

# 2030 IN SIGHT

A PHOTO EXHIBITION



ORGANISED AND ENDORSED BY:



**2030  
IN SIGHT**

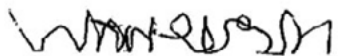
## FOREWORD BY H.E. AMBASSADOR WALTON WEBSON

More than 2.2 billion people, almost one-third of humanity, currently live with vision impairment. At least 1.1 billion people suffer from avoidable sight loss, 90% of whom live in middle-and-lower-income countries. This costs the global economy \$411bn in lost productivity each year and impedes a state's ability to eradicate poverty and reduce the inequalities and vulnerabilities that leave people behind.

The trajectory of global eye health changed with the universal adoption of the United Nations General Assembly resolution Vision for Everyone: accelerating action to achieve the Sustainable Development Goals. The resolution provided a vital paradigm shift to address eye health as a worldwide, cross-cutting development issue distinctively plagued by inequality and integral to achieving the Sustainable Development Goals by 2030.

2030 IN SIGHT, is a powerful interpretation of the central messages and recommendations in the UN resolution. The images allow us to see the world through someone else's eyes and to consider the implications avoidable and treatable eye health conditions have for ending extreme poverty and hunger, accessing education and decent work, and reducing inequalities.

As we pass the half-way point on delivering the 2030 promise, words must turn into political commitment and action. This immersive exhibition makes it clear that reaching our Sustainable Development Goals is in sight if eye health lies at the heart of our transformative efforts to ensure a better future for all.



### **H.E. AMBASSADOR WALTON WEBSON**

*Permanent Representative of Antigua and Barbuda to the United Nations  
Founder & Co-chair of the UN Friends of Vision Group*



## **A STATEMENT FROM PROFESSOR JÉRÔME SALOMON**

In a world built on the ability to see, vision, the most dominant of our senses, is vital at every turn of our lives. Children depend on vision to walk to school, read and learn; adults to participate in the workforce; and the older population, to maintain their independence. However, far too often eye conditions and vision impairments go untreated, primarily because people lack access to the basic eye care services they need, including a simple pair of spectacles or cataract surgery.

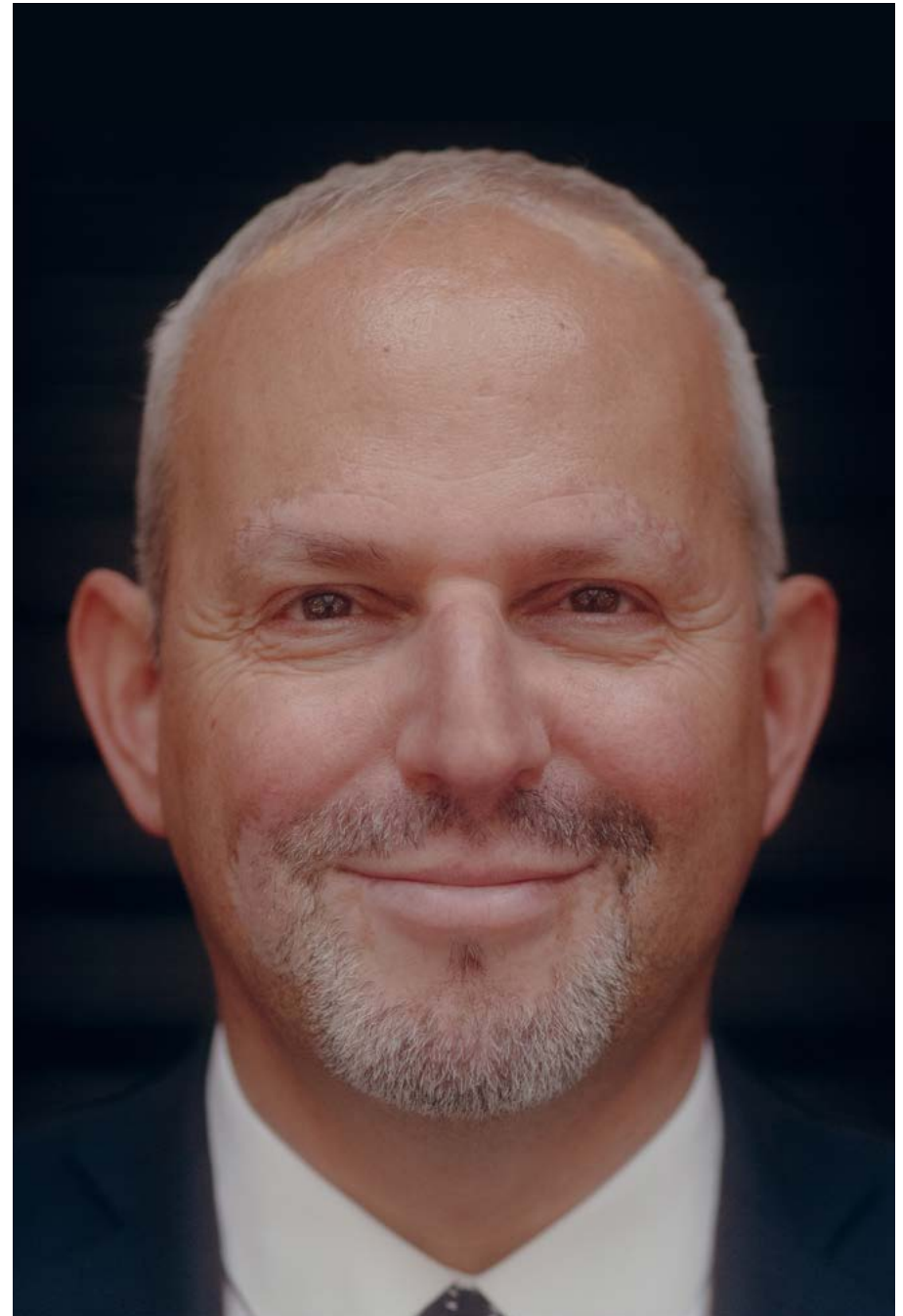
2030 IN SIGHT draws on a central argument outlined in the first UN Resolution on vision and the WHO World Report on Vision; eye health is essential to the achievement of the Sustainable Development Goals and strengthening the delivery of eye care within Universal Health Coverage has the potential to improve the lives of millions of people globally.

