



 WORLD
SIGHT DAY
2023

 YOUR
EYES

WORLD SIGHT DAY 2023

LOVE YOUR EYES

CAMPAIGN REPORT

FOREWORD

It is really wonderful to share the resounding success of this year's Love Your Eyes at Work campaign. The global attention directed towards prioritising eye health in the workplace this World Sight Day has exceeded our expectations and serves as a beacon for positive change going forward.

The campaign garnered over 13 million pledges to #LoveYourEyes at Work, from individuals and organisations, surpassing the initial 10 million target and doubling engagement from 2022. That is extraordinary! This tremendous response has ignited widespread public awareness about the significance of caring for one's eye health and importantly, engaged the IAPB network to stand together using one common ask, that continues to reach and resonate.

The supporting evidence provided in the report, Eye Health and the World of Work, by IAPB and the International Labour Organization, underscored

the urgency of our campaign, forcing employers to take note and prioritise the eye health of their workforce to create a more productive, safer working environment.

I am once again thrilled by the noise and enthusiasm we can create together, because when we say things loudly and repeatedly the world listens! The power of our collective action should never be underestimated, it is how we continue to create magical moments in time, like this from which we can, and will, build the system change we need.

Let us collectively celebrate these achievements and continue our efforts to make eye care a global priority.



Caroline Casey

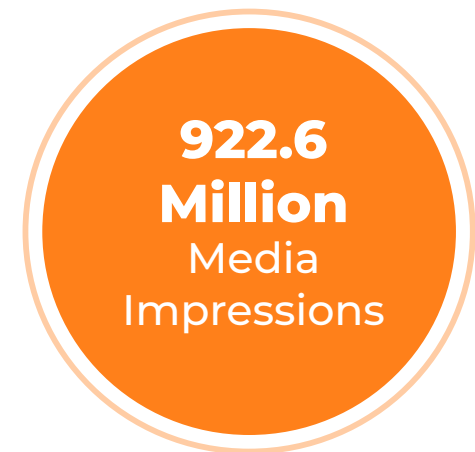
IAPB President



THE IMPACT OF YOUR EYES

Since its launch in 2021, the Love Your Eyes campaign has gained significant global momentum. The campaign has successfully brought World Sight Day under its banner, and raised awareness of the importance of eye health in millions worldwide and inspired them to take the necessary steps to take care of their sight.

World Sight Day successes over the last three years:



Together, with our global partners, members and supporters, we continue to expand the campaign, hit milestones and make an impact on people how people strive to love their eyes.

THE STORY BEHIND THE WORLD OF WORK

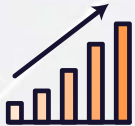
We know that workplaces are safer and more productive when eye care is prioritised for employees. With new research released by the International Labour Organization and IAPB we were able to tell the complete story of the impact eye health has on workplaces.



Sight loss costs the global economy **US\$ 411 billion** every year, according to the Lancet Global Health Commission on Global Eye Health.



30% of people with sight loss experience a reduction in employment, at great cost to businesses and individuals. However, 90% of sight loss is avoidable with early detection and treatment.



Countries with some of the biggest potential productivity gains include **China** (\$96 billion), **United States** (\$50 billion), **India** (\$27 billion), **Japan** (\$20 billion) and the **United Kingdom** (\$12 billion).

We used the platform of World Sight Day to remind business leaders that they have a vital role in raising awareness of workplace wellbeing. This year was opportunity for employers to add eye health to their well-being agenda and encourage workers to love their eyes.

2023 IN NUMBERS

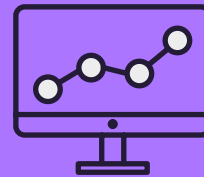
This World Sight Day, the campaign made a deliberate shift to focus attention on the place where the majority of the population spends a significant part of their lives – the workplace. Pledging to Love Your Eyes in 2023, meant creating a safer, more productive work environment. With workplace screenings taking centre stage, we empowered IAPB member organisations to champion eye care in workplaces worldwide.



