



 WORLD  
SIGHT DAY  
2022

**EYE  
HEALTH  
HEROES**

# **EYE HEALTH HEROES**

**WORLD SIGHT DAY TOOLKIT**

World Sight Day 2022



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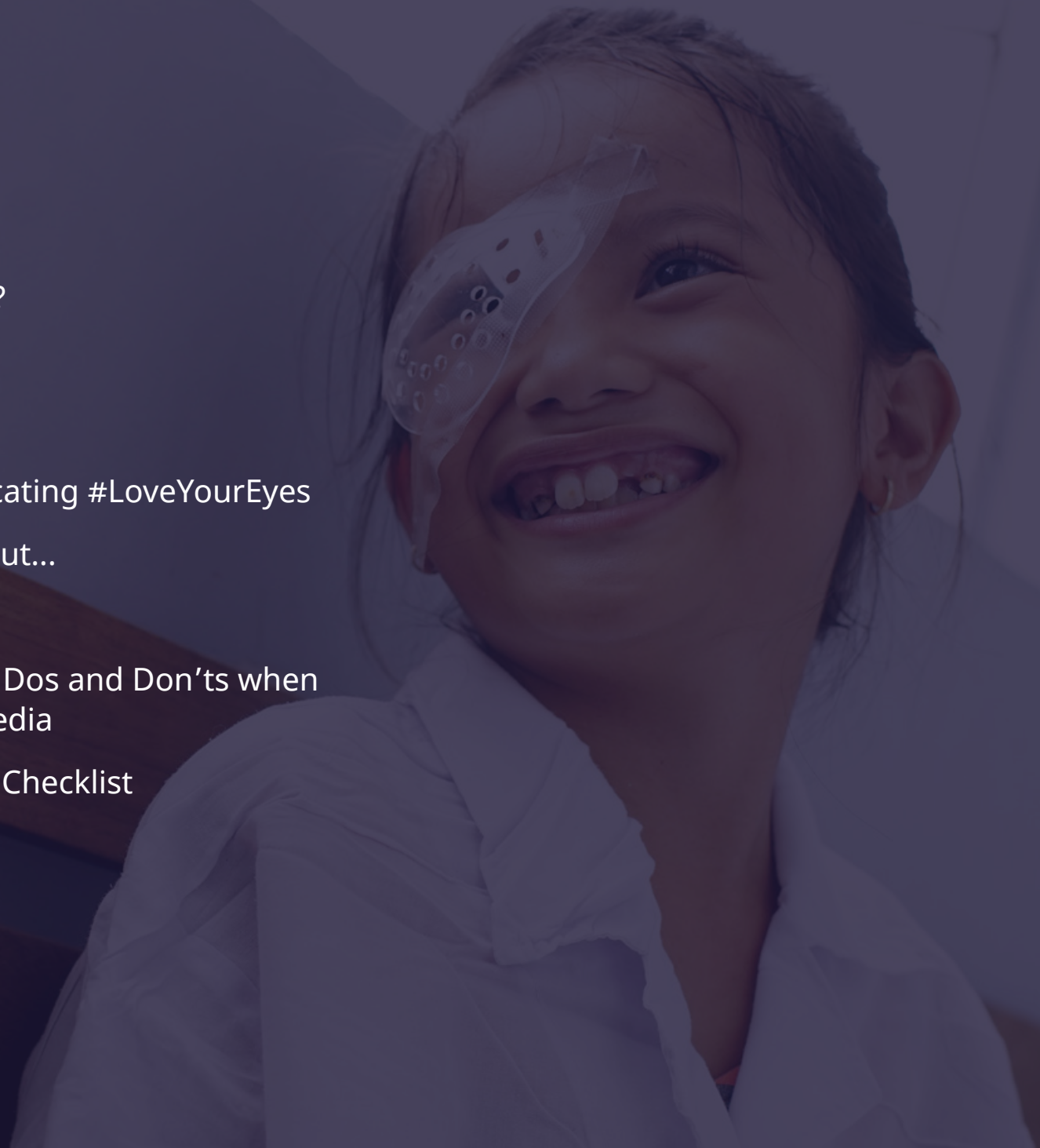
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# WHY WORLD SIGHT DAY?