This dynamic exhibition comes at a moment when the need for eye care is set to surge in the coming years. Without action, it is estimated that by 2050 half the global population could be living with a near or distance vision impairment. Every country must work towards universal eye health coverage, in order to meet the growing need, strengthen our health systems and reduce inequalities within and among countries.



### **PROFESSOR JÉRÔME SALOMON**

*Assistant Director-General, Universal Health Coverage,  
Communicable and Noncommunicable Diseases,  
World Health Organization*





## MESSAGE FROM CAROLINE CASEY

2030 IN SIGHT is a photo exhibition that challenges viewers to consider the impact of eye health on development outcomes. The collection has been curated to highlight the critical need for available, accessible and affordable eye health for all by 2030. It is a powerful interpretation of perspective by forcing the viewer to see the world through the eyes of someone impacted by preventable or treatable eye condition.

The shift in perspective demands that viewers consider eye care as critical to accelerating the 2030 Agenda and progress towards achieving the Sustainable Development Goals.

I hope you enjoy this collection of images and that it challenges you to consider the importance of eye health for all.



**CAROLINE CASEY**

*IAPB President*





Image by KM Asad for The Fred Hollows Foundation.



## **A SIMPLE PAIR OF GLASSES HELPING ERADICATE POVERTY**

Improving eye health is a practical and cost-effective way of unlocking the potential for individual and shared progress because correcting vision improves educational outcomes, increases personal earnings by 5%, and increases productivity of the working poor by more than 20%.





**THIS IMAGE HAS BEEN TREATED TO REFLECT HOW SOMEONE WITH UNTREATED CATARACT MIGHT EXPERIENCE THE IMAGE.**

### **A BRIGHTER FUTURE**

Poverty is a cause and consequence of poor eye health. 90% of avoidable sight loss is experienced by people in low-and middle-income countries, impeding a state's ability to eradicate poverty and reduce the inequalities and vulnerabilities that leave people behind.





Image by Ulrich Eigner for Light for the World.



## **WORKING TOWARDS FOOD SECURITY**

Vision impairment and blindness among agricultural workers and rural farmers causes a ripple effect that touches not only families, but entire communities. Fewer hands working the fields results in lower household income, less food reaching the market and more people going hungry.





Image by Ulrich Eigner.



**THIS IMAGE HAS BEEN TREATED TO REFLECT HOW SOMEONE WITH UNTREATED CATARACT MIGHT EXPERIENCE THE IMAGE.**

### **A HEALTHIER LIFE**

Improved eye care can increase household income which is directly linked to reducing hunger. Research has shown that following cataract surgery, 46% of households moved up an income bracket, allowing families to afford food for themselves and helping to reduce vitamin A deficiency, the leading cause of childhood blindness.



Image by National Vision.