13,141,412

Pledges to Love Your Eyes
Exceeding 10 million target

World Sight Day
was covered in
18k
articles worldwide



235.7 million

Media Impressions
A 57% increase from 2022

466 million

Social Media Impressions
A 133% increase from 2022



201,399

Website Visitors
A 22% increase from 2022



389% increase in Downloads of
World Sight Day Resources

27,796
Downloads



Media coverage
reached over

51.5 million
readers



52.5 million (USD)
Advertising Value
Equivalent

IMPACT AT THE HIGHEST OF OFFICES

An important part of World Sight Day and the Love Your Eyes campaign is the advocacy, ever-present, to those with influence. The 2023 campaign took the opportunity to immerse world leaders and Ambassadors in the complete story of what eye health means to not only economic development and poverty but the complete spectrum of the role that eye health plays in the achievement of the Sustainable Development Goals.

Ahead of World Sight Day, a meeting of world leaders, held in the margins of the United Nations General Assembly, saw Gaston Browne, Prime Minister of Antigua and Barbuda, Pushpa Kamal Dahal, Prime Minister of Nepal, and Terrance Drew, Prime Minister

of Saint Kitts and Nevis, joined by Ministers of Health and Foreign Affairs. The prestigious group heard that unaddressed poor sight costs the global economy \$411bn in lost productivity each year and impedes a states' ability to eradicate poverty and reduce inequalities.

2030 IN SIGHT, a photo exhibition displayed in the corridors of the United Nations headquarters in New York for World Sight Day, presented the world through the eyes of those living with avoidable sight loss and invited individuals to consider the direct implications avoidable and treatable eye health conditions have on individuals, their communities, and on accelerating progress toward the SDGs.



“

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.”

H.E Ambassador Walton Webson

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

HOW TO LOVE YOUR EYES AT WORK

To underpin the Love Your Eyes at Work campaign, IAPB compiled a tailored collection of resources designed specifically for global workplaces. These resources provided employees and employers with tips to take care of eye health while in the workplace, as well as best practices for human resources and occupational health and safety officers.



The workplace resources were **downloaded over 9663 times** and will remain an ongoing resource under the Love Your Eyes campaign banner.

A LOVE YOUR EYES AT WORK CHECKLIST FOR ALL EMPLOYERS

Eye strain (also professionally known as computer vision syndrome) and other vision issues are a common workplace problem. It's important to take steps to prevent eye strain and other vision issues in the workplace.

Make sure your organization is doing its best to protect eye health in the workplace by reviewing the following factors:

	Yes	No	Don't Know
Do we encourage our employees to have regular eye exams?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do we subsidize glasses and eye exams for our employees?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do we include eye health benefits in our employment offering?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do we encourage employees to take frequent breaks and not stare too long?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do we provide educational training to employees on eye safety protocols and the proper use of eye protection equipment?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do we regularly evaluate the ergonomics of workstations and provide adjustment equipment to minimize eye strain?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do we regularly monitor and test headlamp positions in the workplace?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do we ensure employees can identify potential eye hazards in the workplace, such as fumes, dusts, chemical splashes, radiation, and bright light?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do we provide training with instructions for eye health hazards in posted and highly visible in the workplace?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do we provide appropriate eye protection for tasks, glasses, goggles, or face shields, to employees who work in environments with potential eye hazards?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do we ensure adequate lighting in our workplace. Spaces are well lit.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do we take measures to reduce the glare of computer screens and other surfaces that can cause visual discomfort or eye strain?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

FOLLOW THE 20/20/20 RULE

In and outside of the workplace, from tiny laptop screens to the biggest televisions, we spend our days staring at screens. But digital eye strain is becoming an increasingly bigger problem.

A break of 20 seconds every 20 minutes can save your eyes and body from unwanted strain and pain.

