



WORLD SIGHT DAY 2022 REPORT



Photo submitted by: Micaela Thomas for IAPB WSD Photo Competition

Foreword

After the success of the World Sight Day 2021, we said, 'next year, let's make this even bigger'.

We were not sure that was possible, and yet as I stood at the United Nations Headquarters as we took the Love Your Eyes message to corridors of power the world over, I realised that we had done it again, but we had done it better.

For so many of us, the scale of the issue is clear. We know how many people live with preventable vision loss without the means to access the treatment they need. We know the key role sight and accessibility plays in people reaching their full potential. We work tirelessly every day to address it. However, it has not always been easy to make everyone else understand and value vision as they do other health and development issues.

Global awareness days are vital for engaging the public, but they are not easy to cement and activate. World Mental Health Day, World AIDS Day, International Day of The Girl Child and International Day of Persons with Disabilities has all taken years to gain the traction required to break out of their sector. Until now, World Sight Day had been successful for the sight sector but had struggled to get the cut through to reach those who would have never

considered vision before. We know from our 2030 in Sight strategy that World Sight Day becoming a world leading day is important for us to achieve our goals.

This year, the volume of media coverage, the noise across the social channels and the activation of this day from broadcasters and influencers alike has proved that we have started to do just that. People are starting to listen. It is the end of the beginning...

The power of collective action should never be underestimated, and it is only when we work together that magical moments such as this happen. Imagine what could happen if we fuel the same focus, energy and excitement to build on this incredible achievement and use it as a catalyst for the system change we need and the vision we have.

I am thrilled by the noise and enthusiasm we created and am inspired by what is to come - a world where everyone understands that eye health must be accessible, available and affordable to all.

Thank you all for believing that we could do it and pulling behind this campaign to prove that we can.

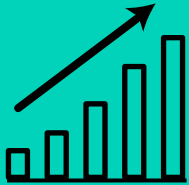
Caroline Casey

*President,
International Agency for the Prevention of
Blindness*



Our biggest World Sight Day yet

Thursday 13th October 2022 saw us celebrate our biggest World Sight Day ever, with stunts, screenings and social media activity happening from New Zealand to New York, Nepal to Uganda. We saw an incredible amount of support in the media and a huge increase in engagement from the sector and beyond from World Sight Day 2021.



6,813,614

PLEDGES TO LOVE YOUR EYES



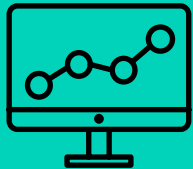
362

PARTICIPATING
ORGANISATIONS



11,344

PIECES OF MEDIA



OVER **150** MILLION
MEDIA IMPRESSIONS



OVER **200** MILLION
SOCIAL MEDIA IMPRESSIONS



165K
WEBSITE VISITS

Love Your Eyes glasses takeover social media

Last year's World Sight Day proved to us that the sector really supported a visual representation of Love Your Eyes, with the campaign branding being used widely.

This year we decided to challenge our networks to have a bit more fun and provide everyone with an easy-to-use prop that said 'Love Your Eyes' louder and more clearly than any artwork could do.

The Love Your Eyes glasses were hugely popular and were made accessible for all via several applications. Physical glasses were made available at all events, we had downloadable glasses available online and our very own Love Your Eyes glasses effects and stickers were used nearly **80,000 times** on Instagram and Facebook.

It has been great to see the glasses pop up from LinkedIn profile pictures to classrooms in Delhi.



Parliamentary screenings to celebrate World Sight Day

We called on IAPB members to help us highlight the importance of providing quality eye care to those with influence to help drive the change we need to see.

We asked for those who were able to arrange screenings with decision makers, thought leaders, members of parliament or government officials to help us spread the word of #LoveYourEyes to corridors of power the world over.

Almost **20 screenings** took place in the weeks leading up to World Sight Day, culminating in an event at the **United Nations Headquarters** in New York, organized by the UN Friends of Vision group, that saw over **300 ambassadors and staffers screened**.





IAPB Campaigner of the Year Lowri Moore helps tackle stigma with new emoji campaign

Lowri Moore, the British schoolchild who persuaded Disney to create a heroine with glasses in their hit *Encanto*, set her sights on challenging the popular “nerd face” emoji this World Sight Day, which she says perpetuates stigma against glasses wearing.

We were delighted to support Lowri as she launched her **#GlassesOn** campaign with a letter to the Unicode Consortium, the body responsible for all new emojis. Lowri, who earlier this year was awarded IAPB ‘Campaigner of the Year’ says *“Unfortunately, the only glasses wearing emoji I can find is a nerd face [...] As I’m sure you know, people who wear glasses are not nerds. But unless we address this, there’s a chance the next generation will grow up believing this lie about themselves.”*

For both children and adolescents, having vision problems is linked to lower self-esteem and quality of life.

Lowri’s **#GlassesOn** campaign is calling for the option to add glasses to all emojis, to reflect the diversity of glasses wearers and reduce the stigma that many young people still feel about glasses.

For both children and adolescents, having vision problems is linked to lower self-esteem and quality of life*. Research from 2005 showed that UK children with glasses are 35-37% more likely to be bullied**.

The campaign launch got huge traction in the media, with coverage appearing across print media in the UK and on prime-time news on the BBC and ITV in the UK. Internationally we saw **282 pieces of coverage** and a total reach of **over 70 million**.