## **EYE HEALTH AT EVERY LIFE STAGE**

Eye Health is critical to ensuring good health, mental health and wellbeing. Universal Health Coverage cannot be achieved unless eye care and rehabilitation services are accessible, inclusive and affordable to everyone, everywhere, whenever they are needed.



3 GOOD HEALTH AND WELL-BEING



Image by Graham Coates.



**THIS IMAGE HAS BEEN TREATED TO REFLECT HOW SOMEONE WITH UNTREATED GLAUCOMA MIGHT EXPERIENCE THE IMAGE.**

## **A PART TO PLAY ON BOTH SIDES OF HEALTH CARE**

Universal access to eye health has the potential to improve the life chances of millions of people globally and strengthen health systems to scale-up and reach those most in need.



Image by Cooper Vision & Vision Action.



## **GREATER EDUCATIONAL OPPORTUNITIES**

If you struggle to see, you struggle to learn. Children with vision impairment are 2–5 times less likely to be in formal education in low- and middle-income countries. This can result in ongoing consequences for their life opportunities.



4 QUALITY EDUCATION



Image by Nguyen Thi Quynh Nhu for Helen Keller International.



**THIS IMAGE HAS BEEN TREATED TO REFLECT HOW SOMEONE WITH UNCORRECTED MYOPIA MIGHT EXPERIENCE THE IMAGE.**

## **AN OPPORTUNITY TO FULFILL POTENTIAL**

Eye health has a positive impact on school enrolment, attendance, educational attainment and learning. Glasses are one of the most effective health interventions for children.



## A HEALTH AND GENDER ISSUE

Vision loss has far-reaching implications, for the women affected, as well as their families, communities and economies. For girls with vision loss, it is almost impossible to access education, locking them out of future employment and perpetuating a cycle of poverty.