LOVE YOUR EYES

A WORKPLACE CHECKLIST

Before understanding if your workplace is an "eye healthy" safe place to work, use this checklist. Download employees and health and safety officers, to assess the level of eye health safety in the workplace.

POLICY:

- Does your organization and its workplaces have an eye health and safety policy, or is it included in the workplace safety program?
- Is your eye health and safety policy been updated or revised in the past year?
- Is your eye safety policy communicated effectively to all employees?

PROCESS:

- Are all employees provided with or encouraged to get regular vision and eye health screenings?
- Are all employees encouraged to use ergonomic workstations and proper lighting to reduce eye strain?
- Have all work processes and procedures been reviewed for potential eye injury risks?
- Are all employees provided with appropriate eye protection free of charge?
- Have all employees received training on the proper use and maintenance of eye protection?
- Have all eye protection devices been inspected and maintained regularly?
- Are all employees encouraged to report any eye injuries or near misses?

THE FIVE-MINUTE CHECK

Your workplace computer, alignment of your desk, chair and lighting have a huge impact on how your eyes function. And if you're not careful, hours in the office can lead to eye strain, headaches, and long-term damage. If your work demands spending hours in front of a screen, do this 5-minute check to prevent digital eye strain, protect your eye health and optimize your workplace productivity.

- ☐ My chair supports my entire body, and my feet are adequately supported by the floor.
- ☐ My monitor is slightly below eye level, helping my eyes to look downwards. Note that the recommended placement is 10-20 degrees below eye level.
- ☐ My screen is 30-40 cm away from my eyes.
- ☐ My screen can tilt and swivel and has built-in glare filters.
- ☐ My screen is tilted 20° to 30° away from me.
- ☐ My screen is positioned away from glare of any lighting or windows.
- ☐ My room is well lit.
- ☐ My screen is dust free.
- ☐ My blue light glasses are within reach.
- ☐ I have increased font and zoomed in to avoid squinting or leaning closer to my screen.

If things aren't clear, or your eyes feel strained visit your eye care professional. Clear vision could help improve your productivity by 22%.

If you need support to help make the above, write to your employer and ask that you are provided with occupational health and safety to protect your vision.

8 THINGS YOU NEED TO KNOW ABOUT YOUR EYES AT WORK

- Good vision helps us work better. Did you know that a part of occupational eye injuries is preventable by 90%?
- Good vision can improve our learning potential, with one study showing that 80% of people missed an at-home bracket after labelling emergency.
- Almost 18% of workplace eye injuries can be prevented with appropriate safety eyewear.
- Eye injuries are a workplace hazard that can lead to vision loss.
- Even the slightest vision impairment can reduce your productivity by 10% and your accuracy by 25%.
- Prolonged use of digital screens can affect 80% of all eyes and can negatively impact productivity. It's not managed well.
- 50% of all sight loss is irreversible or preventable. The majority of eye disease can be treated, or prevented, if detected early.
- Almost 90% of vision impairment can be prevented with appropriate safety eyewear.
- If you need support to help make the above, write to your employer and ask that you are provided with occupational health and safety to protect your vision.



Photo credit: Khumbulani Owen Longwe for Zimbabwe Council for the Blind

DIGITAL ASSETS TO BUILD A GLOBAL CAMPAIGN

Each World Sight Day, IAPB creates a suite of digital assets that promote the campaign. These assets are also made available to World Sight Day Global Partners, IAPB members, organisations outside the sector and people who share our passion. These digital assets help activate the campaign and provide an important opportunity for those participating to make it their own.

A variety of resources we made available from May 2023 to ensure as many interested parties as possible could include IAPB-generated assets in their promotional plans.

These assets included toolkits, social media messaging, logos (provided in more languages than ever before), an increased volume of social media assets, the Love Your Eyes Glasses, workplace resources, and saw the return of the World Sight Day poster builder. All of these assets provided a strong foundation for celebrating the Love Your Eyes campaign this World Sight Day.