World Sight Day is the most important date for the eye health sector. On the second Thursday of October every year, we have the collective opportunity to focus attention on eye health as a global issue. An issue that is far too often forgotten from the list of public health priorities.

As an IAPB Eye Health Hero, you are an important part of making World Sight Day a global success. We invite you to participate in World Sight Day and be part of our #LoveYourEyes campaign. Launched in 2021, the campaign saw the sector come together like never before, from the collective ambition to the global execution.

This year, we are excited to bring Love Your Eyes back for another World Sight Day, and with your help make this the best one yet. The UN Resolution on Vision solidified the importance of eye health to the Sustainable Development Goals but it also proved that when we speak with one voice, we are louder, our reach goes further, and our impact is greater.

With this toolkit we invite you to get behind the campaign and learn how to share World Sight Day messages with your networks.





02

# A GUIDE TO COMMUNICATING

**#LOVEYOUREYES**

As a sector, we all know that almost everyone on the planet will experience an eye health issue in their lifetime, but more than a billion people do not have access to eye care services to correct, treat or prevent vision loss. World Sight Day is our opportunity to make sure everyone knows it, and that everyone who can prioritise their own eye health takes the necessary step to do so – and #LoveYourEyes is our vehicle to share those messages.

We want to make sure you have all the tools and information you need so your organisation is part of the broader World Sight Day story. We hope the following information will support your efforts and ensure that you have the greatest impact possible. If you have any questions or require further support, please reach out to the IAPB Communications Team at [communications@iapb.org](mailto:communications@iapb.org)



Photo submitted by: King Khaled Eye specialist hospital for IAPB WSD Photo Competition

# How we talk about...

As our change-makers, innovators and future leaders, you have a platform and an opportunity to add your voice to #LoveYourEyes. As an important spokesperson we want to make sure you have all the information you need when talking about World Sight Day and #LoveYourEyes to the media or to your networks.

## 1. How we talk about World Sight Day.

World Sight Day is a yearly opportunity for the eye care sector to shine a light and engage the public on the importance of eye health.

World Sight Day is the one day of the year where the world can focus its attention on eye health as a global issue. An issue that is far too often forgotten from the list of public health priorities.

On World Sight Day, we call on everyone to consider that eye care and rehabilitation services should be accessible, inclusive and affordable to everyone, everywhere, whenever they are needed and people need to understand the importance of caring for their own eye health and demand access to services, free from the weight of any social stigma.

## 2. How we talk about #LoveYourEyes.

- The #LoveYourEyes campaign challenges everyone to consider the health of their eyes, and if they are able to, prioritise their eye health and have their eyes checked.
- The #LoveYourEyes campaign also calls on decision-makers to look at eye health as part of the big picture in terms of its impact on economic growth, the health and wellbeing of citizens and the impact inaccessible eye care has on a child's development and education potential.
- #LoveYourEyes is about creating awareness that everyone, at some stage in life, will experience an eye health issue. Those of us who can access eye care should prioritise our eye health and support efforts to ensure that everyone enjoys the same access.

### 3. How we talk about the global need and awareness.

- Eye health services are not evenly dispersed globally. Those in low- and middle-income countries continue to be disadvantaged when it comes to the distribution of health services.
- Vision loss can slowly steal an individual's sight, and often goes undetected until it is too late. It is important that people prioritise their eye health, amongst other important health interventions, so problems can be diagnosed, treated and often cured.

### 4. How we talk about eye care and the Sustainable Development Goals.

- In 2021, the United Nations adopted the UN Resolution on Vision, committing the international community to eye health for the 1.1 billion people living with preventable sight loss.
- The UN Resolution on Vision meant, that for the first time, eye health was recognised as critical to achieving the Sustainable Development Goals.
- Clear, healthy vision is the thread that runs through almost every aspect of sustainable development.



Photo submitted by: Alland Dharmawan for IAPB WSD Photo Competition



## Media Tips

You may have contacts in the media, you may get an opportunity to talk about World Sight Day. If that is that case, we are here to help! Consider this your one-page media training.