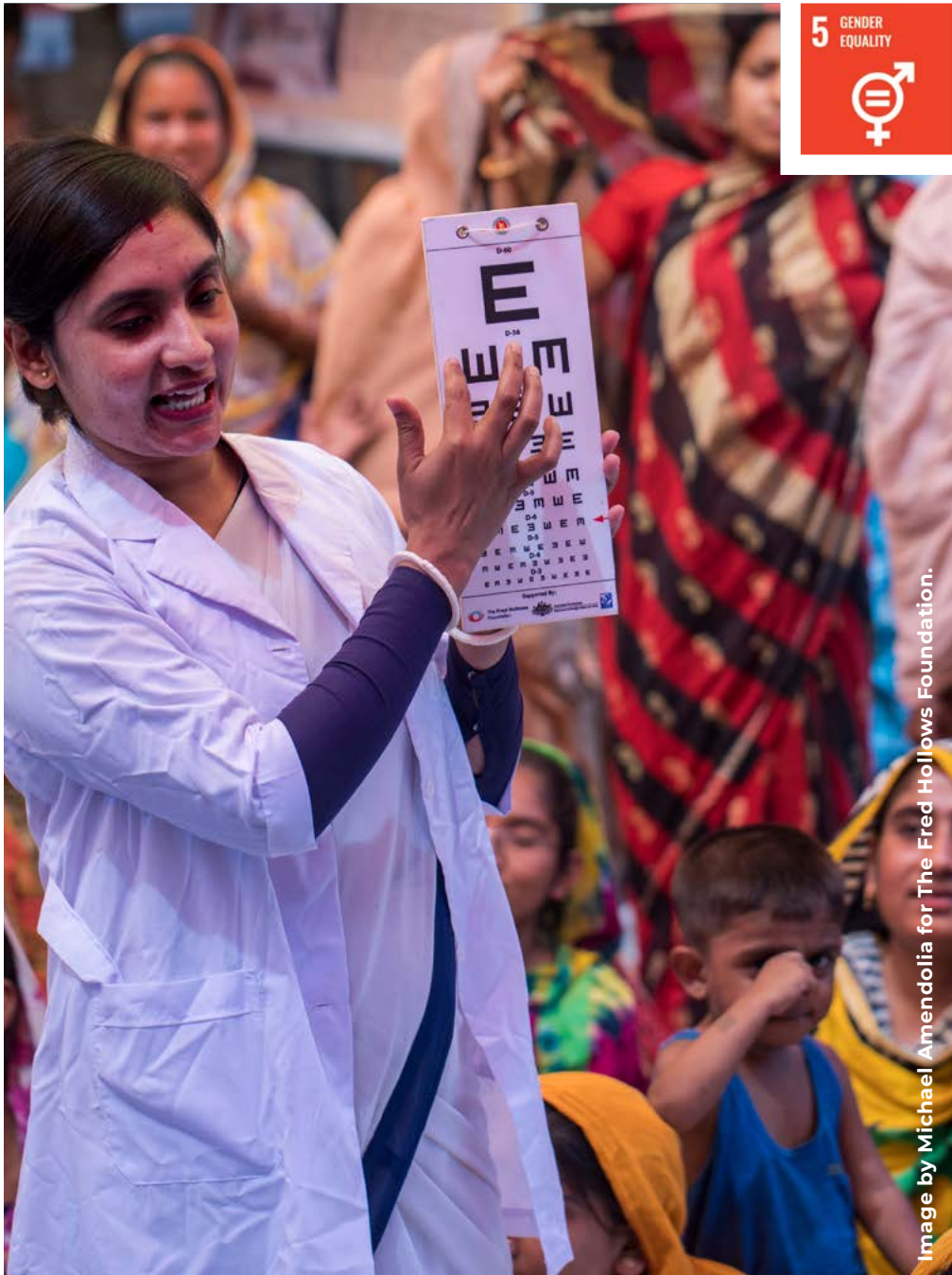
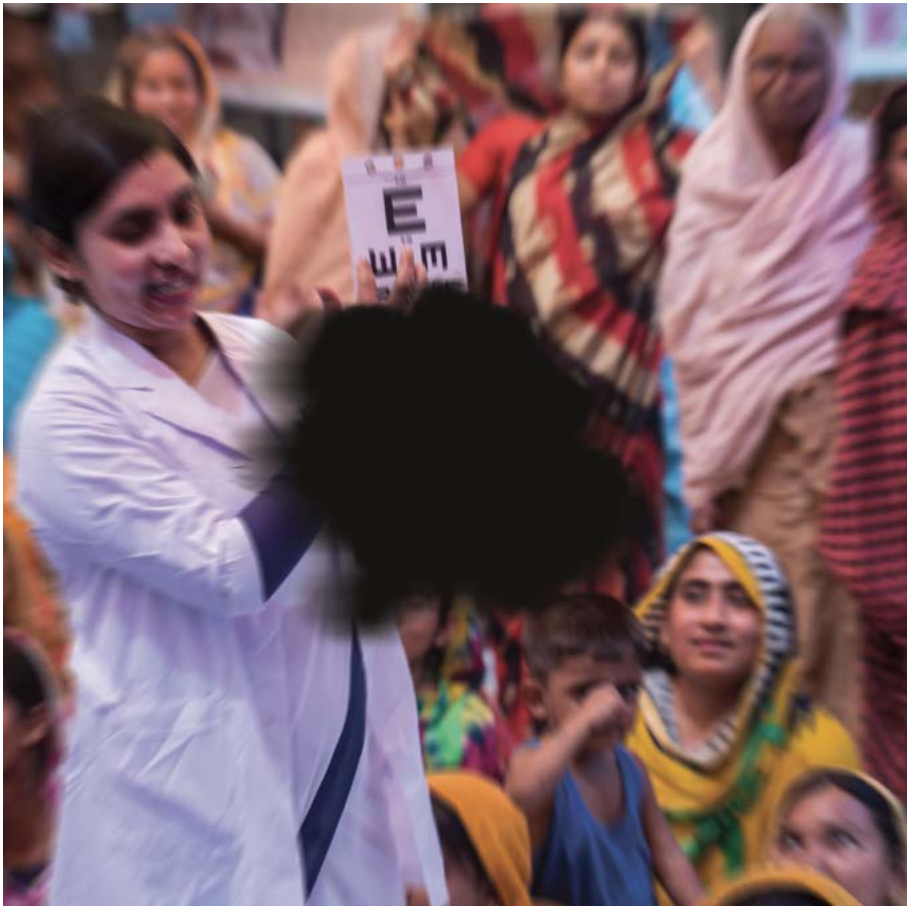


Image by Michael Amendolia for The Fred Hollows Foundation.



**THIS IMAGE HAS BEEN TREATED TO REFLECT HOW SOMEONE WITH UNTREATED MACULAR DEGENERATION MIGHT EXPERIENCE THE IMAGE.**

### **THE VISION OF EVERY WOMAN AND GIRL MATTERS**

There are more women than men with sight loss in every category of vision impairment and blindness, yet they are far less likely to be able to afford or access eye care services. Four out of five women and girls don't need to be blind, as their common eye conditions can be easily prevented or treated.



