WHAT IS THE WORLD REPORT ON VISION?
WORLD REPORT ON VISION
LAUNCH PACK - MESSAGES
On 9 October 2019, ahead of World Sight Day, the WHO launched its first World Report on Vision.

The World Report on Vision seeks to generate greater awareness and increased political will and investment to strengthen eye care globally. The report sets out concrete proposals to address significant challenges in delivering eye care. Its key proposal is to integrate and scale up ‘people-centred eye care’, embedded in health systems and based on strong primary health care.

It is unacceptable that more than a billion people are affected by treatable or avoidable sight loss. And this number is projected to balloon in the coming years—we need to act now. I congratulate the WHO and partners for launching this crucial document on the eve of World Sight Day. In the coming months, we will work with the WHO and IAPB member organisations to advocate for and deliver the World Report’s priorities across the world.

-Peter Holland, CEO, IAPB

This document provides IAPB’s key messages on the World Report on Vision, including the key findings and recommendations of report and a social media and communications toolkit.
The Key findings of the report

Global magnitude

- Globally more than 2.2 billion people have a vision impairment.

- Of those at least 1 billion people have a vision impairment that could have been prevented or has yet to be treated.

One of the greatest challenges is that we still don’t know the magnitude of the problem. For the first time, the World Report on Vision begins to capture the global need - including the backlog of people who have yet to be helped, those whose needs have been met, for instance with glasses and contact lenses, and those who still need to interact with the health system and could benefit from rehabilitation.

Inequity in eye health

The burden of most eye conditions and vision impairment is not borne equally. It weighs more heavily on low- and middle-income countries, on rural communities, on older people, women, people with disabilities, ethnic minorities and indigenous populations.

Increasing global demand

Global demand for eye care is set to triple by 2050 because of population growth, ageing, and changes in lifestyle. This poses a considerable challenge to health systems.
Universal Health Coverage and the Sustainable Development Goals

The World Report recognises that people-centred eye care can advance UHC (SDG3.8) and will be key to achieving SDG3 on good health and well-being, but eye health also has a significant impact on SDG1, SDG4, SDG5, SDG8 and SDG10 and SDG13.

The Report recommendations

- **Integration**: The key proposal of the Report is to integrate and scale up eye care within national health services, based on strong primary health. Eye care needs to be part of overall health strategy – not planned separately or developed in parallel to overall health plans.

- **Integrated people-centred eye care**: Eye care needs to be ‘people-centred’ so services are managed and delivered so that people receive a continuum of promotive, preventive, treatment and rehabilitative interventions to address the full spectrum of eye conditions.

- **Data**: We need to address the gaps in data, particularly regarding met and unmet eye care needs, so that we can plan services and monitor progress effectively.

- **Financial hardship**: Protection against financial hardship involves ensuring that the costs of eye care do not expose the user to catastrophic spending on health.

- **Coordination**: There needs to be greater coordination of eye care across all sectors, including social services, finance, education, labour, and the private sector.
IAPB COMMUNICATIONS TOOLKIT
The World Health Organization (WHO) launches this crucial framework for eye health delivery on the eve of World Sight Day 2019

Hashtags and key accounts

• #VisionFirst! #HealthforAll #UniversalHealthCoverage #CHMM #UHC #WorldSightDay

• World Health Organization (@WHO); Dr Tedros, Director General WHO (@DrTedros); Etienne Krug @etiennekrug; IAPB (@IAPB1)

#VisionFirst! #HealthforAll #UniversalHealthCoverage #UHC #WorldSightDay #CHMM

IAPB Social Messages

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<thead>
<tr>
<th>TEXT</th>
<th>SUGGESTED ARTWORK</th>
<th>COMMENTS</th>
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<tr>
<td>It is time to make sure that as many people as possible in all countries can see as well as current health technologies and health systems allow.” - @DrTedros</td>
<td><a href="https://flic.kr/p/2azo6jv">Link</a></td>
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<td>Released today by the World Health Organization, the report sets out concrete proposals to address challenges in eye care.</td>
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The much-anticipated World Report on Vision is out, this #WorldSightDay!