Do	Don't
Use 'World Sight Day' in full, all the time.	Use acronyms, jargon or medical terms. For example, using WSD in communications alienates unfamiliar audiences and hampers understanding.
Focus on the shared goal of World Sight Day, as well as the universality of the need for clear vision and eye care.  This takes the global demand for equitable eye care from the realm of abstract in people's minds and makes it relatable.	Use metaphors that make the problem outside of human control. While some barriers to overcoming eye care for everyone, everywhere relate to nature, like geography and natural disasters, most barriers are human caused; systemic political and economic.  For example. Do not talk about 'closing the eye care gap' or 'eye care helps lift people out of poverty' as if it is a gaping hole in the ground, talk instead about 'removing barriers' and point out how those barriers can be overcome.
Talk about how everyone who can, should get an eye test.	Talk about how people aren't doing enough to take care of their own eye health. Keep it positive and encouraging.
Share stories where your programmes helped people #LoveYourEyes. Celebrate these successes.	Talk about how eye care is part of the 'fight against poverty' or the 'war on inequality'. This defensive position feeds the perception that these factors are out of our control and suggests that we're losing.
Talk about #LoveYourEyes as an engaging way for everyone to get involved and raise awareness of eye health.	Be negative or talk about the challenge of global eye care in insurmountable terms.
Stick to the key messages and talking points (provided in the above section).	Stop when you have said all you need to say. Do not feel pressure to fill in the gaps of silence. This is your interviewer's job and their video editors!

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Use the subject of the question to make the points you want to make. For example:

- Thank you for asking me that, but did you know...

- Before I answer that, I'd like to tell you about...

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Provide answers in a brief and succinct way. For example, instead of saying, 'World Sight Day is an International Day of Awareness, held annually on the second Thursday of October to focus attention on the global issue of eye health.'

Try saying, 'World Sight Day is the one day of the year where we can focus our attention on taking care of our eyes.'

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Take a breath, consider your answer and speak slowly and clearly. Your interviewer will edit any video they capture, so pauses before a response are a non-issue.

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Let the interviewer lead you away from what you want and need to say.

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Overload your interviewer with too much information. Too many statistics or facts. Or too many messages.

We have provided a few key facts for you to reference in the section called 'Key Facts'.

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Feel rushed. This is your opportunity to share your message for the cause. Make the most of it.

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# World Sight Day Checklist

Don't miss an opportunity to get behind the campaign!

## JULY 2022

Share the #LoveYourEyes campaign with your colleagues and encourage them to get involved.

Use the #LoveYourEyes resources to create social media posts.

Visit our website for logos, images, GIFs and more!

Follow along on social media, like, comment and share from IAPBs social media accounts. Twitter & Facebook: @IAPB1  
♥ Instagram: @IAPB ♥ LinkedIn: International-Agency-for-the-Prevention-of-Blindness

## AUGUST 2022

Include World Sight Day and #LoveYourEyes in your social media feeds and encourage your organisations to do the same.  
Visit our website for logos, images, GIFs and more!

Invite your organisation to pledge vision screenings to be included in our global pledge tally.

Keep an eye on IAPBs social media feeds and like, comment and share posts you love.

## SEPTEMBER 2022

Encourage your organisation to Include World Sight Day and the #LoveYourEyes campaign in EDM's and Newsletters encouraging your networks to get behind the #LoveYourEyes campaign.

Continue to add World Sight Day and #LoveYourEyes to your social media feeds.

Enter the [IAPB World Sight Day Photo Competition](#) and encourage your networks to do the same.

Keep an eye on IAPBs social media feeds and like, comment and share posts you love.

## OCTOBER 2022

Download a pair of [Heart Glasses](#) and post your pics on social media.

Enter the [IAPB World Sight Day Photo Competition](#) (if you haven't already).

Keep an eye on IAPBs social media feeds and like, comment and share posts you love.