27,796 downloads of
World Sight Day Resources.



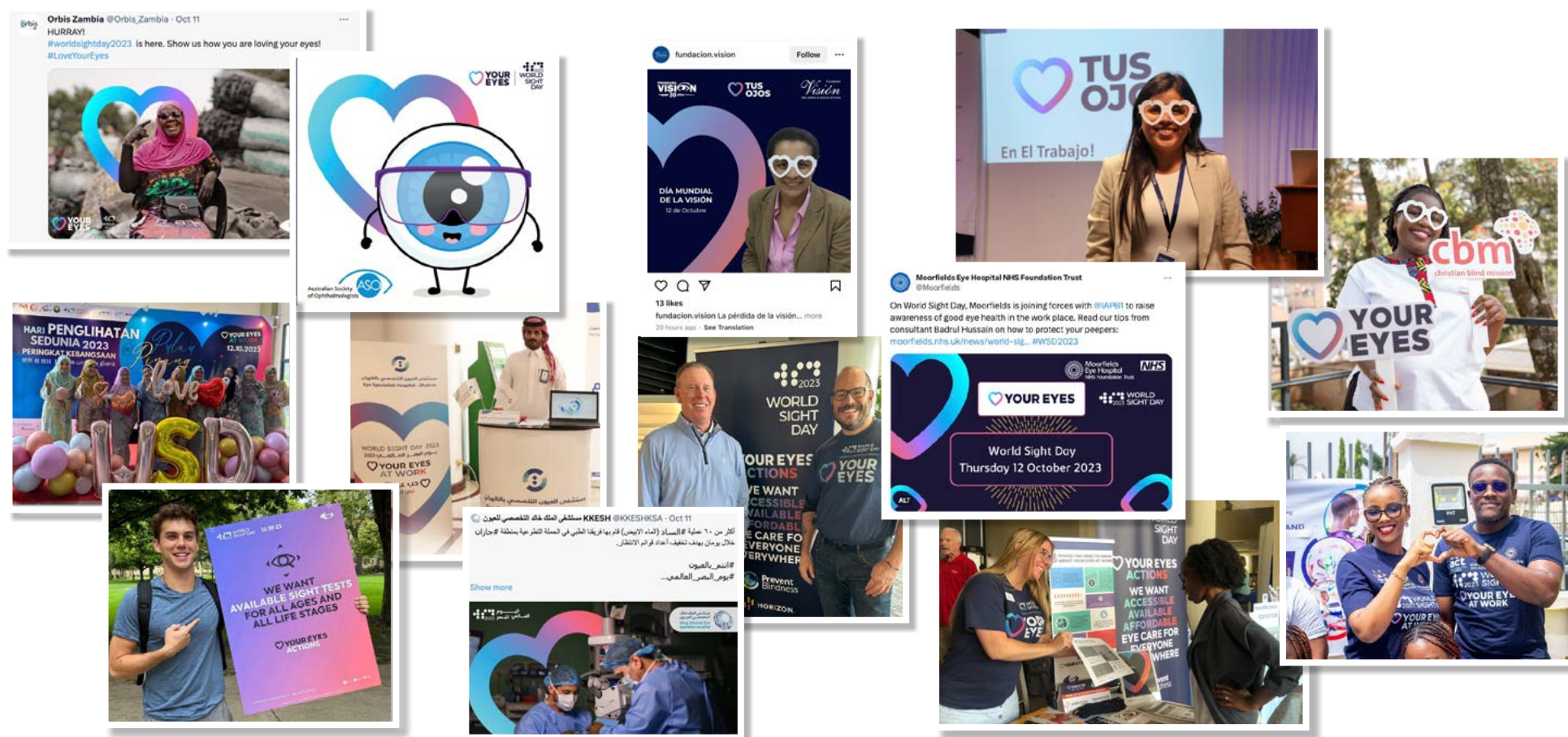
A GLOBAL BRAND

Love Your Eyes continues to inspire organisations and individuals around the world.

