



MEDIA **TOOLKIT**

World Sight Day 2023



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 questions you need to answer (with some tips) while you organise your media approach.

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

- Are you able to celebrate your involvement in #LoveYourEyes via one of our activation ideas that would interest media? We have drafted a sample press release to help get you started.

2. Who is your spokesperson?

- Having a reputable spokesperson helps humanise a story and importantly, provides authority. CEOs are usually great places to start.
- Decide who your spokesperson is and refer to our CEO and Spokesperson Talking Points.
- 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.



Photo submitted by: Lázaro Isaías Morales Moreno to the IAPB World Sight Day Photo Competition

- Find members of the media in your area. Here are some good places to find them:
 - 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. Do you have an image to accompany your 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.

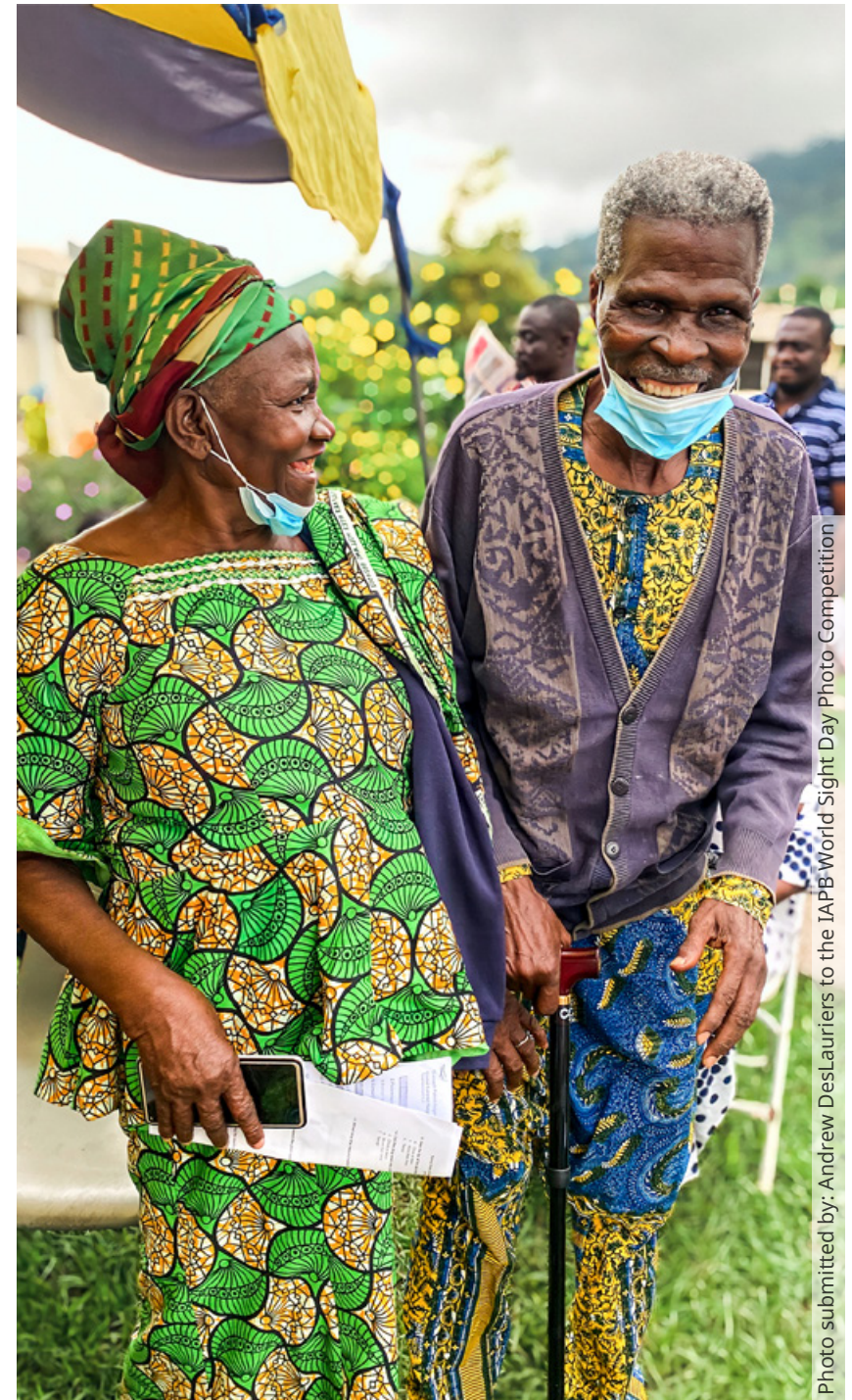


Photo submitted by: Andrew Deslauriers to the IAPB World Sight Day Photo Competition

CEO AND SPOKESPEOPLE TALKING POINTS

Ensure your spokespeople have all the information they need when talking to the media about World Sight Day and #LoveYourEyes.

