



World Sight Day Report 2025

Awareness campaigns
and Eye screening
initiatives



World Sight Day October 9, 2025

In alignment with the global initiative led by the International Agency for the Prevention of Blindness (IAPB) and under the theme 'Love Your Eyes,' King Khalid Eye Specialist Hospital & Research Centre (KKESH&RC) launched a series of targeted community preventive screening and awareness initiatives to celebrate World Sight Day 2025. These initiatives aim to raise public awareness of the importance of eye health, promote early detection of eye diseases, and encourage healthy practices that protect vision.



Objectives:

- Empower individuals to take proactive steps in maintaining their eye health.
- Decreased blindness that can be caused by preventable diseases, which contribute to the KKESH&RC strategy to.
- Reduce visual impairment and blindness.
- Encourage individuals to adopt daily habits that protect their eyes.
- Engage the community through educational and interactive activities.





Key Pillars of the 2025 Campaign:

Every Story Counts:

Encourages people worldwide to share their personal eye health journeys, reminding us that "at the heart of every piece of data is a person."

Sight Tests for All:

A continued public push for individuals to get an eye exam in observance of World Sight Day, reminding us that early detection can make a difference.



The Global Challenge:

Calls for eye screenings to be brought directly to decision makers, such as policymakers and parliamentarians, ensuring they see first-hand why eye health is crucial for societal and economic well-being

World Sight Day Photo Competition:

Celebrating a decade of visual storytelling, this photo contest gives a creative platform to depict what it truly means to



Campaign Highlights:

- Awareness campaign for factory workers.
- Eye screening and awareness campaign in the Ramah region.
- Awareness campaign at the Sports Boulevard.
- Digital campaign on social media platforms.
- Educational messages on elevators at KKESH&RC.





1 The 'Eye Safety' awareness campaign was conducted across the industrial cities.

The Factory Worker awareness initiative, an on-site awareness initiative, was conducted for factory workers to promote eye health and workplace safety.

A tailored presentation was delivered in three languages: Arabic, Urdu, and English to ensure inclusivity across the workforce.

Educational booklets were also distributed in the same three languages, and Tagalog language as well, providing easy-to-understand information on eye protection, injury prevention, and early detection of eye conditions.

Safety glasses were given away to all participating workers to encourage eye safety practices in daily operations as part of the campaign's preventive focus.



Statistics The 'Eye Safety' awareness campaign

NO of Beneficiaries

Educational lecture

188

Educational booklets and brochures (three languages)

376

Number of volunteer hours

54

Number of volunteers

9

Safety glasses distribution

100





2 Exploratory Eye Screening Campaign at Ramah General Hospital

A comprehensive eye health initiative was carried out at Ramah governorate, combining community awareness with on-site clinical services.

The campaign included educational sessions about common eye conditions, the importance of early detection, and preventive care.

A fully equipped eye screening station was established to assess vision, detect refractive errors, and identify early signs of eye disease.

Through these screenings, a notable number of participants were found to have previously undiagnosed or unmanaged eye conditions, including refractive errors, cataracts, and suspected glaucoma cases .



Statistics The 'Eye Safety' awareness campaign

NO of Beneficiaries

Beneficiaries of the screening in the Ramah region

300

Educational booklets and brochures

900

Number of volunteer hours

109

Number of volunteers

25





3 The 'Love Your Eyes' Awareness Initiative at the Sports Boulevard (Sports Track)

As part of World Sight Day activities, an interactive awareness booth was set up in a high-traffic public area. The booth served as an educational hub where visitors received valuable information about eye health, preventive care, and the importance of regular eye check-ups.

Educational sessions were conducted for individuals and small groups, covering topics such as screen time, UV protection, cataracts, refractive errors, and early detection of eye diseases.

Staff members engaged with visitors, answered their questions, and provided tailored guidance based on age and specific needs. In addition, giveaways featuring eye health promotional items and educational materials were distributed to attendees. To enhance engagement and encourage participation, giveaways were distributed to attendees, including eye health promotional items and educational materials.



Statistics The 'Eye Safety' awareness campaign

NO of Beneficiaries

Beneficiaries of the Sports Boulevard visitors

154

Posts A&E

600

Number of volunteer hours

102

Number of volunteers

17





4 Digital Awareness Campaign on X Platform

In parallel with on-ground initiatives, an online awareness campaign was launched on the X platform to broaden community outreach. A series of educational messages was published, focusing on key themes such as early detection, common eye diseases, preventive behaviours, and the importance of regular eye exams. Posts included informative captions, visuals, and awareness reminders aligned with the #LoveYourEyes call to action.

Outcomes and Impact:

- Increased awareness of the importance of early eye check-ups.
- Identification of individuals requiring medical follow-up.
- Strengthened collaboration between KKESH&RC and external partners
- High level of public engagement and community participation.
- Media and Documentation The event was documented through photos and videos and shared across the KKESH&RC's social media platforms, expanding outreach and visibility of the campaign.



 **WORLD
SIGHT DAY**
2025

By 2050, the prevalence of myopia among children is expected to rise to 50% worldwide.

مستشفى الملك خالد
التخصصي للعيون
King Khaled Eye
Specialist Hospital



 @KkeshKsa

 **YOUR EYES**



Statistics The 'Eye Safety' awareness campaign

NO of Beneficiaries

Beneficiaries of screening and awareness initiatives

642

Digital Awareness' Campaign on X Platform

63000

Educational booklets and brochures

1276

Number of volunteer hours

265

Number of volunteers

265





Conclusion:

KKESH&RC reaffirms its ongoing commitment to participate in the IAPB's vision of preventing avoidable blindness

Through increasing Awareness, early detection, and community engagement, we will continue to promote eye health and encourage everyone to “Love Your Eyes.”



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