



**YOUR  
EYES**

**TOOLKIT**

**EVERYONE  
COUNTS**



 **WORLD  
SIGHT DAY**  
2021



# WHAT IS WORLD SIGHT DAY?

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 14 October 2021.

This year's WSD theme is:

## Love Your Eyes

Our Call to Action is:

# EVERYONE COUNTS





# WORLD SIGHT DAY (WSD)

WSD is co-ordinated by the International Agency for the Prevention of Blindness (IAPB).

WSD became an official IAPB event in the year 2000 and has been marked in many different ways in countries around the world each year since then, including with Her Majesty The Queen joining us for WSD in 2020.

WSD is the focal advocacy and PR event for IAPB and its members and partners each year, highlighting the fact that at least 1 billion people have a vision impairment that could have been prevented or has yet to be addressed. WSD provides a platform for organisations to encourage governments, corporations, institutions and individuals to think of their own eye health and actively support universal access to eye health.

**“At least 1 billion people have a vision impairment that could have been prevented or has yet to be addressed”**

WSD is supported by over 150 IAPB member organisations, which include every major eye care NGO in the world, apex professional bodies for ophthalmology and optometry, teaching hospitals and corporations, united in working together to eliminate avoidable blindness and visual impairment.

IAPB would like to thank our World Sight Day Global Partners for their support for this year’s campaign. To find out more about our partners and to become a partner for next year’s campaign [see page X](#).





# #LOVEYOUREYES

Nearly everyone on the planet will experience an eye health issue in their lifetime and more than a billion people worldwide do not have access to eye care services.

Before, we can look at the bigger picture at the country or global level, we need to make sure that we are aware of our own eye health, and so our theme for 2021 is all about [#LoveYourEyes](#).

[#LoveYourEyes](#) is all about being aware of your own eye health and if you are able, to get a sight test.

Our eyes can tell us so much about our general health. To find out more about how to [#LoveYourEyes](#) visit [WSD webpage](#)

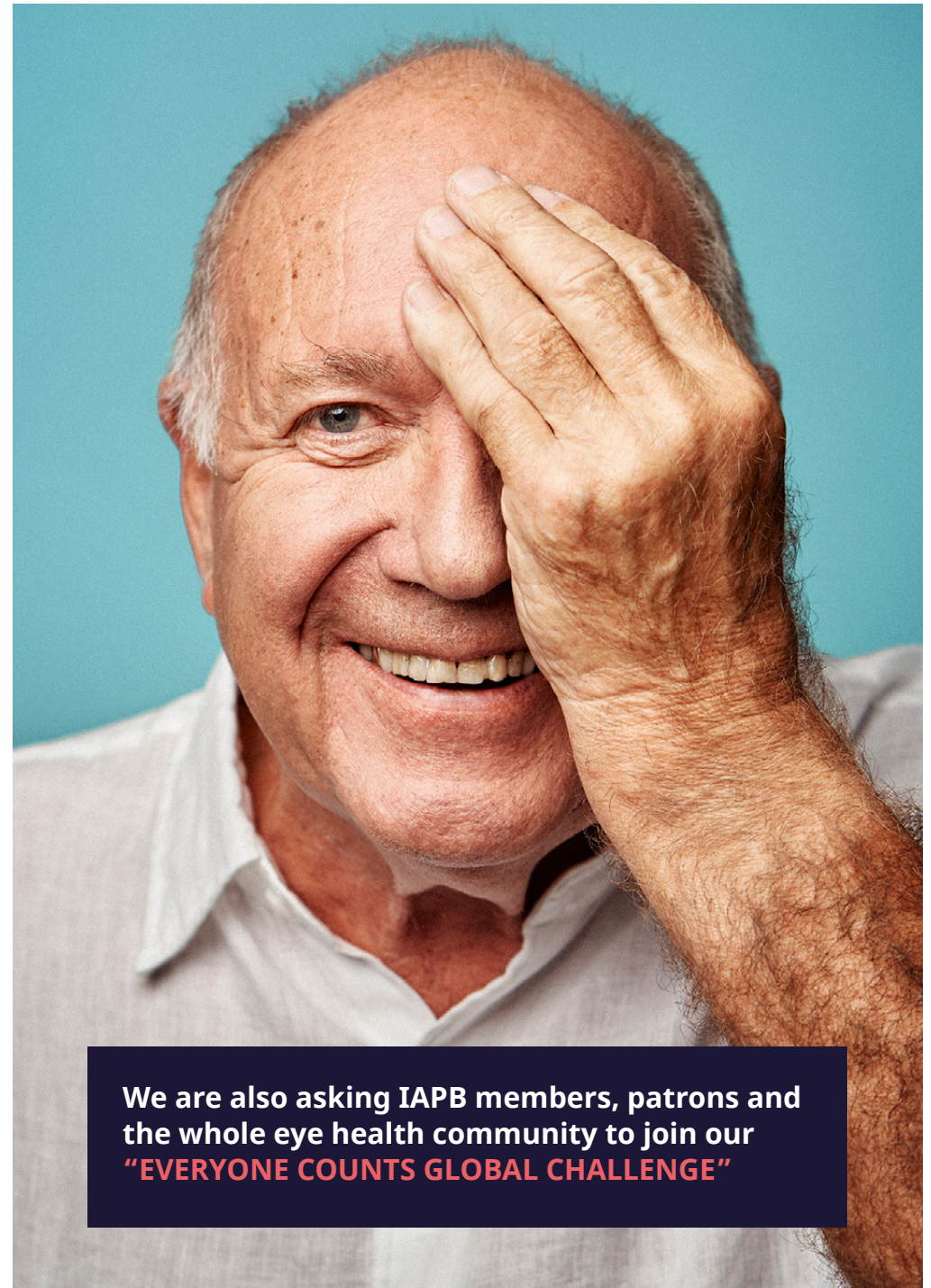
## EVERYONE COUNTS

For World Sight Day 2021 EVERYONE COUNTS and so in the month leading up to World Sight Day we are calling on everyone who can to book a sight test / exam / screening.