Photo submitted by: Ulrich Eigner for IAPB WSD Photo Competition

03

**ACTIVATION**

# IAPB WORLD SIGHT DAY PHOTO COMPETITION

We are excited to bring the World Sight Day Photo Competition back for another year!

Since its inception in 2015, the World Sight Day Photo Competition has highlighted the importance of eye health, by shining a light on the social and economic impact of vision loss and celebrated the tireless efforts of those who work to ensure healthy vision for all.

We, as a collective group, understand that eyesight unlocks human potential and is critical to achieving sustainable development goals. However, that story is not as well-known as it should be. While there is a fun, competitive element to the photo competition, we are also acutely aware that it is through the images submitted to the World Sight Day Photo Competition that we can demonstrate the global story of eye care - the impact it has on lives, communities and economies.

There is power in images, and an undeniable reality. When powerful images are placed in front of decision-makers, economic actors and other important stakeholders there are shifts in understanding and priorities are adjusted. The photo competition is an opportunity to be part of creating the awareness that drives change.

We invite you to submit images to this year's competition and ask that you share the competition with the photographers who capture your projects, your audiences and networks as frequently as possible.

The IAPB World Sight Day Photo Competition closes on 20 October 2022.

Winners will be announced on 1 November 2022.

Submit images and learn more about the competition at: [iapb.org/world-sight-day/photo-competition](https://iapb.org/world-sight-day/photo-competition)

## Heart Glasses

Last year we saw social media light up with the #LoveYourEyes heart and branding in celebration of World Sight Day. This year we want to build on that and have some real fun with the #LoveYourEyes heart!

From October 1<sup>st</sup> until World Sight Day, we would love to see social media feeds full of smiling faces wearing our Heart Glasses.

Download your very own 'Heart Glasses'. When printed on card stock, these can be cut and folded to produce a fun prop. We invite you to get creative and start getting snaps of the glasses wherever you are!

Need more ideas where you can add the Heart Glasses? Why not:

- Take them to an event in the coming months? Aim for a large group selfie?
- Do a desk drop in your offices and ask your colleagues to share their selfies on World Sight Day to remind everyone to #LoveYourEyes.
- Know any famous faces? Ask them to don the glasses in celebration of World Sight Day and share a message with their followers to #LoveYourEyes this World Sight Day.
- Don't have a printer? Do not worry we have you covered. Simply search for the 'Love Your Eyes' filter on Instagram. Have fun!

## Social Media

In many ways, World Sight Day has found a home on social media. We invite you to use your platform as an IAPB Eye Health Hero to share World Sight Day messages and help us reach further than ever before.

Before you get posting, remember to:

1. Always tag IAPB. You can find us on the following channels using the corresponding handles.

Twitter	@IAPB1
Instagram	@IAPB
LinkedIn	@International-Agency-for-the-Prevention-of-Blindness
Facebook	@IAPB1
2. Make sure your voice is added to the conversation by using campaign hashtags
  - #LoveYourEyes
  - #WorldSightDay
3. Help everyone access your posts by:
  - Adding subtitles to video content.
  - Limiting your use of emojis ☺
  - Using descriptive text functionality where possible. If not, then add a description to your image.
4. Visit our website for social media assets (pictures, logos, GIFs and more)
5. Have fun!

Not sure where to start? Do not worry! Visit our website and Digital Toolkit where you can grab pre-written posts and bespoke artwork!

## YOUR TAKE

Have a take on why World Sight Day is important? Or why eye health should be available to everyone everywhere? We invite you to share your story with us. Whether it is a blog or a video, we would love to share your take with our audiences. Get in touch with us at [communications@iapb.org](mailto:communications@iapb.org) and let us know what you've got planned and how we can help.



Photo submitted by: Supriya Biswas for IAPB WSD Photo Competition

World Sight Day is coordinated by the International Agency for the Prevention of Blindness and supported by almost 200 IAPB Member Organisations globally.

Thank you to our World Sight Day Global Partners



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 **YOUR EYES**

 2022  
**WORLD SIGHT DAY**

**EYE HEALTH HEROES**

#WorldSightDay #LoveYourEyes

[iapb.org/WSD2022](http://iapb.org/WSD2022)



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