



 WORLD  
SIGHT DAY  
2022

# Eye Care Professionals Toolkit

World Sight Day 2022



## 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.

This World Sight Day, you and your organisation can get behind World Sight Day and be part of our #LoveYourEyes Campaign.

## #LoveYourEyes

In whichever area of the sector you work, we all understand the scale of the issues we face.

We know better than most that everyone on the planet, if they live long enough, 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 and prevent vision loss.

World Sight Day is our opportunity to:

1. Help everyone understand the magnitude of the problem.
2. Communicate that avoidable vision loss is a global challenge that we have the solutions for.
3. Encourage everyone who can, to prioritise their own eye health.

#LoveYourEyes is a campaign that allows us all to promote eye health, the scale of the issue we face and the steps we can take to address it.

## A UN Resolution on Vision

In 2021, 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.

In this Toolkit you will be inspired to get involved in the campaign and learn how and when to be involved. If you have any questions, please contact us at [communications@iapb.org](mailto:communications@iapb.org).





# HOW TO GET INVOLVED

# JULY – OCTOBER

## ADD YOUR VOICE TO THE CAMPAIGN

The IAPB social media channels will be the central hub of the #LoveYourEyes campaign. News and activity from across the globe this World Sight Day will fill IAPB feeds and allow you to easily engage and be part of the conversation. Starting today, you can also:

- Follow IAPB on social media and like, comment and share World Sight Day posts. [🐦](#) [f](#) [@](#) [in](#)
- Visit our digital social media toolkit for pre-drafted posts with artwork and share them on your channels.
- [Download](#) our social media resources and incorporate them into your content calendars.
- Use our key facts to amplify the story.



Photo submitted by: Johan Claassen for IAPB WSD Photo Competition

## KEY FACTS INCLUDE

### Child Eye Health

Children with a vision impairment are up to five times less likely to be in formal education and often achieve poorer outcomes.

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It is estimated that 40% of children are blind from eye conditions that could be managed if the child had access or prevented if the child had access to eye care services.

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Globally, over 90 million children and adolescents have vision impairment or blindness.

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### Gender Equity

Of the 1.1 billion people with vision loss, over 50% are female.

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Women are 40% less likely to utilise eye care services than men.

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In some parts of the world, if girls are blind or significantly vision impaired it is almost impossible for them to access education.

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### Global Data

1.1 billion people experience vision loss primarily because they do not have access to eye health services when they need them, where they need them.

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Over 90% of those with uncorrected vision loss live in low- and middle-income countries.

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Unaddressed poor vision results in \$411 billion in lost productivity each year.

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# CONTRIBUTE TO THE FIVE MILLION EYE TESTS PLEDGED

Last year we aimed for one million sight tests to be pledged during the month leading up to World Sight Day – we more than tripled it! This year, we are setting our sights even higher and aiming for FIVE MILLION sight tests to be pledged from 13 September to 13 October 2022. With your help, we think we can do it!

## Why pledges?

When raising awareness around the importance of eye health, showing the scale of not only the problem but the available solution is a valuable campaign asset. We are simultaneously reminding people to love their eyes, creating a demand for available eye care services, and highlighting that everyone, everywhere deserves access to the eye care they need. Pledges also help highlight the continued, incredible work happening every day across the eye care sector.

## How to make a pledge.

Making a pledge is simple. Calculate how many tests you carry out on an average month or estimate the number of people you'll reach because of World Sight Day screenings in October, and pledge that figure.

The IAPB Pledge Tracker is open on the IAPB website from 13 September 2022. If you want to make a pledge before that date please contact Saloni Nagpaul, IAPB Communications and Campaigns Officer at [snagpaul@iapb.org](mailto:snagpaul@iapb.org).

For pledges over 50,000, the IAPB team will manage adding these to the online tracker on your behalf. Once this has been done, you will be notified so you can share your pledge with your networks. Social media assets will be provided for you to celebrate your pledge.