We want to get over 1 million people to have a sight test.

So, whoever you are, we are asking you get involved.

**Pledge your own sight test or if you are an eye care professional or organization pledge all the tests you do in the month leading up to World Sight Day. Find out more information on our [WSD webpage](#) and [page 10 of the toolkit](#).**



**We are also asking IAPB members, patrons and the whole eye health community to join our "EVERYONE COUNTS GLOBAL CHALLENGE"**



# LET'S ENSURE THAT EVERYONE COUNTS

If EVERYONE COUNTS, we need to not just think about what we can do about our own eye health, but need to raise awareness of those around us who don't have access to vision care.

## ♥ YOUR EYES LOVES



**Children** given the chance to reach their potential

**Global** Economy boosted by a growth in productivity

**Older** persons able to participate fully in society

**Disadvantaged communities** given greater access to eye care services

**Health systems** treating eyecare as part of broader primary care

**Workers** supported by eye care enabled workplaces

**Vision** as the SDG Accelerator

# KEY MESSAGES

## #LoveYourEyes Messages

## EVERYONE COUNTS Messages

By encouraging everyone to think about the importance of their own eye health, we are also highlighting the 1.1 billion people who are experiencing vision loss each day because they do not have access to eye care services.

Therefore, we are encouraging people to share the message that EVERYONE COUNTS with these key facts from the IAPB Vision Atlas:

- 1.1 billion people experience vision loss primarily because they do not have access to eye care services.
- Over 90% of those with vision loss live in low- and middle-income countries.
- 73% of people with vision loss are over 50 years old.
- 55% of people with vision loss are women.
- The number of people with vision loss will rise from 1.1 billion to 1.7 billion people by 2050, mainly due to population growth and population ageing.
- Unaddressed poor vision results in a global economic



**Over 90% of those with vision loss live in low- and middle-income countries.**



productivity loss of \$411 billion per annum.

- Over 90% of vision loss could have been prevented.
- The leading causes of vision loss include:
  - Uncorrected refractive error
  - Unoperated cataracts
  - Age-related macular degeneration (AMD), glaucoma and diabetic retinopathy
- Poor eye health leads to an increased risk (up to 2.6 times) of mortality.
- Children with a vision impairment are up to 5 times less likely to be in formal education and often achieve poorer outcomes.
- Vast inequities exist in the distribution of vision impairment; the prevalence in many low- and middle-income regions is estimated to be four times higher than in high-income regions
- The burden tends to be greater in rural areas and for older people, women, people with disabilities, ethnic minorities and indigenous populations

You can find out more facts and figures like these on the IAPB Website from our Knowledge Hub and on the IAPB Vision Atlas.



“  
**Children with a vision impairment are up to 5 times less likely to be in formal education and often achieve poorer outcomes.**



# HELP US ACHIEVE 1,000,000 TESTS AND ENSURE THAT EVERYONE COUNTS

[#LoveYourEyes](#) a million times by getting your eyes examined or arrange a screening in your local community.

Our aim is to get a million eye tests pledged globally by World Sight Day, to help the whole world [#LoveYourEyes](#). Join us and help us reach our goal!

We want to count the number of pledges so that by the time we get to the 14th of October we can tell the world that together as a community we have encouraged 1 million people to think about their eye health and take action by having a screening/test/exam.

If you are an eye health professional or work for an eye health organisation why not pledge the eye tests /exams/screenings your organisation is doing in the month leading up to World Sight Day? You could even hold an outreach vision camp on or around World Sight Day and get involved with our “EVERYONE COUNTS GLOBAL CHALLENGE” on page 10.

If you or your organisation is taking part in an outreach, organizing eye screenings, camps, pledge those to our World Sight Day 2021 target of a million eye tests.

Are you an employer? Pledge to ensure your employees get their sight tested so that they can work to their fullest potential.

If you are an Ophthalmologist (Eye Surgeon) why not pledge all the eye surgeries that you are doing in the month leading up to World Sight Day?

Every pledge counts. Help us raise the profile of eye health, which will in turn help you advocate with your health officials on the need



Use the hashtags  
[#WSD2021](#)  
[#WorldSightDay2021](#)  
[#LoveYourEyes](#)



for eye care.

Once you've made your pledge, please encourage others you know to pledge their eye exam too. Why not ask two people you know to go get an eye test / exam / screening and encourage them to spread the message to two more people?

## **EVERYONE COUNTS, so use our pledging tool on our website**

Use one of our posters or even use our customisable poster making tool which can be used at events, in retail outlets and other locations.

You could even:

- Encourage your organisation's CEO/Board Members to get their eyes tested
- Start a social challenge, get your eyes checked and pass on an eye exam to a colleague/friend/family member
- Encourage the elders in your community to get an eye exam
- Encourage parents to get their children's vision tested
- Sponsor an eye exam for your employees
- Challenge a professional partner or competitor to see who can do the most eye tests/screenings/exams/operations.

This World Sight Day [#LoveYourEyes](#).



# EVERYONE COUNTS GLOBAL CHALLENGE

#LoveYourEyes around the world: Live Global Challenge

As part of this year's EVERYONE COUNTS call to action, we have set ourselves an ambitious global challenge.

On 14<sup>th</sup> October, along with our Global World Sight Day Partners and members we will be linking up sight tests, exams and screening events around the world.

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.