The Love Your Eyes brand, each World Sight Day, unleashes a global wave of creativity, purpose and meaningful action. Campaign efforts continue to transcend the conventional boundaries of awareness campaigns, becoming a canvass for organisations to express and

celebrate their activities. We are thrilled that from custom tattoos to unique merchandise, Love Your Eyes and World Sight Day have taken on a life outside of IAPB.

Here is a glimpse into how our brand has been imagined and embraced by a vast, globally community of supporters.



LOVE YOUR EYES AT WORK – SETTING A GLOBAL CHALLENGE

In a remarkable achievement, our Love Your Eyes at Work campaign saw an astounding 13 million people pledging to their commitment to eye health this World Sight Day, surpassing our original target of 10 million. This overwhelming response underscores the global resonance of Love Your Eyes and World Sight Day.

The campaign urged employers worldwide to recognise the pivotal role of accessible, available and affordable eye care in fostering a more productive and safer workplace environment for all employees.

Outreach efforts extended to our extensive membership network and employers, encouraging them to organise sight screenings in

workplaces. Simultaneously, we called on employees to champion their eye health and become advocates for comprehensive eye care.

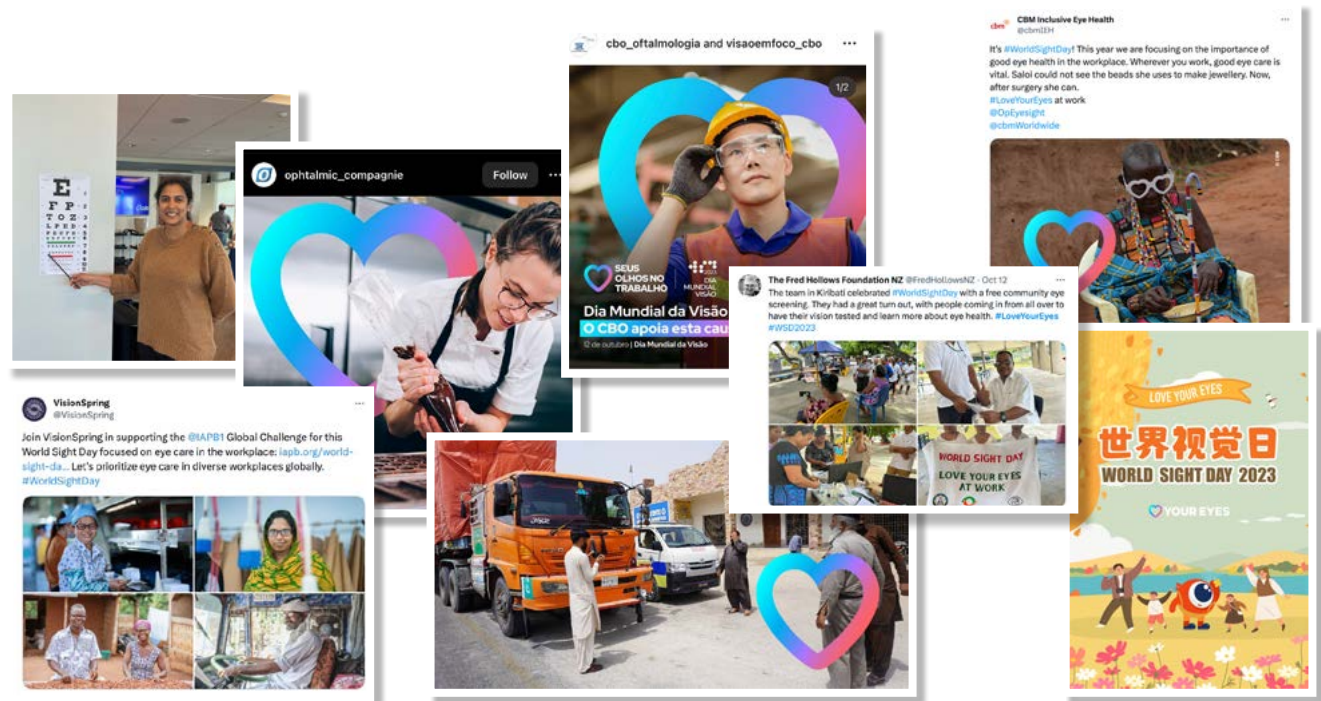
With over 25 workplaces, eye health screenings on record, ranging from prisons and factories to truck stops, security firms and medical facilities the diversity of locations highlighted the appeal of our message, emphasizing the importance of eye care across various professions.

