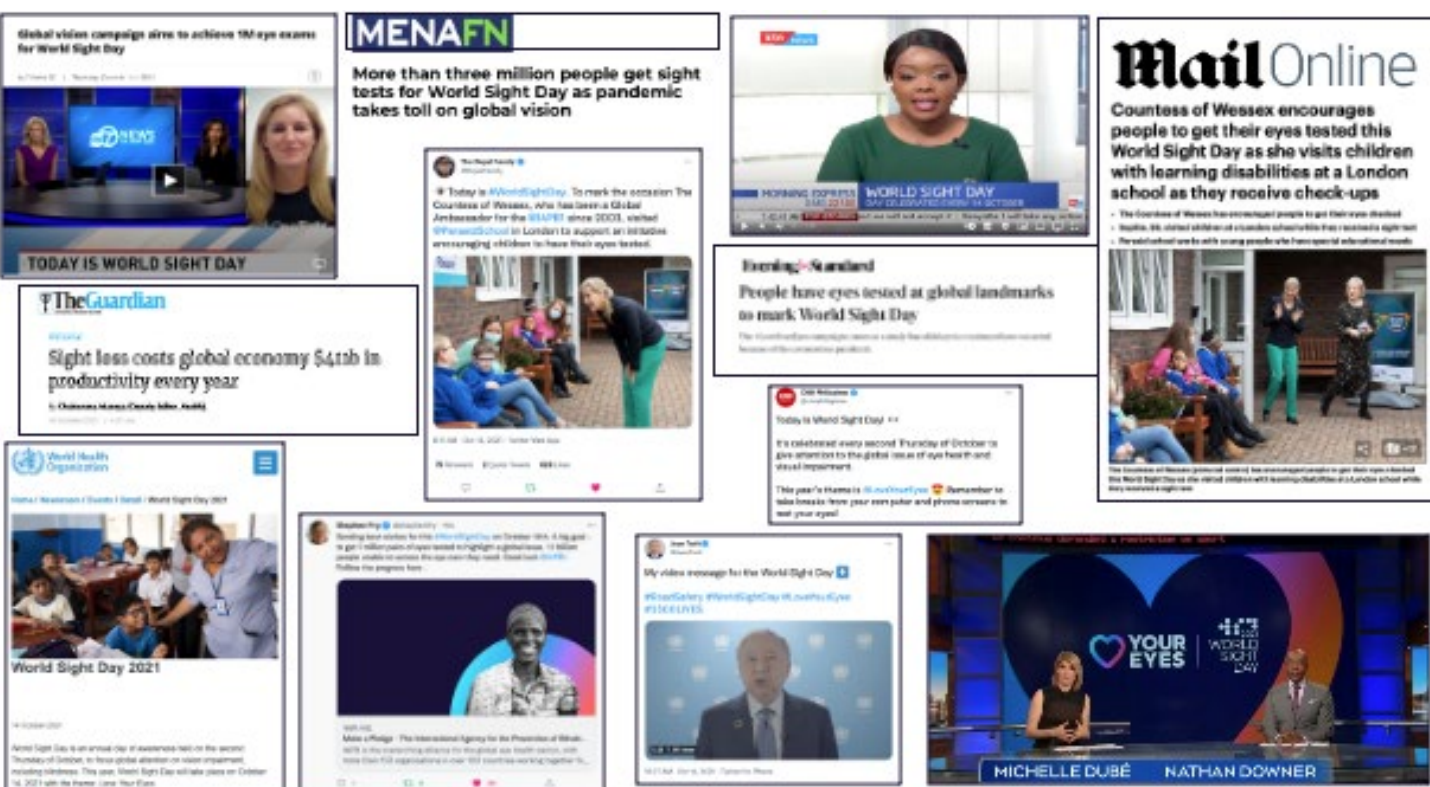
- **#LoveYourEyes** website, poster builder, photo competition, social media kit, key message guide, logos and brand assets
- **#LoveYourEyes** pledge. A popular campaign element from 2021
- **Partner pack** – including exclusive activation ideas and promotions to use with your key stakeholders
- **Sight screenings** - we plan to activate screenings and outreach events in national parliaments ensuring that we raise eye health as a development issue with governments and institutions
- **Education pack** - using our very popular education pack and continuing our partnership with FB, Instagram, Tik Tok and the UK Gaming body (UKIE) we aim to reach more schools, teachers and parents
- **Targeting workplaces** - we aim to take our '4Ps of eye health' out into workplaces around the world, working with employers to promote eye health amongst their workforce

We will continue to work with our **Global World Sight Day Partners** to perfect our activations for 2022 and introduce new creative ways of engaging more members of the public.