We are encouraging these to take place in interesting and unusual places including national landmarks. However, regardless of where the events are taking place, they will form part of our aim to get sight tests in every time zone and region. Uniting our planet on one day, encouraging everyone to #LoveYourEyes and to ensure that EVERYONE COUNTS.

We will livestream key events in each region and are encouraging our members and their partners to get involved too and share your screenings across your social media platforms.

We will work with members to encourage local and national media to attend these events and will target the morning news slots to make sure the world wakes up to our message that EVERYONE COUNTS.

for this year's World Sight Day on the 14<sup>th</sup> of October why not get involved in our EVERYONE COUNTS Global Challenge?

*For more information contact [communications@iapb.org](mailto:communications@iapb.org)*



## TOP 5 TIPS for a successful WSD Event:

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. Remember that this may be the only day of the year people think about their eye health so use language that is relatable
4. If you are planning to have media attend the event – ensure you have press packs available for them
5. Make sure you take photos and videos of your event and share them on social media!

### COVID-19 and World Sight Day

Please take adequate precautions and strictly follow government guidelines for your location when planning media events for WSD. If you cannot arrange public events 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. Please take care!





# #LOVEYOUREYES IAPB WORLD SIGHT DAY 2021 PHOTO COMPETITION

We are excited to be bringing the IAPB World Sight Day Photo Competition back!

Since 2015, the Photo Competition has showcased images from around the world that highlighted the importance of eye health, shone a light on the social and economic impact of vision impairment, and celebrated the tireless efforts of those who work to ensure vision for everyone, everywhere.

In 2021, we will be doing all of that and a little bit more! We have expanded the competition to accept a wider range of images than ever before.





# PHOTO COMPETITION CATEGORIES NOW INCLUDE:

## **CATEGORY #1: ♥ YOUR EYES**

A picture capturing subject(s) receiving eye health services or care. This category showcases the importance of eye health, rehabilitation and access to services.

## **CATEGORY #2: EVERYONE COUNTS**

A portrait of an individual - can be posed or observed. This category demonstrates how each individual counts and has right to be included - regardless of gender, age, ability, health, economic status or location.

## **CATEGORY #3: ♥ HEALTH FOR ALL**

A picture capturing subjects delivering health services. Health professionals, eye health and otherwise, are champions – pre-pandemic, during and post pandemic. This category celebrates their tireless efforts to ensure no one is left behind.

## **CATEGORY #4: ♥ HOPE**

A picture that captures the magic of a moment. This category reminds us that during this time in history, there is joy, and hope for the future.

## JUDGING

We have added a panel of judges to the 2021 competition. Our judges have been chosen for their credibility, expertise and diversity. Each a leading voice in their field, these five individuals bring a vast range of perspective and experience.

Learn more about our judges and the judging process at [iapb.org](http://iapb.org)

## SUBMISSIONS

Our Photo Competition is open to everyone – like other years, professional and amateur competition streams are available.

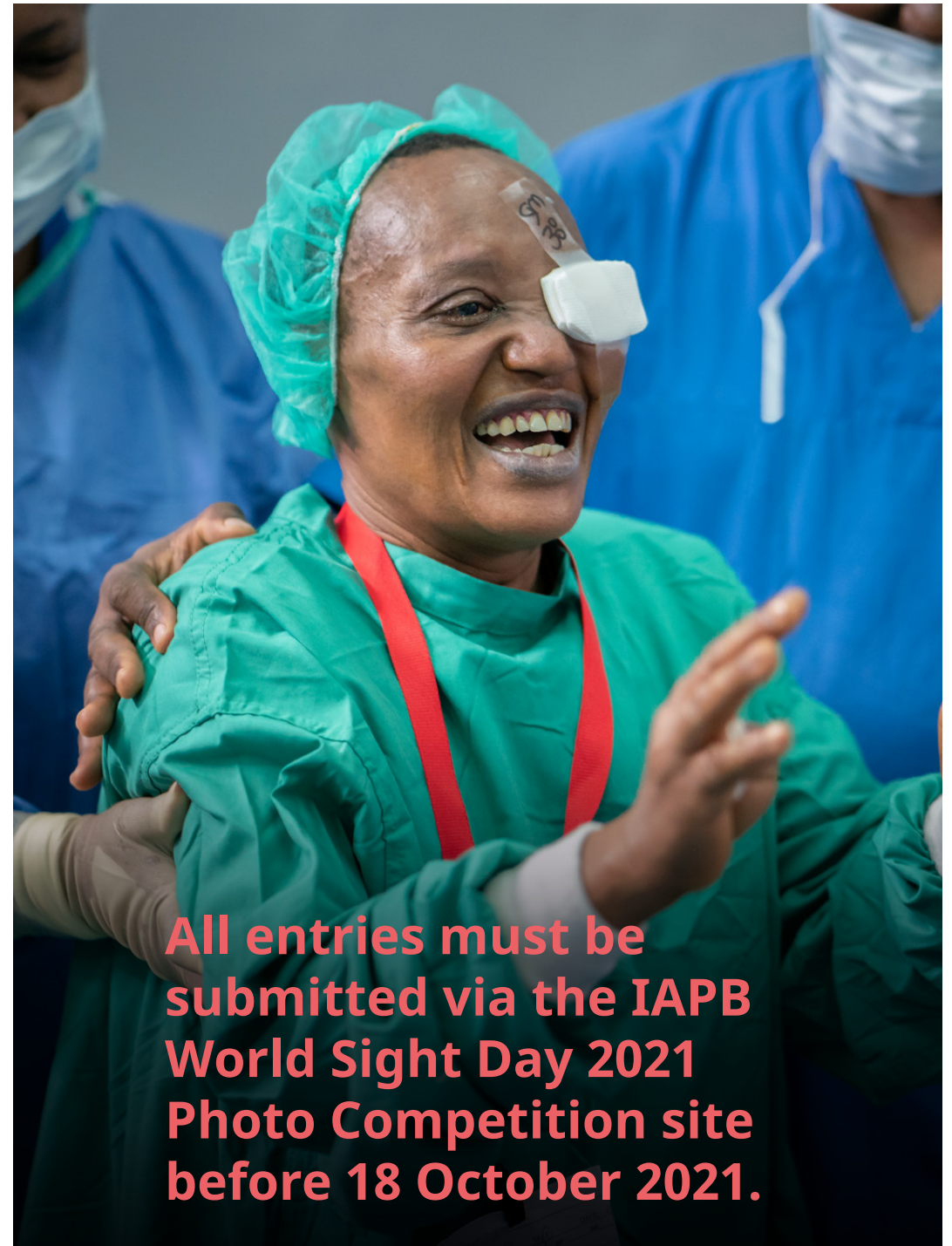
All entries must be submitted via the IAPB World Sight Day 2021 Photo Competition site before **18 October 2021**.