The campaign's success was not only in numbers but also in the enthusiastic participation of numerous organisations. The grassroots execution of our clear directive resonated with management, employees and other beneficiaries alike.

“

In a world where, for many, equitable access to eye care remains a distant reality, pledging to 'Love Your Eyes' and hosting workplace vision screenings act as a powerful form of advocacy. The more than 13 million who have embraced their commitment and the dozens of organisations who have screened workers globally are standing as champions for more than a billion people worldwide who lack adequate access to eye care. Their action is a resounding call for change, amplifying the importance of making eye care a global priority."

Peter Holland
CEO, IAPB



LOVE YOUR EYES LOVES WHOeyes

The World Health Organization joined IAPB in efforts to increase the conversation around World Sight Day and Love Your Eyes.

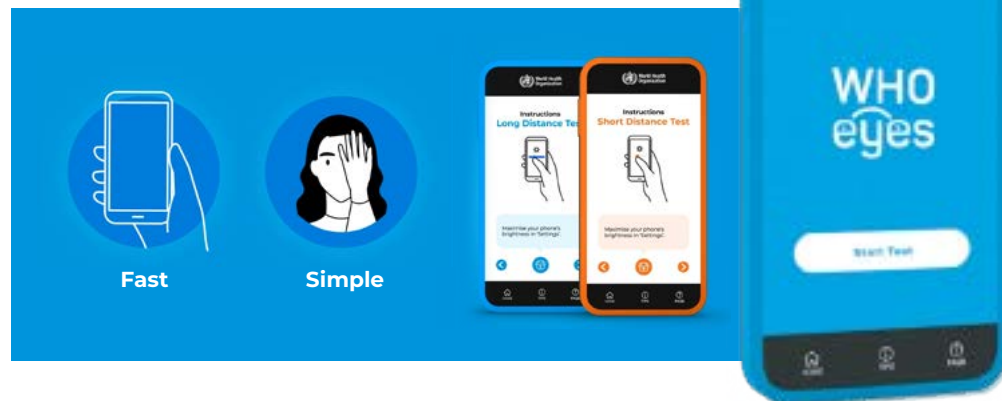
As part of their support for the campaign, and to coincide with World Sight Day, the WHO Vision and Eye Care Programme launched WHOeyes, a free app that allows users to assess their eye health.

“

The WHOeyes app is a perfect complement to World Sight Day activities happening globally. The app, much like the Love Your Eyes campaign, promotes proactive eye care which is a vital step towards addressing the huge unmet vision needs on a global scale.”

Stuart Keel

*Technical Officer,
Vision and Eye Care Programme,
WHO*



WHO
eyes



YOUR
EYES



WORLD SIGHT DAY PHOTO COMPETITION

Since its inception in 2015, our World Sight Day photo competition has been an opportunity for professional and amateur photographers around the world to share their skills. The work of these photographers highlights the importance of eye health, by shining a light on the social and economic impact of sight loss and celebrates the tireless efforts of those who work to ensure healthy vision for all.

In 2023, the competition attracted a higher calibre of images than ever before. We extend our thanks to the almost 1000 entrants and congratulate this year's winners.

The World Sight Day Photo Competition is made possible with the support of Bayer.

THE JUDGES

The six judges are each a leading voice in their field, and generously bring a range of perspective and vast experience to the competition.