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<td>all about it—and download the report here: <a href="https://www.iapb.org/news/who-launches-the-world-report-on-vision/">link</a></td>
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<td>“Our hope is that, building on past efforts, we can successfully</td>
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<td>take on this challenge and help countries prevent eye conditions</td>
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We are excited to announce the release of ‘World Report on Vision’.

This principal report, published by WHO, aims to galvanise actions required to address a multitude of eye care challenges.

Download your copy today! [link](https://www.iapb.org/news/who-launches-the-world-report-on-vision/)
Investing in vision offers a good return on investment” – WHO. The ‘World Report on Vision’ will help shape the global agenda on vision. Member States can use it to:

1. Reduce the burden of vision loss,
2. Improve the lives of people with vision impairment, and
3. Achieve the #SDGs.

FIVE actions from ‘World Report on Vision’:

1. Make eye care an integral part of #UHC
2. Implement integrated people-centred eye care
3. Promote high-quality implementation and research
4. Monitor trends and evaluate progress
5. Raise awareness, engage and empower people

Learn more at: https://www.iapb.org/news/who-launches-the-world-report-on-vision/

If you are a policy-maker, practitioner, public health specialist, researcher, academic, or work for a ministry of health, in civil society, or a development agency the ‘World Report on Vision’ is for you!

World Health Organization releases the ‘World Report on Vision’!

A report that seeks to stimulate ACTION... because despite many successes, significant eye care challenges remain.


What is integrated, “people-centred” eye care? Can it help address the significant eye care challenges that many countries face?

‘World Report on Vision’ illustrates that people-centred eye care has the potential to accelerate action and create lasting impact.


Health systems face unprecedented obstacles in meeting the current and projected eye care needs of the world’s population. There is no choice but to take on these challenges.

‘World Report on Vision’ aims to galvanise the actions required.

Download your copy today.

‘World Report on Vision’ is a response to a call from eye care organisations globally for more effective collaboration and coordination to addressing eye care for all.

The World Report on Vision is available for download.

https://flic.kr/p/XkxNkR

https://flic.kr/p/MfWnGv

https://flic.kr/p/2hm3Je5
WHO SOCIAL MEDIA TOOLKIT
WHO Social Media Toolkit

- At least 2.2 billion people have vision impairment or blindness

- Over 1 billion could have been prevented or have still to be addressed: @WHO’s first ever World Report on Vision

- Ahead of #WorldSightDay on 10 October, @WHO launches its first World report on vision

- More than 1 billion people worldwide are living with vision impairment because they do not get the care they need for conditions like (https://bit.ly/35gpK20):
  
  ► Short and Far sightedness
  
  ► Glaucoma
  
  ► Cataract

- The burden of eye conditions and vision impairment is often far greater in:
  
  ► People living in rural areas
  
  ► People with low incomes
  
  ► Women
  
  ► Older people
  
  ► People with disabilities
  
  ► Ethnic minorities
  
  ► Indigenous populations
The proportion of the population living with distance eye impairment, such as near-sightedness, in many low- and middle-income regions is estimated to be 4X higher than in high-income regions https://bit.ly/35gpK20

Low- and middle-income regions of western and eastern sub-Saharan Africa and South Asia have rates of blindness that are eight times higher than in all high-income countries https://bit.ly/35gpK20

Rates of cataract and trachomatous trichiasis are higher among women, particularly in low- and middle-income countries https://bit.ly/35gpK20
■ Some eye conditions are linked to lifestyle. For example, spending little time outdoor can lead to near-sightedness glasses https://bit.ly/35gpK20

■ Diabetes can impact vision if not detected and treated. Most people with diabetes will have some form of retinopathy in their lifetimes.

■ Routine checks and good diabetes control can protect people’s vision from this condition.

■ Due to weak or poorly integrated eye care services, many people lack access to routine checks that can detect conditions and lead to the delivery of appropriate preventive care or treatment.

■ People living with blindness and severe vision impairment who cannot be treated are still able to lead independent lives if they access rehabilitation services, such as optical magnifiers, Braille, smartphone wayfinders and orientation and mobility training with white canes.