There is no cap on the number of images you are permitted to submit. We encourage everyone to submit as many images as they would like.

We understand that due to the COVID-19 pandemic opportunities to take images have been significantly limited. As a result, we have lifted restrictions on pictures taken outside of the current year. If you have a fantastic image you would like to submit, we invite you to do so.

The competition closes on **18 October 2021**. The winners will be announced on 27 October 2021.

As in the past IAPB will name two winners. One winner from the professional stream will be awarded. Photo of the Year, and one winner from the amateur stream will be awarded, Photo of the Year.



**All entries must be submitted via the IAPB World Sight Day 2021 Photo Competition site before 18 October 2021.**



## PRIZES

The professional competition stream grand prize includes a US \$1,000 cash prize.

The amateur competition stream grand prize includes a DSLR Camera.

## SOCIAL MEDIA PROMOTIONAL TIPS

We would love for you to help us promote the Photo Competition on social media!

Here are a few tips to get you started.

1. Make sure you follow IAPB on Twitter (@IAPB1), Instagram (@IAPB), Facebook (@IAPB1) and LinkedIn (International Agency for the Prevention of Blindness)
2. Post the images you have submitted to the Photo Competition on your social media channels.
  - Point people to the competition by tagging IAPB on Twitter (@IAPB1), Facebook (@IAPB1), Instagram (@IAPB) and LinkedIn (International Agency for the Prevention of Blindness).
  - Rembert to use World Sight Day 2021 hashtags - [#WSD2021](#) [#WorldSightDay](#) [#LoveYourEyes](#) [#EveryoneCounts](#)
3. Consider using one of the following posts:
  - We all have stories to share and @IAPB1 wants to see yours. Enter the IAPB [#WorldSightDay2021](#) Photo Competition for your chance to WIN! [#LoveYourEyes](#)



For more information on competition rules, the judging process and terms and conditions please visit the [IAPB World Sight Day 2021 Photo Competition site](#).



#WSD2021 [www.iapb.org](http://www.iapb.org)

- Enter the @IAPB1 #WorldSightDay2021 Photo Competition, and your images become an important part of raising awareness of eye health and celebrating why EVERYONE COUNTS.  
[www.iapb.org](http://www.iapb.org) #LoveYourEyes #WSD2021
- We are celebrating what it means to #LoveYourEyes by entering the @IAPB1 #WorldSightDay2021 Photo

Competition. You can too at [www.iapb.org](http://www.iapb.org) #WSD2021

- Show off your photography skills by entering the @IAPB1 #WorldSightDay2021 Photo Competition! [www.iapb.org](http://www.iapb.org) #LoveYourEyes #WSD2021
- Book a sight test  
Enter the @IAPB #WorldSightDay2021 Photo Competition. [www.iapb.org](http://www.iapb.org)  
Remember to always #LoveYourEyes. #WSD2021





# #LOVEYOUREYES LOVES SCHOOL EYE HEALTH

Offering sight tests and affordable treatments, including glasses, to schoolchildren across the Commonwealth transforms the life chances of generations to come.

Detecting and addressing vision loss among children brings huge benefits – transforming lives, boosting educational attainment and enabling children to reach their full potential. School-based screenings can identify other vision issues, including trachoma, helping to get them addressed promptly. Without action, vision loss among children is projected to grow rapidly in the years ahead.

This is about our children's lives and futures.

It's about their education, because by correcting the vision of primary school students you can help boost test scores by the equivalent of up to 6 months of additional schooling. With Glasses being one of the most effective health interventions for children, reducing the odds of failing a class by 44%.

And it's about our economy too because it is estimated that for every \$1 invested in children's eyesight, more than \$150 is returned over the lifetime of the child. And the lost productivity from trachoma costs up to \$8 billion per year but it would cost just \$1 billion to eliminate blinding trachoma.

So, this year IAPB and our World Sight Day Global Partners have produced education resources for schools and for those who home-school their children.

Find our educational resources which will be available in August on [WSD webpage](#)



**Addressing vision loss brings huge benefits: transforming lives, boosting educational attainment and enabling children to reach their full potential**



# #LOVEYOUREYES LOVES SOCIAL MEDIA

Share information on social media about why it's important to [#LoveYourEyes](#) and your friends, family and colleagues to do the same!

Please help us spread the word on social media about the importance of eye health and what you are doing this World Sight Day.

Use the hashtags [#WSD2021](#) [#WorldSightDay2021](#) [#LoveYourEyes](#)

In the lead up to this year's World Sight Day keep an eye out on IAPB's social media channels on Facebook, LinkedIn, Twitter and Instagram and share out content.