Anibal Bueno,
Scientist and Professional Photographer



Caroline Casey,
IAPB President



Professor Ian Pearce, Consultant Ophthalmologist and
Vitreoretinal Surgeon, Royal Liverpool University Hospital



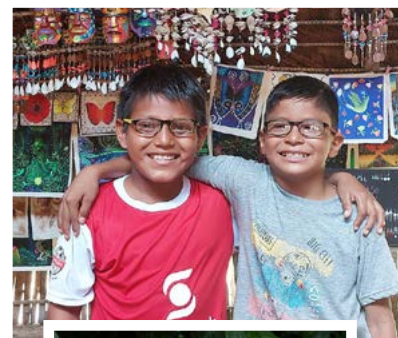
Imraan Gallo, Visually Impaired Photographer,
Advocate for Artists with Disabilities



Kwame Yeboah Jnr, Optometrist,
World Sight Day Photo Competition Winner 2022



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



WINNER – PROFESSIONAL



The Artist, by Santanu Bose

The story behind the image:

“ Veteran artist, Reba Pal paints chalachitra. She continues to paint to preserve the tradition of hand-painted art. Ensuring the art form carries on to future generations is a passion of hers.

WINNER – AMATEUR



The Smile, by Marisa Martins Armada

The story behind the image:

“ We went to visit the market one day. We met Cidalia and promised her that we would come back to buy spices from her. One day, when we left work at the hospital, we went back and bought her spices. When she saw us, her face lit up and she hugged us. I asked her if I could take a picture of that moment, and she was delighted to accept. That is why she is so happy.

“ The success of this year's photo competition mirrors the enthusiasm we witnessed for World Sight Day – the global celebrations around the Love Your Eyes campaign were truly awe-inspiring. The photo competition, a yearly highlight, is an extension of that spirit. Which is evident in the quality of submissions. We sincerely thank everyone who participated and congratulations to our incredible winners.”

Simon Darvill, *Director of Communications, Campaigns and Events, IAPB.*

WORLD SIGHT DAY GLOBAL PARTNERS

We are fortunate to have the support of some of the world's leading companies whose executive teams and employees champion Love Your Eyes and World Sight Day. Their continued commitment to eye health that is available, accessible and affordable to all is admirable.

The success of World Sight Day is thanks to the support of our World Sight Day Global Partners.

WORLD SIGHT DAY 2023 **GLOBAL PARTNERS**

abbvie



cbm

HORIZON.

HOYA

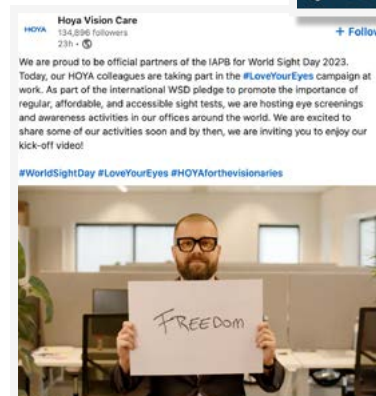
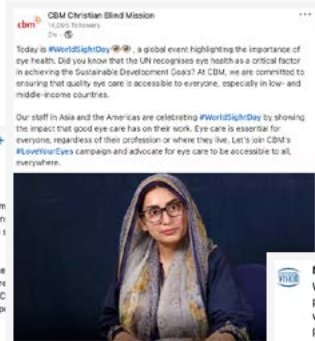
Johnson & Johnson
VISION



NOVARTIS



seva.org



LOVE YOUR EYES AT WORK IN THE PRESS

With the 2023 focus firmly on the world of work, there was a clear rationale to speak directly to a business audience through a World Sight Day hero story.