#LoveYourEyes 2021

World Sight Day 2021 was the biggest and most engaging yet. Activating a global network and partnering with six Global Partners:

- **#WorldSightDay** had a global reach on social media of 17.5million impressions
- **#LoveYourEyes** had a global reach on social media of 11.9 million impressions
- **#WorldSightDay** trended on social media in Australia, India, Nigeria, Saudi Arabia, UK, Canada and USA, reaching 17.5million accounts. Data from social media reports show that IAPB is the top influencer on social media both for **#WorldSightDay** and **#LoveYourEyes**
- 2000 items of media about World Sight Day around the world, everything from breakfast TV in Kenya, to news broadcasts in Canada and newspapers from India to Nigeria, UK to Brazil



WSD 2021 GLOBAL CHALLENGE



World Sight Day, as a global conversation, featured:

- **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**
- **IAPB Member organisations**



#LoveYourEyes 2021

Our press, online and social media campaign

- Over 3.6 million eye test pledges in the month leading up to WSD
- Coverage across 701 different media outlets on World Sight Day with a reach of 65.7 million readers. The most prominent content was *Mail Online UK* (10.1 million) and *Yahoo! Finance (Web)* (4.8 million)
- IAPB coverage peaked on 15 October and contributed to 52% of the overall volume and 47% of the total reach. The sentiment profile of coverage was entirely favourable
- Over 20,000 downloads of IAPB's World Sight Day resource pack
- Using key social listening insights IAPB's social media advertising campaign reached 4.6 million people in India, Nigeria and the USA creating 1.7m visits to the IAPB website

THANK
YOU



Science For A Better Life





At Allergan, an AbbVie company, we were so pleased to be a part of this year's highly successful World Sight Day campaign **#LoveYourEyes**. Internally, we were able to use our World Sight Day Global Partnership to raise awareness of good eye health across the business and our wider work to raise the importance of eye health with partners including the IAPB.

Externally, World Sight Day and the IAPB's Love Your Eyes campaign provided a high profile brand opportunity to showcase our support and engagement across key territories and markets with a strong and purposeful message and call to action to **#LoveYourEyes**.

Nana Hillbourne
Associate Director, Eyecare



Sustainable Goals

World Sight Day and #LoveYourEyes are an excellent way for your organization to show its support for the Sustainable Goals and vision. With the 1st ever, landmark United Nations resolution for Vision in 2021, World Sight Day is an opportunity to show a public commitment to supporting the Goals.

<p>1 NO POVERTY Poverty is both a cause and a consequence of poor eye health</p>	<p>2 ZERO HUNGER Improved eye health can increase household income which in turn reduces hunger</p>	<p>3 GOOD HEALTH AND WELL-BEING Eye health is key to ensuring good health, mental health and wellbeing.</p>	<p>4 QUALITY EDUCATION Eye health has positive impact on school enrolment, educational attainment and learning</p>
<p>90% of vision loss is in low- and middle-income countries with the poor and extreme poor among the furthest left behind</p>	<p>Free high quality cataract surgery can increase household income: 46% of household incomes moved up an income bracket</p>	<p>Poor eye health increases the risk of mortality up to 2.6 times</p>	<p>Glasses can reduce the odds of failing a class by 44% Children with vision loss are 2-5 times less likely to be in formal education in low- and middle-income countries</p>
<p>5 GENDER EQUALITY Women and girls more likely to have vision loss and experience additional barriers to eye care services</p>	<p>8 DECENT WORK AND ECONOMIC GROWTH Good eye health and vision promotes inclusive economic growth, employment and improved living standards</p>	<p>10 REDUCED INEQUALITIES Poor eye health is driven by inequality</p>	<p>11 SUSTAINABLE CITIES AND COMMUNITIES Eye health is critical to reducing road traffic deaths and injuries</p>
<p>Overall, women are 12% more likely to have vision loss than men</p>	<p>Providing glasses can increase workplace productivity by 22% Cataract surgery can increase household per capita expenditure by 88%</p>	<p>Women, older people, persons with disabilities, indigenous peoples, refugees and internally displaced persons and migrants are among those most affected 73% of people with vision loss are over the age of 50</p>	<p>Unoperated cataract can increase the chance of a motor vehicle accident by 2.5 times</p>



2021 Global Partner OneSight with UN Ambassador Geraldine Byrne Nason at a World Sight Day event at the United Nations.

Partner with us

Partner with us and showcase your support for World Sight Day. Whether it's internal engagement, brand value, or sponsorship – we'll work with you to hit your objectives.

To discuss your involvement please contact

Nick Parker,

Head of Partnerships and Income, IAPB

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GLOBAL ACTION FOR EYE HEALTH



International Agency for the Prevention of Blindness (IAPB) is the overarching alliance for the global eye health sector.

www.iapb.org

With more than 180 organisations in over 100 countries we are working together for a world where everyone has universal access to eye care.