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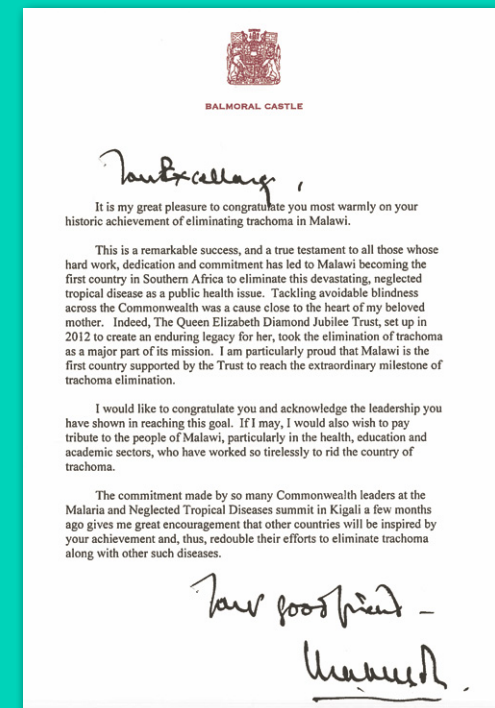
King Charles III and Countess of Wessex support World Sight Day 2022

To mark World Sight Day, The Countess of Wessex made visits to Botswana and Malawi in her capacity as IAPB's Global Ambassador.

In Botswana, she visited the Pono Yame ('my vision') school eye health programme. The programme, led by Botswana Ministry of Health and supported by Peek Vision, has been screening the vision of children using a digital diagnostic tool created in part with supported from the Queen Elizabeth Diamond Jubilee Trust.

Her Royal Highness also spent time with His Excellency, President Masisi, a former teacher and consistent advocate for child eye health since taking office in 2018. They met to discuss the government's ongoing commitment to eye health in the country.

In Malawi, the Countess celebrated the country's elimination of trachoma with Sightsavers as declared by the World Health Organization in September 2022. This remarkable achievement was also met with congratulations from King Charles III who sent a message to the President of Malawi commending the country's efforts.



Hundreds submit stunning entries to tell the story of #LoveYourEyes

The World Sight Day Photo Competition, since its inception in 2015, has been an important part of raising awareness of eye health and the implications it has on individuals, families and economies.

In 2022, we expanded to competition to include an additional category and welcomed a panel of seven esteemed judges.

The judges represent a range of expertise and perspective. Our panel included:



Carloine Casey, Founder and Creator, The Valuable 500 & IAPB President



David Katz, Internationally Acclaimed Photojournalist & Founder of the David Katz Foundation



Dean Saffron, World-Renowned Photojournalist



Dr Princess Ifeoma Ike, IAPB Eye Health Hero



Imraan Gallo, Visually Impaired Photographer, Advocate for Artists with Disabilities



Julie-Anne Davies, Professional Photographer & World Sight Day 2021 Photo of the Year Winner



Marge Axelrad, Senior Vice President and Editorial Director, Vision Monday and VMail



The competition accepted **nearly 1,000 entries** from over 60 countries. The caliber of submissions to the 2022 competition is at a level of skill and creativity never seen before. The competition also experienced for the first time a range of images from outside the eye care sector. Submissions, until 2022, typically depicted eye care examinations, eye care injuries and people wearing glasses or post cataract surgery. However, this year's entries include the gamut of joy as a result of accessible, available and affordable eye care.

Five fantastic categories helped guide submissions. Categories were:

♥ **LOVE YOUR EYES** – a picture capturing a subject(s) receiving eye health services or care.

EVERYONE EVERYWHERE – 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.

EYE-SIGHTS – a picture that celebrates the intimate connection between photography and eyes. This category was created by World Sight Day Global Partners, Bayer.

World Sight Day Photo Competition entries are an important part of raising awareness and helping IAPB tell the story of eye health to the world's decision makers and leaders.



Winner in Professional Category

Photo by: Kwame Yeboah



Winner in Amateur Category

Photo by: Laite Tuiloma

Engaging activations led by our Global World Sight Day Partners

With support from this year's Global World Sight Day Partners, we were able to devise two campaign activations that would engage the support of two very different audiences.

Our Pass The Glasses film was this year's hero launch content that saw hosts of contributions from our partners, their colleagues and ambassadors taking part in a fun, light-hearted reminder to the sector that World Sight Day was coming. Launched a month out of World Sight Day, the content was there to engage the sector in the campaign and to ensure they were getting behind #LoveYourEyes.

The content was seen **over half a million times** across IAPB platforms and thousands more times via the platforms of our partners.

Brilliantly, alternative versions of the film found their way across social media as people took it upon themselves to Pass the Glasses themselves.

Another key piece of partner-led content was the Love Your Eyes quiz. Based on extensive social listening research and advice from the IAPB Knowledge Department, we devised an easy to navigate quiz to help people understand more about caring for their eyes. We promoted the quiz with tested social assets, targeting it at a non-sector audience. The figures were remarkable, with over **15,000** people taking the quiz, and a completion rate of over **50%** - statistics unheard of for this type of quiz.



World Sight Day Global Partners 2022

abbvie



cbm

HORIZON



NOVARTIS

ONESIGHT
EssilorLuxottica Foundation



seva.org
Transforming lives
by restoring sight.

Sightsavers



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