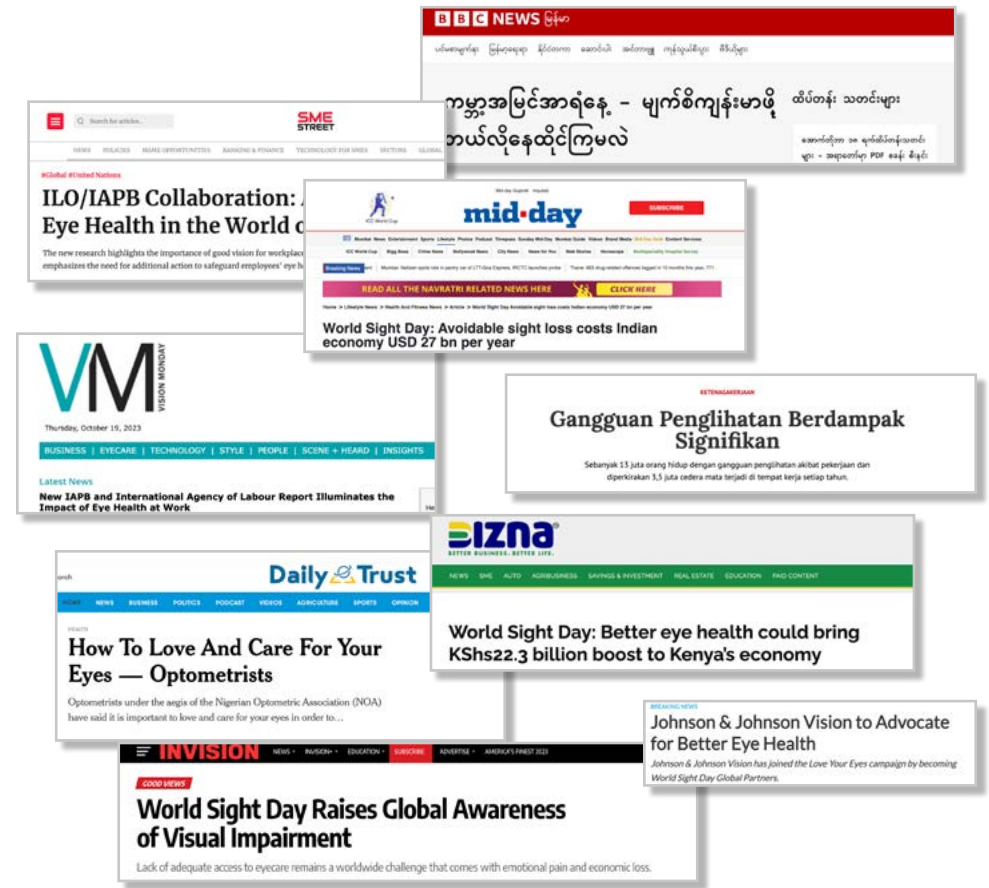
Working with John Hopkin's University, IAPB released new research that showed the global cost of sight loss on the economy to be \$411 billion annually.

This data was extrapolated to show the impacts to national economies in the UK, Kenya, India and the United States, providing a powerful media hook for business media titles in those territories.

With accompanying case studies and thought leadership from those whose livelihoods had been impacted by sight loss and business leaders in each territory, the media story made a clear call to business leaders to prioritise eye care in their workplaces as a fundamental element of employee wellbeing.



The story was picked up in each key market, with **171 pieces** of coverage and a reach of over **51.5 million readers.**



SUPPORT FROM INFLUENTIAL ORGANISATIONS AND FIGURES

The campaign received some fantastic support from influential organisations and prominent figures, helping amplify our message and impact on a global scale.

The World Health Organization (WHO) and the United Nations (UN) but their weight behind our cause. Ministries of Health in various countries championed the initiative, recognising the critical role of eye care in overall public health. The campaign garnered attention

and endorsement at the highest levels of government, including parliamentary support, underscoring the importance of accessible eye care as a priority.

Celebrities and public figures lent their voices to the cause, further elevating its visibility. Their collective support of the Love Your Eyes campaign reflects a unified commitment to advancing accessible and affordable eye care for all.