## **Social media cover and frames**

Upload one of our approved WSD cover images or frames on your or your organisations Facebook Timeline and Twitter cover page.

## **Film and photo content**

Share photos or video content of your event, activities, promotional material on social media channels, with the hashtag [#WorldSightDay](#) [#LoveYourEyes](#) [#WSD2021](#).



**Use the hashtags**  
[#WSD2021](#)  
[#WorldSightDay2021](#)  
[#LoveYourEyes](#)



If you are recording longer video clips (short videos on your cell phone or full sessions with a video camera) we encourage you to upload content to YouTube.

Please also share your photo and video content with us at [communications@iapb.org](mailto:communications@iapb.org) which we can include in our WSD2021 social media.

You can also broadcast events live on a range of social media channels.

## e-Mail signature

Help us share the message of this WSD 2020 and [#LoveYourEyes](#) by adding an approved IAPB WSD logo to your e-mail signature.

## Podcast

Why not get an eye care professional to talk about eye care and share it on SoundCloud [soundcloud.com](https://soundcloud.com) or on [Anchor.fm](https://anchor.fm) – these are free podcasting platforms that work across many mobile platforms.





## Suggested Social media messages

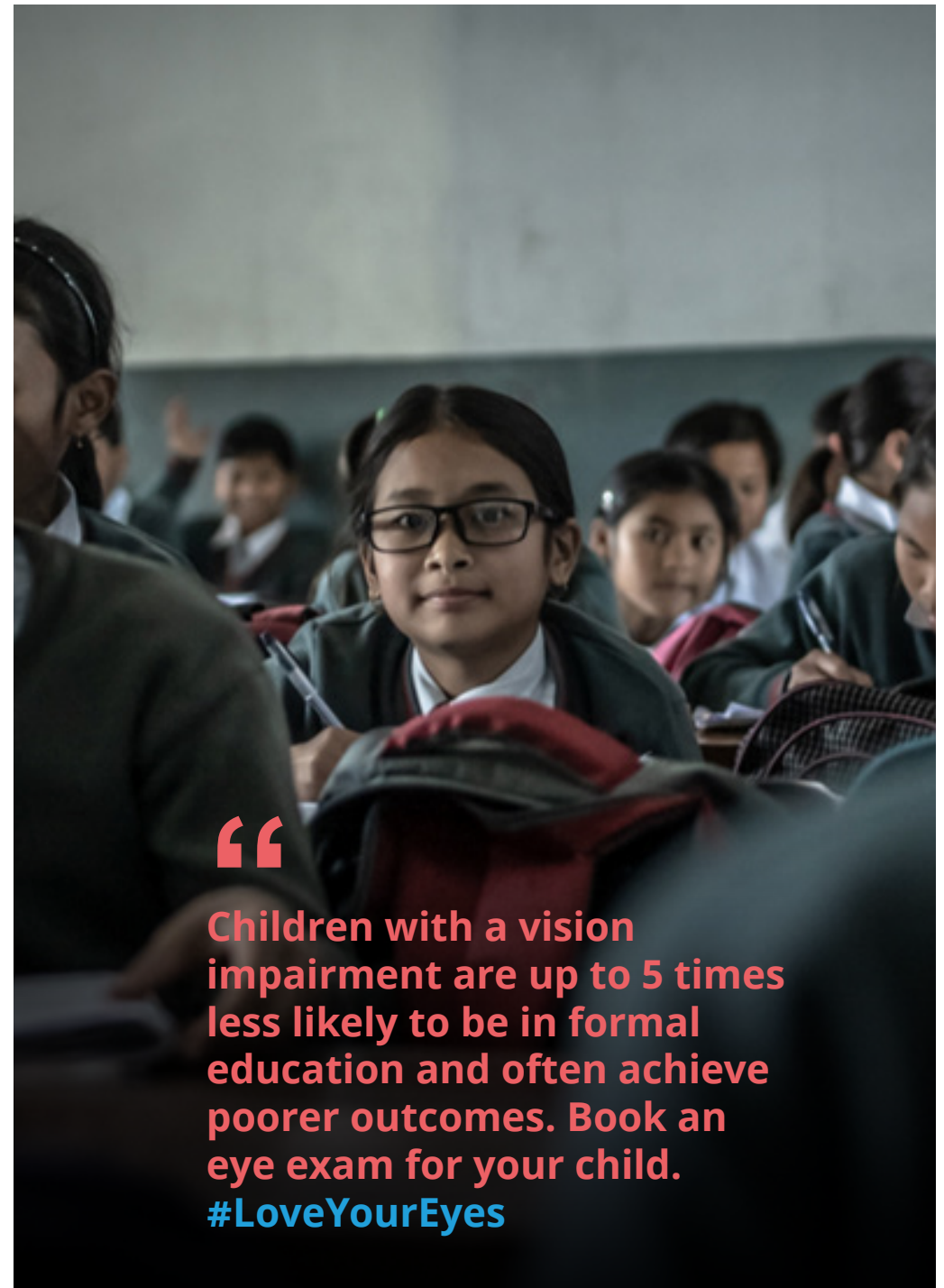
- Over 90% of vision loss could have been prevented. Let's pledge to [#LoveYourEyes](#) this [#WSD2021](#):  
[#LoveYourEyes](#) [#EveryoneCounts](#) [#WSD2021](#)  
[#WorldSightDay](#) @IAPB1
- Over 4.4m have vision loss due to [#DiabeticRetinopathy](#). A regular eye exam could have prevented this, let's make sure that EVERYONE COUNTS. [#LoveYourEyes](#)
- Healthy vision is at the centre of healthy ageing! Pledge to get your eyes tested and [#LoveYourEyes](#) [link to page]
- I believe universal eye health is possible. Getting my eyes tested is the 1st step towards it. [#LoveYourEyes](#) I pledged it to [link to page]
- [#Cataract](#) & [#UncorrectedRefractiveError](#) are the top causes of sight loss today. Regular eye exams can help catch things in time. Book one today & pledge to be one in a million [#WSD2021](#) [link to page]
- Good [#Eyecare](#) begins at the workplace! If you lead an organisation or are involved in HR why not organise an eye exam for your employees this [#WorldSightDay](#) [link] [#LoveYourEyes](#)
- [#GuideDogs](#) can make a big difference – eye health includes assistance [#LoveYourEyes](#)
- Let's work together to eliminate avoidable blindness [#LoveYourEyes](#) @IAPB1 [link].