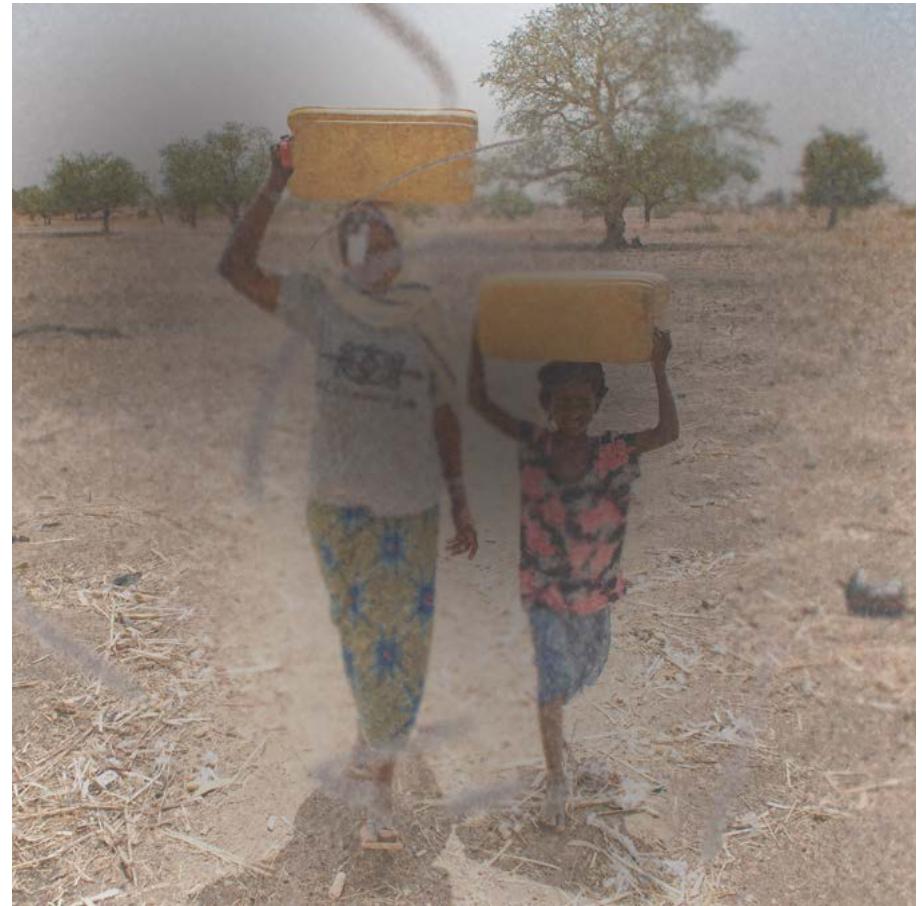
## A CRITICAL PIECE OF THE PUZZLE

Accessible, available and affordable eye health is essential to the achievement of the Sustainable Development Goals and strengthening the delivery of eye care within Universal Health Coverage has the potential to improve the lives of millions of people globally.





Image by Ulrich Eigner for Light for the World Austria.



**THIS IMAGE HAS BEEN TREATED TO REFLECT HOW SOMEONE WITH UNTREATED TRACHOMA MIGHT EXPERIENCE THE IMAGE.**

## **STOPPING INFECTION**

Access to clean water and sanitation is critical to preventing the spread of eye infections like trachoma, the world's leading infectious cause of blindness.





Image by Saiful Islam.



## **A PRODUCTIVE AND SAFE WORKING ENVIRONMENT**

Access to quality eye care as a component of workplace occupational safety and health programmes is a simple and cost-effective way to increase productivity, income, improve employment prospects and ensure workers gain more working years.



