



2020
WORLD
SIGHT
DAY

HOPE
IN
SIGHT

WORLD SIGHT DAY 2020

Photo submitted by: Ramesh.V for WSD Photo competition



Photo submitted by: Vannsav Sun

WORLD SIGHT DAY 2020

World Sight Day (WSD) is an international day of awareness, held annually on the second Thursday of October to focus attention on the global issue of eye health. This year World Sight Day falls on 8 October 2020.

This year's WSD call to action is:

HOPE
IN
SIGHT

WSD20 Photo Competition

IAPB, with support from Bayer, encourages amateur and professional photographers around the world to join us in highlighting the impact of eye health in people's lives, by taking part in an International Photography Competition with the theme, "Hope in Sight". Send us your picture by 8 October 2020 (World Sight Day). This year, we have a special sub-theme: COVID-19 and eye health.



Photo submitted by: En Lu



Photo submitted by: Sandy Winkle



For more information including entry rules and terms and conditions please visit:

photocomp.iapb.org



Photo submitted by: Gregor Kuntscher



Photo submitted by: Vannsav Sun



Photo submitted by: Anthony Minassian

Pledge

This WSD, ask your health official or key stakeholder to join you in pledging support for blindness prevention efforts. Identify a list of activities that you can do locally so that avoidable blindness can be reduced in your area of work. Then, invite the community to pledge support so that there is “**hope in sight**” in the community.

Blindfold Important Statues

Blindfolding important statues in your area can be a great media opportunity! By blindfolding an important statue, you can draw attention to the issue of avoidable blindness and visual impairment, including the many solutions that you help implement.

You could also invite celebrities or government functionaries to blindfold themselves and (temporarily) experience blindness – always a great media moment!

COVID-19 and World Sight Day

Please take adequate precautions and strictly follow government guidelines for your location when planning media events for WSD. Plan for online events and try to engage media with resources that can be accessed without risking crowding, contact, or any potential to spread COVID-19. Take care!

Eye Examination

WSD is a great day for awareness raising and informing potential customers and donors of the causes of avoidable blindness and means of eradicating them. If the focus is cataract, glaucoma, refractive errors or diabetic retinopathy, it all begins with an eye exam. This year, for the week leading up to WSD organise a chain – ask every customer who walks in for an eye exam to bring in two more customers. Inform them of the need to get one's eyes tested.

Social media

Help support 'Hope in Sight' and spread the word on social media about eye health and World Sight Day. Join us using the hashtags, #WorldSightDay and #HopeInSight. IAPB is active on Facebook, LinkedIn, Twitter and Instagram. Find us there!



Social Media Engagement

#HopeInSight Photo Competition

Spread the word and get people to send photos to the photo competition. photocomp.iapb.org.

Photos

Share photos of your event, activities, promotional material on Facebook, Twitter and Instagram, with the hashtag [#WorldSightDay](#) [#HopeInSight](#) [#WSD2020](#).

Share a message

Share a message on social media using the hashtags [#HopeInSight](#) [#WSD2020](#) (you can find social media messages to get you started at iapb.org).

Celebrity video clip

Get a celebrity to post a video on social media saying – “This World Sight Day, there is hope in sight”.

Event video clip

Take video clips (short videos on your cell phone or full sessions with a video camera) and upload video to Youtube. Share it with us at communications@iapb.org to add it to the WSD2020 playlist. You can also broadcast it live on social media channels.

Podcast

Get an eye care professional to talk about eye care and share it on SoundCloud soundcloud.com or on Anchor.fm – these are free podcasting platforms that should work across mobile platforms. You can also share inspiring stories as podcasts.

Create a campaign

Create a campaign on Avaaz secure.avaaz.org to ask an authority to ensure Universal Eye Health.

Social media cover

Upload an approved WSD photo or image on your Facebook Timeline and Twitter cover page.

e-Mail signature

Email signature attract a lot of interest. Add an approved IAPB message to your e-mail signature for WSD 2020.



Other Suggestions for WSD Activities

- Why not hold a Group Zoom call? Either organised by your organisation or follow the IAPB theme and join forces with other like-minded organisations and organise an online extravaganza!
- Encourage your Minister of Health and local celebrities to sign a Declaration of Support – and share it on social!
- Distributing vitamin A or glasses or coupons for free check-ups to children in your area makes for great photo opportunities for media
- Set up an eye screening centre and encourage people to get their eyes tested for WSD
- Take up the challenge to perform the most eye surgeries around the world in celebration of WSD
- Raise awareness of the issues of avoidable blindness and WSD through public education in schools, during sponsored activities, including readathons and competitions, etc
- Gain pro-bono advertising to raise awareness
- Produce a poster to be used alongside the official IAPB WSD Poster which can be used at events, in retail outlets and other locations
- Hold a musical concert on Facebook or Instagram – and black out the screen.
- Project the WSD logo on to buildings
- Live internet link-ups to events, operations and screenings and share your WSD celebration with others around the world
- Hold AMAs (Ask Me anything) on Reddit
- Use Instagram or Twitter and spread the word

If all stakeholders commit to making the effort in planning and working together on the suggested activities for WSD, events will take place in even more countries than last year. It does not matter how small an event you organise, the important thing is to take part and raise awareness of avoidable blindness.

Below are some simple “event production” guidelines to aid all member organisations in running events:

1. Start planning events and activities NOW. Brainstorm ideas and communicate with all your regional and country offices to get as many things happening as possible
2. Ensure that any ‘Minister of Health Events’ are run in conjunction with the government supporting a solid eye health programme plan
3. Presentation material is available for speakers on Microsoft Powerpoint slide programmes; Video footage is available on IAPB’s Youtube channel
4. If you are planning to have media attend the event – ensure you have press packs available for them (see the basic WSD Press Pack Material list)
5. Make sure you take photos and videos of your event!



We’re sure you’ll have more ideas – please share them with us so we can include them on our website and social media pages. communications@iapb.org



Photo submitted by: By Nguyen Thi Quynh Nhu



Photo submitted by: Ramesh.V



Photo submitted by: 樾周



Photo submitted by: Anthony Minassian



Photo submitted by: Graham Coates



Photo submitted by: Fauzia Aziz



Photo submitted by: Nguyen Huu Thông



HOPE
IN
SIGHT

2020
WORLD
SIGHT
DAY



Universal Eye Health
www.iapb.org/wsd20

Find us on     

#HopelnSight# WorldSightDay