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 join our call for eye care services that are available, accessible and affordable to everyone, everywhere.
- I encourage everyone to pledge to love their eyes this World Sight Day.

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.

5. How we talk about eye care in the workplace.

- We know that clear, healthy vision improves productivity and prevents workplace injury.
- Prioritizing eye health in the workplace is important for all employers and employees. Whether employment is at an office, factory or shop, eye health impacts how employees perform and their wellbeing.
- Employers globally have a responsibility to ensure the eye health of their workforce is clear and healthy.



Photo submitted by: Jenny Bateman to the IAPB World Sight Day Photo Competition

INTERVIEWS TIPS

Talking with the media isn't easy. But 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! |

| Do | Don't |
|--|---|
| <p>Use the subject of the question to make the points you want to make. For example:</p> <p>Thank you for asking me that, but did you know...</p> <p>Before I answer that, I'd like to tell you about...</p> | <p>Let the interviewer lead you away from what you want and need to say.</p> |
| <p>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.'</p> <p>Try saying, 'World Sight Day is the one day of the year where we can focus our attention on taking care of our eyes.'</p> | <p>Overload your interviewer with too much information. Too many statistics or facts. Or too many messages.</p> <p>We have provided a few key facts for you to reference in the section called 'Key Facts'.</p> |
| <p>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.</p> | <p>Feel rushed. This is your opportunity to share your message for the cause. Make the most of it.</p> |

SAMPLE PRESS RELEASE

We have created a press release that you are welcome to make your own. Our only request is that you keep in references to IAPB and the #LoveYourEyes campaign.

PRESS RELEASE

FOR IMMEDIATE RELEASE

DATE

***(Insert Organisation Name)* Joins IAPB to Call on Millions to Love Your Eyes**

The Love Your Eyes campaign encourages individuals to take care of their eye health and draws attention to the over a billion people worldwide who have avoidable vision loss and no access to eye care services.

World Sight Day 2023, coordinated by IAPB, aims to raise awareness of eye health, particularly in the workplace. Encouraging employers and employees worldwide to prioritize clear, healthy vision.

Individuals and organisations are encouraged to pledge to #LoveYourEyes this October.

World Sight Day, happening 12 October 2023, focusses the world's attention on the importance of eye care. Celebrated under the #LoveYourEyes campaign, World Sight Day marks a moment where everyone is reminded to prioritize their eye health.

This year, *(insert organisation name)* is joining World Sight Day and #LoveYourEyes organisers, the IAPB to challenge 10 million people globally to pledge to have their sight checked before World Sight Day.

The focus of this year's campaign is to encourage workplaces to have the vision of the employees checked. Because clear, healthy vision improves productivity, prevents workplace injury and improves employee wellbeing.

Commenting on *(insert organisation name)* involvement was *(insert spokesperson's name)* who said, 'Insert their comment, opinion or ask for their approval to use one of the comments provide in the above CEO & Spokesperson Talking Points list'.

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."

Everyone is invited to join the campaign. Visit iapb.org/WSD2023 to learn how your or your organisation can #LoveYourEyes and encourage others to do the same.

*** ENDS ***

Notes to editor:

- World Sight Day is an annual awareness day, held on the second Thursday of October, to focus global attention on the need for accessible, available and affordable eye care. Coordinated by IAPB, this year World Sight Day happens on 12 October 2023 with the call to everyone, including workplaces to 'Love Your Eyes'.
- For more information on World Sight Day and the Love Your Eyes campaign visit iapb.org/WSD2023.
- The IAPB is the overarching alliance for the global eye care sector with over 200 members worldwide drawn from NGOs and civil society, corporate organisations, professional bodies and research and eye care institutions. Please visit iapb.org to learn more about IAPB Membership.
- Insert information about your organisation.
- For more information, please contact *(insert media contact person and their contact details)*.

KEY FACTS

Looking for more data to support your story? We have pulled together some key facts that we encourage you to use when communicating the colossal need for eye care with your networks. Data has been generated the from IAPB Vision Atlas.

KEY FACTS Include

Workplace

- Good vision and eye health is important to work better. A pair of spectacles can improve workplace productivity by 22%.
- 9 out of 10 eye injuries in the workplace can be prevented with appropriate safety eyewear.
- Digital eye strain affects productivity and can harm vision in the long term.

Gender Equity

- Of the 1.1 billion people with vision loss, over 50% are female.
- Women are 40% less likely to utilise eye care services than men.
- In some parts of the world, if girls are blind or significantly vision impaired it is almost impossible for them to access education.

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.
- Over 90% of those with uncorrected vision loss live in low- and middle-income countries.
- Unaddressed poor vision results in \$411 billion in lost productivity each year.

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



GLOBAL PARTNERS

abbvie



cbm

HORIZON.

HOYA

Johnson & Johnson
VISION



NOVARTIS



seva.org



#WorldSightDay #LoveYourEyes

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



Find us on: