



WORLD  
SIGHT DAY

# GLOBAL CHALLENGE TOOLKIT

World Sight Day 2023



# SCREENING THE WORLD'S WORKFORCE

The Global Challenge forms an important part of the World Sight Day campaign.

In 2021, we saw screening take place at world-famous landmarks. In 2022, we saw screenings being held in parliaments and influential buildings across the globe.

This year, we are focusing on testing the world's workforce - helping us to remind everyone, everywhere, of the importance of loving your eyes at work.

From factory floors to farms, from teacher's staff rooms to taxi ranks – this year's Global Challenge will see us screening the eyes of workers globally.

This toolkit is designed to outline how to successfully engage in this year's Global Challenge.



Photo by: IAPB

# PLANNING A GLOBAL CHALLENGE EVENT

## GETTING STARTED

In order to feature in IAPB's World Sight Day communications, we will require photography and or videography from your screening event **ahead of World Sight Day**.

Choosing a date to hold your screening in **the lead up to** World Sight Day will enable your event to feature.

We are looking for a wide variety of workplace settings to feature in this year's challenge. Could you perhaps host a screening in the following?

- In an office
- At a taxi rank
- At a truckers stop
- On a farm
- In a factory
- In a school staff room

World Sight Day collateral, like social media assets and posters, are available in May 2023 to help advertise your event. Please routinely check the IAPB website for updated materials that will support your event promotion.

## PRIORITISING THE WORLD'S WORKFORCE

The ambition of this year's Global Challenge is to showcase the importance of prioritizing eye care in the workplace. We want to remind employers and employees alike that protecting vision is vital.

This can be done powerfully if we hear directly from people who are impacted by a lack of access to eye care at work.

When planning your event, it would be great to consider the story that can be told around it.

Is there anyone you are screening that might have to leave work due to their eye health, if they can't get the help they need?

Has the business you are hosting a screening with seen an uplift in productivity or morale since addressing eye health?

Has anyone been able to return to the workplace once they received treatment?

When sharing your event with us, please tell us the real-life stories attached to them. This will help us amplify the importance of prioritising eye health at work, globally.



Photo submitted by: Dimpal Pancholi to the IAPB World Sight Day Photo Competition

## SHOWCASING YOUR SCREENING – SOCIAL MEDIA & LOCAL PRESS

On World Sight Day, we want to flood social media and press with stories from around the world.

Holding back any content you may have from screenings to post them on World Sight Day and embargoing any press releases until the day itself will help ensure we are collectively making as much impact as possible.

Making use of the Love Your Eyes glasses at your event will also help with social media reach. You can download them [here](#).

## ENGAGING KEY STAKEHOLDERS

Use the impact of World Sight Day as a hook to entice key stakeholders. Explain how their involvement helps form part of the global story around World Sight Day.

If you are able, inviting high profile partners or ambassadors along to your screening will help amplify the work you are doing.

Ask them to share the content from the day on World Sight Day to support this year’s World Sight Day campaign.

## GLOBAL CHALLENGE CHECKLIST

CHECKLIST:	
Create posters to invite workers to the event	Design your poster here
Produce pin badges to give away	Download artwork here
Produce banner stands	<a href="#">Download artwork here</a>
Produce boards for people to hold in photos	Download artwork here
Print heart glasses for photo opportunities	<a href="#">Download artwork here</a>
Write a press release to issue to local media	<a href="#">Example below</a>
Engage a photographer to capture the event	
Engage a videographer to produce content from the event	
Engage with the workplace to find the best stories	
Send all content and stories to IAPB ahead of World Sight Day	



## MEDIA TIPS

Getting media onside is an important part of building awareness and making World Sight Day a success. We have put together a list of our favourite tips.

### 1. What is the story you are trying to tell?

- In this case, your story is an eye health screening event at a notable location (e.g., Parliament or United Nations). We have drafted a sample press release to help get you started.

### 2. Who is your spokesperson?

- Attendees of the vision screening event will be sharing pre-drafted and locally curated content for attendees to share.
- Equally, have an internal spokesperson is. Suggested internal spokesperson for a vision screening event could be, Head of Communications/Campaigns.
- Ensure your spokesperson is available for additional comment if requested.
- Make sure you have their contact details so you can source additional comments if they are requested outside office hours.

### 3. Who is the media in your area that you can contact and what is the best way to reach them?

- If your organisation has a Communications Team or Media Officer, contact them first. Let them know what you want to do, and they should be able to support your efforts.
  - If not and you're unsure, who to contact here are some good places to start:
    - Start with google. Googling media outlets and publications is a great way to find contacts for journalists.

Ask for the name and email of the person your press release should be sent to and remember to give your contact details.

- Call your local paper and ask for the news desk.
- Call your local radio station (outside of broadcast times) and ask for the forward planning desk. Ask for the name and email of the person your press release should be sent to and remember to give your contact details.

- Find out what their lead time is. Do they need to press release a week out or the day before? Be sure to not target media too early or too late – timing can be everything. For example, monthly magazines often have a three-month lead time.
- Make sure you follow up every press release sent with an email or a telephone call. Let journalists know that interviews, photographs or site visits are available.
- Invite journalists and photographers to attend your programmes or World Sight Day activities.
- At World Sight Day events, make sure you make the World Sight Day logo or the #LoveYourEyes icon visible in photographs, whenever possible.
  - [World Sight Day logo](#)
  - [Love Your Eyes Icon](#)

### 4. Include event images with the press release.

- A story is great but when accompanied by an image, they are fantastic! Make sure you have a good quality, high resolution image to send with your media release.

## 1. Example Press Release

**Below is an example press release that could be distributed to local media in relation to your Global Challenge event:**

EMBARGOED UNTIL 0001 THURSDAY 12<sup>th</sup> OCTOBER 2023

***[Insert organisation name]* helps employees at *[insert location]* to love their eyes at work to mark World Sight Day**

The Love Your Eyes campaign is calling on employees and employers to prioritise eye health, to ensure workers are reaching their full potential and staying in employment longer.

- Word Sight Day 2023, coordinated by the International Agency for the Prevention of Blindness (IAPB), aims to raise awareness of blindness and vision impairment as major public health and development issues.
- World Sight Day 2023, happening on Thursday 12<sup>th</sup> October, is focusing the world's attention on the issue of eye health and raising awareness of the 1.1bn people worldwide who cannot access the eye care services they need. This year's campaign will focus on the importance of taking care of our eyes at work and will be calling on employees to do more to protect the eyes of those who work for them.

This year *{organisation name}* is hosting a screening event at *{insert location}* to help remind everyone, everywhere, of the importance of taking care of our eyes at work.

The event, which screened *{number of employees or staff screened}*, showcased the importance of taking care of our eyes in the workplace whilst providing the team with helpful advice.

The event was part of the World Sight Day Global Challenge, coordinated by IAPB, that will see the eyesight of the world's workforce be tested, whilst calling on employees everywhere to prioritise the vision of their workers.

Peter Holland, CEO of IAPB, added, “World Sight Day has grown into an incredibly important date on the international calendar, and is a true reflection of how when people work together, we can achieve remarkable things. This year, we have shifted our focus to the workplace. Prioritizing employee eye health cannot be underestimated because healthy vision allows people to perform better, safer and maintain their employment. I encourage all workplaces to check the vision health of their workforce this October.”

Include the following:

A story from the screening – someone who hasn’t had their eyes tested before, whose job prospects were hindered due to poor vision, an employer who has seen a marked improvement in productivity or morale since offering screenings.

A quote from a spokesperson at your organization and from the location of your screening.

A quote from any ambassadors or key influential people in attendance.



Photo submitted by: Joy Saha to the IAPB World Sight Day Photo Competition



World Sight Day is coordinated by IAPB and supported by almost 200 IAPB Member Organisations globally.

Thank you to our World Sight Day Global Partners



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#WorldSightDay #LoveYourEyes

Find all other **World Sight Day toolkits** [here](https://iapb.org/WSD2023)  
[iapb.org/WSD2023](https://iapb.org/WSD2023)



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