Presentation for IAPB CoMs meeting
Brighton, UK
16 September 2013
A chance eye care professionals, optometric networks, eye care companies, students and patients in Australia, Canada, Ireland, Norway, Germany, Italy, UK, USA and Singapore to make a donation on or around WSD to help eliminate URE.
“I decided to donate $20 for every eye exam we performed in the month of October, said Dr. Todd Brantley from Lone Star Vision in Plano, Texas who was last year’s World Sight Day Challenge top donor. “We ended up doing 295 comprehensive eye exams and donated $5,900”.

Lone Star Vision – Plano, Texas
Hansen Optometrists – Orange, NSW, Australia

“What a great way to promote your practice in your community while helping one of the most important causes in the world... preventable blindness.”
WSDC Student Challenge

Optometry students and pre optometry students in Australia, USA, Canada, UK and Ireland all participate.

www.givingsight.org
This has become a very popular event in the UK with companies and practitioners. Whether riding to the Mediterranean and back, or knocking off 100k in the office. Started as a student event.
Transitions Optical unveiled this world record breaking mosaic on WSD 2012 in Florida. It is comprised of 176k photos uploaded to their website with .25 to OGS for each photo.
WSD Company Challenge

Staff at CooperVision in Puerto Rico celebrate World Sight Day 2012. All CooperVision global offices were encouraged to celebrate the day in October and invite staff to buy a World Sight Day Challenge (WSDC) bracelet to raise funds and awareness.
13 eye care companies have formed a coalition to celebrate World Sight Day, and raise awareness among their customers and staff about avoidable blindness, esp. URE. They are also encouraging support for WSDC and will hold a public screening in Atlanta from 9-13 October.
Cross Promotion of WSD & WSDC

Notes to Editor

*World Sight Day (WSD)* is an annual day of awareness held on the second Thursday of October to focus global attention on blindness and vision impairment. It is coordinated by the International Agency for the Prevention of Blindness (IAPB) under the VISION 2020 Global Initiative. It is supported by eye health organizations around the world -- including Optometry Giving Sight - and is included on the official World Health Organization (WHO) calendar. This year’s WSD is on October 10th.

2013 is an important year for WSD, as it will mark the launch of a new WHO Action Plan on the prevention of avoidable blindness and visual impairment 2014-19. In keeping with the main thrust of this new Action Plan, the theme for World Sight Day 2013 is: *Universal Eye Health*. There will also be a specific call to action: *Get your Eyes Tested*.

*Optometry Giving Sight* - is a joint initiative of the World Optometry Foundation, the Brien Holden Vision Institute and the International Agency for the Prevention of Blindness; and is a registered charity in the USA and in Canada. Its major fundraising campaign for the year is the *World Sight Day Challenge (WSDC)*, which is now in its 7th year.
WSDC vs. advocacy and awareness

• Great opportunity to make optometrists aware of URE as a public health issue - we have been successful in doing that.

• Likewise with industry - with many companies now initiating their own eye health education and awareness activities for their staff, customers and consumers (eg Alcon).

• Providing a link to a global day engages people. We are quite a contained campaign. Have really mobilized significant support among the eye care industry and profession worldwide.
Feedback to IAPB

• Greatly appreciate the support we have received from IAPB (and WCO). Our donors and sponsors appreciate and value the partnership and are pleased to see WSDC promoted as part of global WSD activities. Thanks to Tejah and Joanna.

• Key Messaging. We adapted these for our own purposes.

• Get Your Eyes Tested. We talk about the importance of testing and promoting good eye health rather than making the message to have an eye test on WSD. ECPs have told us they want patients to schedule regular annual or 2 yearly eye tests.

• Universal Eye Health – also requires a bit of context.