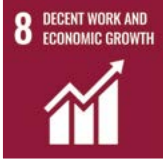
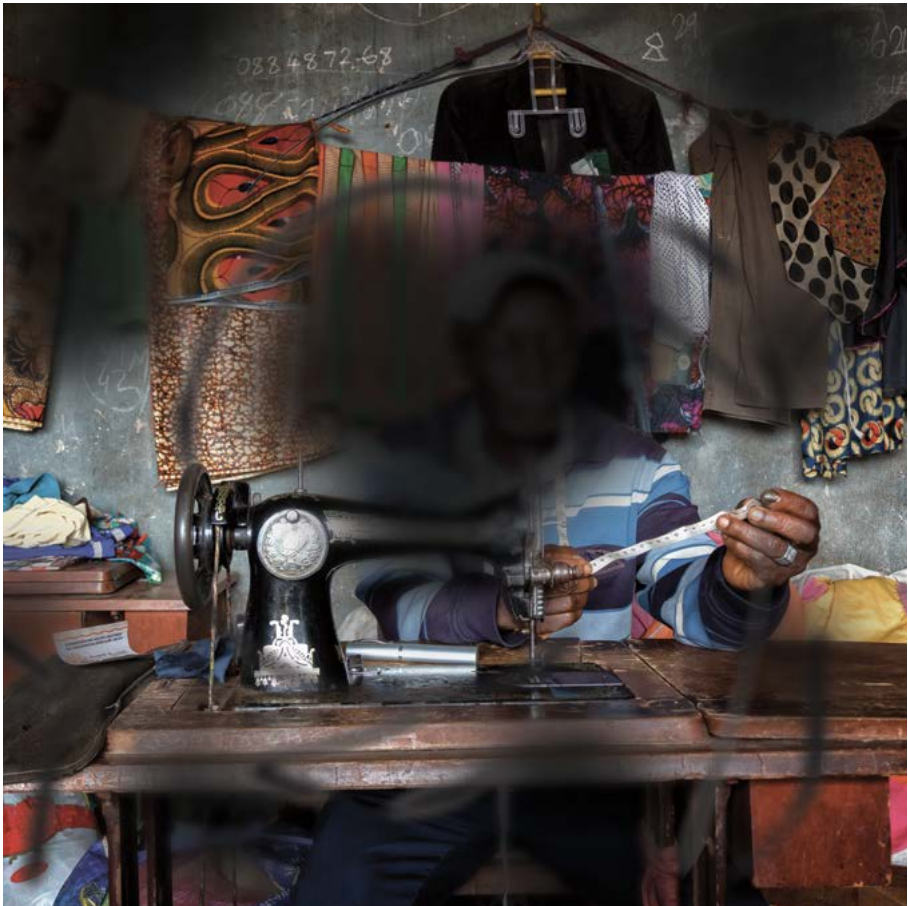


Image by Graham Coates for Vision Action.



**THIS IMAGE HAS BEEN TREATED TO REFLECT HOW SOMEONE WITH UNTREATED DIABETIC RETINOPATHY MIGHT EXPERIENCE THE IMAGE.**

### **STAYING IN THE WORKFORCE LONGER**

Poor vision drastically affects the ability of workers to maintain decent employment and costs the global economy at least USD \$411 billion in lost productivity every year.





Image by Michael Schoenfeld for John A. Moran Eye Center, University of Utah Health.



## **THE RIGHT OF EVERY INDIVIDUAL**

Empowering marginalised people with respect to eye care needs and the importance of vision for all will reaffirm the right of every human being, without distinction, to the enjoyment of the highest attainable standard of physical and mental health.





Image by Syed Sajidul Islam.



## **CHALLENGES OVERCOME**

Eye health is a major contributor to inequalities as well as an outcome. The disproportionate impact of vision loss for marginalised and vulnerable populations within regions, countries and communities is often masked by national averages.