# SHARE YOUR CAMPAIGN PARTICIPATION WITH YOUR NETWORKS

World Sight Day is the opportunity for everyone in the sector to communicate the importance of loving your eyes with their networks.

We invite you to include World Sight Day messages in your newsletters with your databases.

- i. Share the importance of loving your eyes.
- ii. Share the work you are doing to be part of World Sight Day and the Love Your Eyes campaign.
- iii. Invite your networks to get involved with the campaign and learn how by visiting the World Sight Day website.



Photo credit: Magrabi Foundation

# INFORM, UPDATE AND CHALLENGE YOUR STAFF

Staff members are one of the greatest resources we have. Ensure they know your plans and keep them engaged every step of the way.

We have drafted an email for you to share with your internal teams as early as possible.

*Hello Team,*

*We are very excited to announce that this year we will be supporting IAPB on World Sight Day and getting behind the #LoveYourEyes campaign.*

*World Sight Day is happening on 13 October 2022, and we look forward to sharing our organisations plans with you soon.*

*This is the second year we will be calling on our networks to #LoveYourEyes - to be aware of their own eye health and if able, get a sight test. The success of last year's campaign was unparalleled and showed the true power of what can be achieved when the eye care sector comes together.*

*As individuals, there are lots of opportunities for you to get behind the campaign. We encourage you to visit [iapb.org/world-sight-day](https://iapb.org/world-sight-day) and pledge to have your eyes tested, enter the photo competition or visit the social media toolkit to share some important messages with your networks.*

*Sincerely,*

*The management team*



# SEPTEMBER – OCTOBER

## DOWNLOAD THE LOVE YOUR EYES HEART GLASSES AND GET CREATIVE

Last year social media lit up with #LoveYourEyes in celebration of World Sight Day. This year, we are building on that support and having some fun with the #LoveYourEyes heart!

[Here](#) you can find a link to download your very own 'Love Your Eyes Heart Glasses.' When printed on cardstock, these glasses can be cut and folded to produce a fun and 'eye-catching' prop for photography.

We invite you to get creative! Take snaps of the glasses wherever you are! From 1 October until World Sight Day, we want to see your glasses on!

To ensure the Love Your Eyes Glasses have the biggest impact possible on social media, we ask that images of you, and your Love Your Eyes Glasses not be posted until September 2022 at the earliest.

Some ideas to get you started.

- Having an event between now and World Sight Day? Take the glasses along and aim for a large group selfie.
- Do a desk drop in your offices or clinic and ask your staff to share their selfies on World Sight Day to remind everyone to #LoveYourEyes.
- Ask your organisations Ambassadors or the 'famous faces' in your network to don the glasses and share a message with their followers to #LoveYourEyes this World Sight Day.
- Host an internal competition for the most creative picture.

## TAKE AND SHARE THE LOVE YOUR EYES QUIZ

We want to get an understanding of how well people love their eyes. You can help! Send the link to the quiz in your newsletters, ask patients in the waiting room to take the quiz while they wait, post on social media, challenge your staff.

The quiz will be available to share directly from our social feeds nearer to World Sight Day.

## BE A KEY OPINION LEADER

Write a blog or shoot a short video, about how your organisation will be involved in World Sight Day and why everyone should Love Your Eyes.

Submissions will be published on IAPB's blog and shared across our social media channels.

## ANNUAL PHOTO COMPETITION

Each year the IAPB hosts a photo competition calling on amateur and professional photographers to share the stories they've captured.

Our categories and judging process will be announced in July, so please keep an eye on our social channels and submit your photos for a chance to win.

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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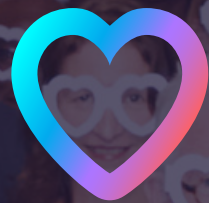


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EYES**



**2022  
WORLD  
SIGHT  
DAY**

#WorldSightDay #LoveYourEyes

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