**Healthy vision is at the  
centre of healthy ageing!  
Pledge to get your eyes  
tested and [#LoveYourEyes](#)**



- Children with a vision impairment are up to 5 times less likely to be in formal education and often achieve poorer outcomes. Book an eye exam for your child. [#LoveYourEyes](#)
- Eye health is simple and cost effective. This [#WorldSightDay](#) help us get to 1 million sight tests by pledging yours.
- I'm 1 in a million and have pledged my sight test as part of this year's [#WorldSightDay](#) because everyone should [#LoveYourEyes](#)
- I just got my eyes tested this [#WorldSightDay](#) @ [INSERT PLACE]. Challenge your someone you know to [#LoveYourEyes](#) and get an exam. [#EveryoneCounts](#)
- You can [#LoveYourEyes](#) no matter what your age! I got my eyes tested this [#WorldSightDay](#) and I urge you to get yours!
- My child could not see the blackboard well. I got his / her eyes tested & now with this new pair of glasses his /her learning has improved. Get your child an eye exam this [#WSD2021](#)
- Vision loss should not be an accepted part of aging. The lives of millions of older adults can be improved by health-interventions. [#EveryoneCounts](#) Make sure the elders in your family get an [#eye exam](#)



**Children with a vision impairment are up to 5 times less likely to be in formal education and often achieve poorer outcomes. Book an eye exam for your child. [#LoveYourEyes](#)**

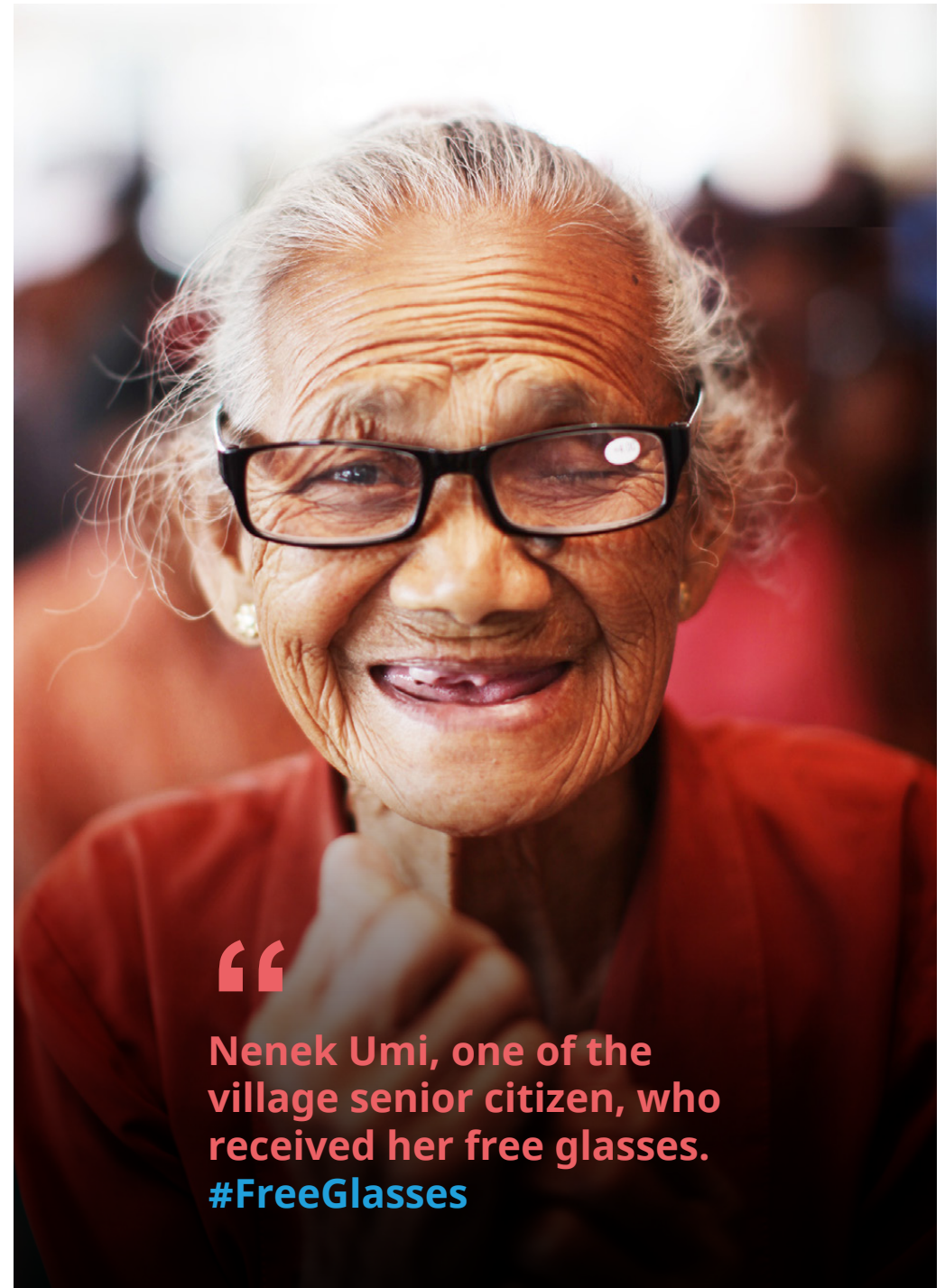
# MAKING WORLD SIGHT DAY GLOBAL

World Sight Day is a truly global day and so things that work in your region, country, city, town or neighbourhood may not work somewhere else. That is absolutely fine!

