



Pass The Glasses: How To Guide

World Sight Day 2022



Pass The Glasses – How To Guide

Starting on September 13th 2022, one month before World Sight Day, we are ramping up the Love Your Eyes Campaign – calling on the sector and the public to get involved.

To mark this 'one month to go' milestone we are launching 'Pass The Glasses' - a fun piece of partner led content that calls on IAPB networks to start thinking about how they can be involved in World Sight Day and make the most of this important date on the international calendar.

We have produced a 'Pass the Glasses' film to give you an understanding of what we want to achieve using the faces of leaders and influencers from your organization. While the concept will stay the same, please note that the messaging might change.



Click on the image to play video.

A smiling man with short hair and glasses is shown from the chest up. The image is overlaid with a semi-transparent blue filter. The text is positioned in the lower half of the image.

**We are inviting you to get creative and
pass your glasses to help us produce
a hero version of Pass The Glasses!**

WHO CAN WE FILM PASSING THE GLASSES?

Anyone and everyone – get colleagues involved, ambassadors or famous people in your networks, patients at a screening – anyone! The more eclectic the mix of faces, the better!

CAN WE USE ANY GLASSES?

Yes! This is about showing that everyone will need access to eye care, at any time, at any location – glasses of all shapes and sizes on faces from across the world help make that point.

WHY GLASSES?

At IAPB we acknowledge that eye health is not just about glasses but covers a range of conditions that require various treatments and services, and glasses are only a part of that spectrum. However, we appreciate that glasses are often what comes to mind when people talk about eye health and clear vision.

If we look at the global mental health conversation as an example; whilst we all know mental health is a broad-spectrum campaign in that sector worked by championing something that resonated with the masses – talking for your mental health. This led to broader understanding as the campaign developed that took on more complex issues and treatments.

This is our premise for Love Your Eyes and the Pass the Glasses video – reaching the public with what resonates with them to bring them on a journey to further their understanding of eye health.

HOW SHOULD WE FILM IT?

As high resolution as possible.

Where possible, we would encourage this being filmed on a professional camera. The higher resolution the pictures, the better the edit. It will allow us to play around with the footage to ensure the glasses look like they really are being passed from one person to the other.

If professional cameras are not available, newer iPhones are a good alternative, but a professional camera is preferable.

If you use an iPhone, please ensure you get as tight a shot as possible and film the content in landscape. Get quite close to the subject and try to replicate the tight head and shoulders framing that is shown in the example. Otherwise, it will be difficult to edit your submission.

Play around while locking the focus and fixing the exposure rather than letting it drift.

SLog3 format

Where possible, please film these in a SLog3 format. This once again helps when it comes to editing – allowing us to colour match so things line up neatly.

Lighting

Glasses are very reflective – so it is important that we think about lighting when filming people taking them on and off.

Lighting behind the camera, up high and pointing down help avoid this, but it is good to play around before getting the final shot.

Field

It is optimum to shoot on a narrow depth of field – this means the background blurs and the face is sharply in focus.

Working with someone who understands professional camera equipment will help achieve this.

The actions

It is important that we get every person to perform every action, so we have every possible option for the edit.

Think of it as a dance- to help you get the moves right a comprehensive shot list is attached as an appendix.

Please refer back to the [Pass the Glasses video](#) for examples of the actions, and shot flow needed to create the best Pass the Glasses final cut possible.

When do you need footage by?

We will need all footage submitted by Friday 12th August.

Please send your footage to Jo Irwin – jirwin@iapb.org



APPENDIX

Section	Action
Up & Down	Glasses taken from above and placed on face Glasses taken off of face and passed downwards Glasses taken from down below and placed on face Glasses passed upwards
Side to side	Glasses taken from the left and placed on face Glasses taken off of face and passed right Glasses taken from the right and placed on face Glasses passed to the left
Diagonals	Glasses taken from top right and placed on face Glasses taken off of face and passed bottom left Glasses taken from bottom left and placed on face Glasses passed to top right. Glasses take from top left and placed on face Glasses taken off face and passed bottom right Glasses taken from bottom right and placed on face Glasses passed to top left
Back to Front	Glasses passed from behind and placed on face Glasses taken off face and passed behind camera. Glasses taken from behind camera and placed on face Glasses taken off and passed behind.
Mixture shots (some examples)	Glasses taken from above, placed on face, taken off and passed right Glasses taken from below, placed on face, taken off and passed diagonally. Glasses taken from diagonally, placed on face, taken off and passed behind camera. Glasses taken from behind, placed on face, taken off and passed below.
Miscellaneous	Person laughing to camera Person looking at the glasses/ looking through the lens when they are holding them Person wiggling glasses on face Person wiping lens of glasses in shot

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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