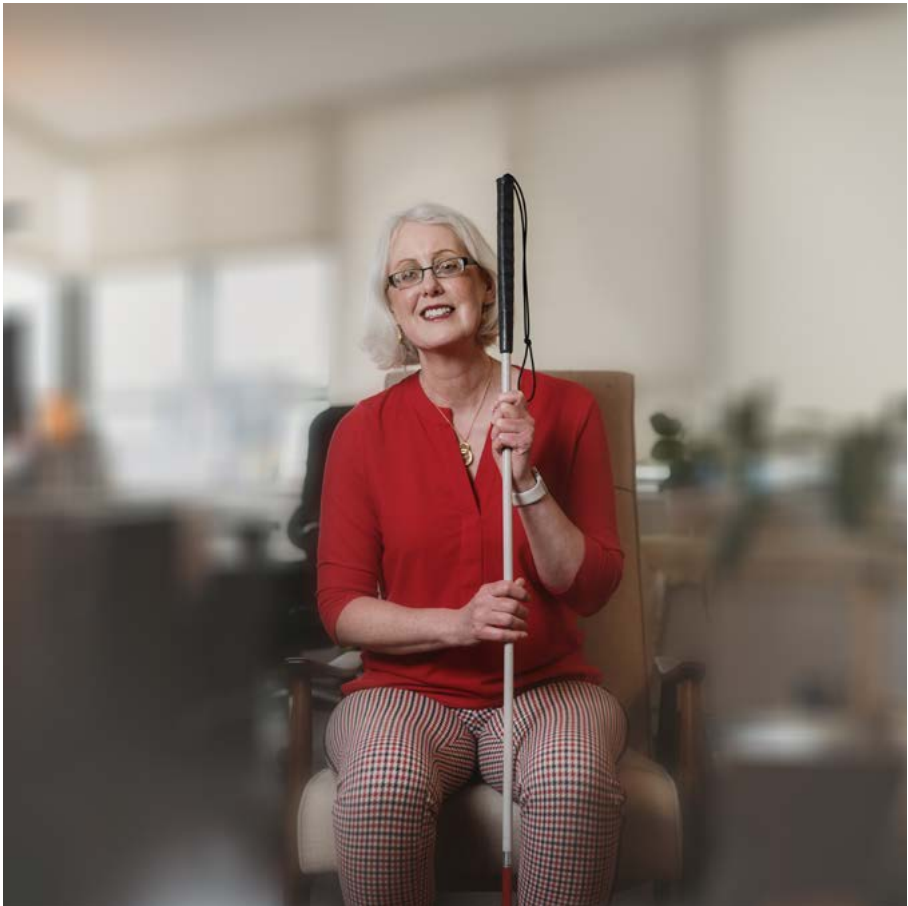
## **SAFETY FOR EVERYONE ON THE ROAD**

Eye Health is critical to reducing road traffic deaths and injuries. In low-and-middle-income countries, people with vision impairment are 46% more likely to be involved in traffic accidents.





Image by AbbVie.



**THIS IMAGE HAS BEEN TREATED TO REFLECT HOW SOMEONE WITH UNTREATED GLAUCOMA MIGHT EXPERIENCE THE IMAGE.**

**INDEPENDENCE**

Universal access will eliminate many of the challenges currently experienced by visually impaired persons, making cities and human settlements inclusive and safe for all.



Image by Ian Treherne for Bayer.



## **AN OPPORTUNITY TO CREATE ENVIRONMENTALLY STABLE HEALTH INITIATIVES**

Planetary health is a key component to improving eye care. Environmentally sustainable eye health services to mitigate carbon footprints and reduce environmental impact are critical to future policies and practices.





Image by Md. Harun Or Rashid.



**THIS IMAGE HAS BEEN TREATED TO REFLECT HOW SOMEONE WITH AN UNCORRECTED ASTIGMATISM MIGHT EXPERIENCE THE IMAGE.**

## **CLIMATE ACTION IS A HEALTH ISSUE**

All countries will experience the health impacts of climate change. Those already living in marginal conditions, or at higher risk of visual impairment, will be disproportionately impacted, with predicted increases in eye diseases and disruption of critical eye care services.





Image by Horizon Therapeutics.



## **EMPOWERED INDIVIDUALS AND MOBILISED PARTNERSHIPS**

Empowered individuals, communities and multi-stakeholder partnerships that mobilise and share knowledge, expertise, technology and financial resources will help ensure eye care is accessible, available and affordable for everyone by 2030.





Image by IAPB.



**THIS IMAGE HAS BEEN TREATED TO REFLECT HOW SOMEONE WITH UNCORRECTED PRESBYOPIA MIGHT EXPERIENCE THE IMAGE.**

## **LOVE YOUR EYES - ACCESSIBLE, AVAILABLE AND AFFORDABLE EYE HEALTH**

We need to make the case loudly and repeatedly that eye health is not an optional extra. It is vital to everything. Campaigning will educate, raise the profile of preventable sight loss, unlock political will and help tackle the stigma around simple and easy treatments.



Image by IAPB.



## **CELEBRATING THE PHOTO EXHIBITION LAUNCH AT UNHQ**

On 10 October 2023, the Co-Chairs of the United Nations Friends of Vision, the Permanent Missions of Antigua and Barbuda, Bangladesh and Ireland, World Health Organization & Love Your Eyes Campaign launched the 2030 IN SIGHT Photo Exhibition with a Reception held at the United Nations Headquarters in New York. UN leaders and staff representing over 20 countries attended the event to support the global eye health and development agenda.





Image by IAPB.