On World Sight Day we want as many people as possible on the planet to get involved and hear about why eye health is so important to them and to those around them.

The ideas in this pack should certainly not limit your plans for this year's World Sight Day, there is so much you can do including, but not limited to:

- 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 attend a eye screening or share a message online about the importance of eye health and #LoveYourEyes.
- Distributing vitamin A or glasses or coupons for free check-ups to children in your area makes for great photo opportunities for media
- Gain pro-bono advertising to raise awareness
- Hold a musical concert on Facebook or Instagram – and black out the screen.



**Nenek Umi, one of the village senior citizen, who received her free glasses.**  
**#FreeGlasses**



- Project the WSD logo on to buildings
- Live internet streaming from events, operations and screenings and share your WSD celebration with others around the world
- Hold AMAs (Ask Me anything) on Reddit
- 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 can arrange a dine in the dark event for your colleagues, so they can temporarily experience what the world feels like for people with vision impairment.
- You can also organise a guided walk with our local politician/mayor. One person will act as guide, while the other will be blindfolded.

If IAPB's patrons, members and those across our sector commit to planning and working together on activities for WSD, events will take place in even more countries than last year, making sure that more people know about the importance of [#LoveYourEyes](#), looking after their own eye health and ensuring that EVERYONE COUNTS.

It does not matter how small or big the activity you arrange is, the important thing is to take part and raise awareness of how important eye health is.

For more information about arranging an event see [www.iapb.org/wsd2021](http://www.iapb.org/wsd2021)

*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](mailto:communications@iapb.org)

### COVID-19 and World Sight Day

Please take adequate precautions and strictly follow government guidelines for your location when planning media events for WSD. If you cannot arrange public events 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. Please take care!

# GETTING THE MEDIA & PRESS INVOLVED

## Planning

Consider the following when planning your own local or national media event:

### 1. Objectives

- What are you aiming to achieve from the involvement of the media?

### 2. Strategy

- How will you attract the interest of the media?
- Which are your most important media targets?
- What audience do you hope to reach through these media?

### 3. Media Message

- What are the key messages of the media initiative? (This should be reflected in your press releases, other media materials and by your spokespeople). Ideally you will have three to five simple key messages to convey

### 4. Target Media

- Which media will you be targeting?
- What is the lead-time?
- What is your timetable for sending out media materials and making follow-up calls?

### 5. Spokespeople

- Who are your spokespeople?
- Do they need a formal media training session or a simple briefing on the facts?
- When are they available for interviews?
- Are other spokespeople available. if your primary contact is unavailable?
- Do you have their contact details for emergencies?

### 6. Media Materials you may need:

- Basic national, regional and local press pack material
- National press release – members can either create their own outlining local activities, or use the materials provided in the implementation pack
- International press release
- What is World Sight Day (WSD)?
- Global IAPB Fact Sheet
- Photograph(s) or other high-quality images
- IAPB video footage (YouTube)
- For IAPB members only, IAPB logo – in the correct format and resolution.



## Targeting the Media

Monitor the Local Press, TV, Radio regularly before any event that you have planned. Try to find out contact names so that you can ask for them directly. You can address news releases to “The Editor”; however, with the volume of press releases received every day, Editors may miss yours. Do you have a contact from a previous event? If not, a quick telephone call may save wasted effort.

### Contact your organisation’s National or Global Media Officer prior to contacting media

- The Media Officer may offer advice on how to get the best possible results
- The Media Officer could have plans to contact the same media – avoid duplication!

### Timing: what is the ‘lead time’?

- Be careful to not target media too early or too late
- Monthly magazines often have a three-month lead time
- Ascertain copy and photograph deadlines for local media – they may not ‘carry over’ stories and you may need to prepare a different press release if this happens
- Likewise, arrange photo calls for the morning to avoid missing evening news deadlines
- Often, it will be necessary to stage a press call the day



before the event, to secure coverage on the day

### **Telephone to ensure the event has been diarised by both the news and picture desk.**

- Encourage attendance and offer interviews, photographs etc.
- Invite photographers to attend the event, even if you are taking your own photos
- When offering interviews, make sure you have a willing and available interviewee
- Ensure that whoever is interviewed is fully briefed and prepared

### **At World Sight Day events, make sure you make the WSD logo visible in photographs wherever possible.**

- Organisations should use the WSD logo as much as possible at WSD events, along with their organisational logo
- Encourage colleagues and spokespeople to display WSD material
- Make a note of which media attend and ask them when the coverage will appear
- Have press packs on hand

## **Contacting the Media**

Below are some basic tips for calling the media, particularly when selling news stories:

### **Newspapers**

- Ask for news desks and picture desks
- Some news or picture desks may service several newspapers OR some papers may not have separate news and picture desks. Always check!
- Say what date and time your event is taking place and ask if it is diarised. Check they have your press release
- Ask for the name of the person it should be sent to and their fax number/e-mail
- Call again to make sure the fax/e-mail was received and that the event is in the diary. Ask when they will decide if they are covering the event
- Call again when the decision is about to be made
- Always try and get newspapers to attend the event. If they cannot attend, offer one of your own photographs. Ensure it is received before the picture deadline