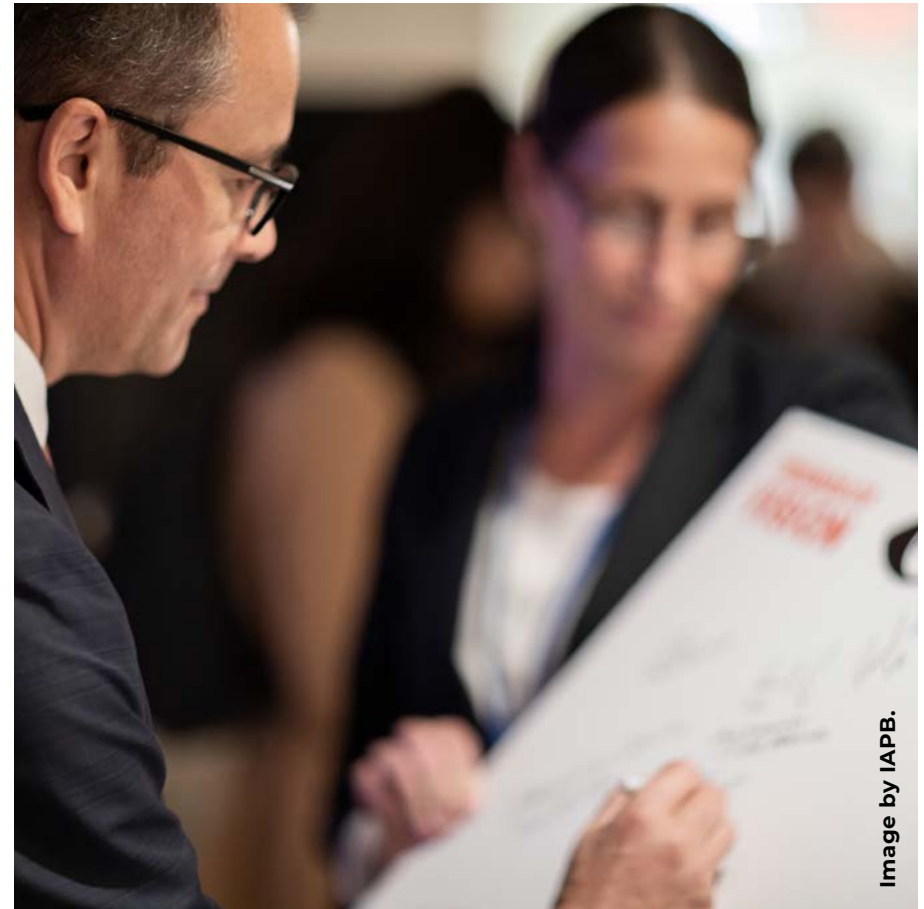


Image by IAPB.

The celebration honored World Sight Day 2023 and acknowledged the strong and credible voice the eye health sector and Friends of Vision group have developed across the UN system over the past five years. It provided an opportunity to showcase the vital role of eye health in advancing the Sustainable Development Goals and to continue building cross-sector support for ending avoidable sight-loss.

## FRIENDS OF VISION

### ABOUT THE UN FRIENDS OF VISION

The UN Friends of Vision group is an informal network of Member State representatives, including at Ambassador level, from more than 50 countries, working to advance the issue of eye health within the context of the Sustainable Development Goals. The group is chaired by Ambassador Aubrey Webson of Antigua and Barbuda, Ambassador Muhammad Abdul Muhith of Bangladesh and Ambassador Fergal Mythen of Ireland. The UN Friends of Vision group helps raise the profile of vision and eye health on the international agenda and shares knowledge and information with and among Member States to unlock political commitments and mobilize cross-sector partnerships.



### ABOUT WHO

Founded in 1948, WHO is the United Nations agency that connects nations, partners and people to promote health, keep the world safe and serve the vulnerable – so everyone, everywhere can attain the highest level of health. WHO leads global efforts to expand universal health coverage. The WHO directs and coordinates the world's response to health emergencies. And we promote healthier lives – from pregnancy care through old age. Its Triple Billion targets outline an ambitious plan for the world to achieve good health for all using science-based policies and programmes.



### ABOUT IAPB

Working with over 200 members around the world, IAPB aims to create a world where no one experiences unnecessary or preventable sight loss and everyone, everywhere, can reach their full potential. As the global alliance for eye health, IAPB has the power and influence to work with leaders, funders and governments to ensure eye health gets the political, health and development priority it needs. IAPB advocates and campaigns for change, educate and inform on eye health and connect the sector.



### ABOUT LOVE YOUR EYES

To achieve a world where no-one experiences unnecessary or preventable sight loss, and everyone can achieve their full potential, the Love Your Eyes campaign, launched in 2021, calls on governments and businesses to make eye health accessible, available and affordable for everyone by 2030. The campaign also raises the profile of eye health, encouraging the public to take care of their own eye health and raise awareness of the 1.1 billion people worldwide who have eye health conditions and do not have access to treatment..





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