### **Radio and TV stations**

- Never call at bulletin times
- Ask for the forward planning desk
- Say what date and time your event is taking place and

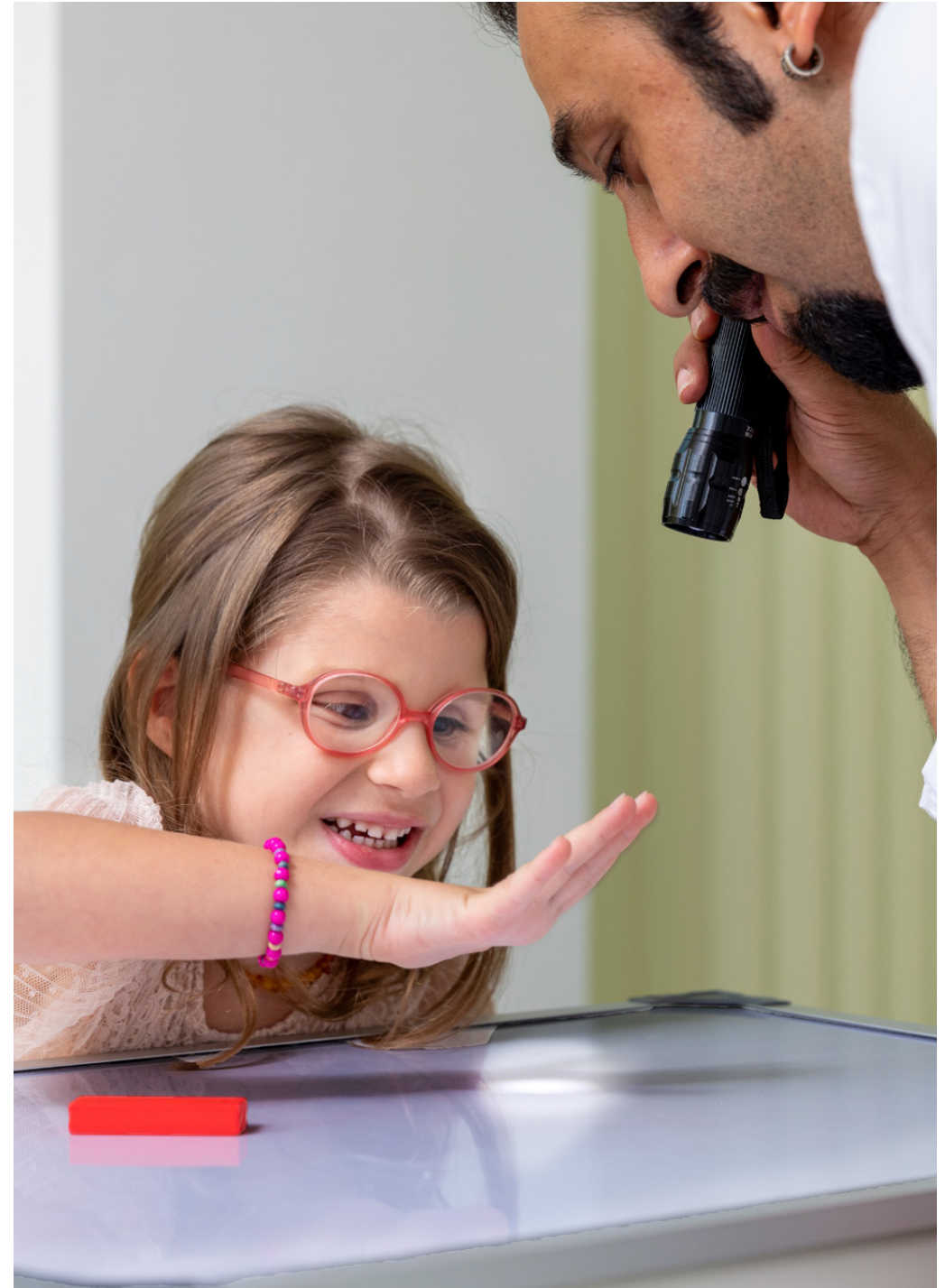


- ask if it is diarised. Check they have your press release
- Ask for the name and e-mail of the person it should be sent to
- Call again to make sure the e-mail was received and that the event is in the diary
- TV only – Offer to send video footage, in case they decide to carry the story
- Ask when they will decide if they are covering the event
- Call again when the decision is about to be made
- Remember – from the very start offer a spokesperson for an interview, either before or on the day of the event
- Ideally, radio stations should record something with your spokesperson the day before the event, so that the story can be carried on breakfast bulletins – push for this every time
- Be flexible! Check your spokesperson’s availability first, but say that she/he can come into the studio for an interview, or they can do the interview from home if necessary
- Remember to give a contact number for your spokesperson to the radio station, and vice-versa, especially if it’s a telephone interview. Make sure to get consent before releasing any contact numbers
- After the interview, call the station to make sure that the interview went OK
- Make sure that someone records the interview so you can share it on social media
- It is likewise good practice to record any TV coverage yourself. You can request a copy of a feature, within one month of the broadcast, in writing, but a copy of a news item will be harder to get.



## General Tips

- Press releases must carry the issue date and clearly state any embargo dates (dates before which you do not wish the story to be published)
- In general, do not call between 1pm and 2pm
- Give only the essential information! Talk briefly and succinctly
- On the morning of the event: Ring media again, one last time, to make sure that the event will be covered/attended
- Keep to your deadlines! Send information on time, or you will lose coverage
- Return journalists' calls immediately
- Put mobile phone numbers on press releases and keep your phone on at all times
- If you speak to a journalist who is negative about covering your event, try calling back later and speaking to someone else who might be more co-operative
- DO NOT make press releases too long, ideally they should fit on one side of A4, but any more than two sides and that is too long.





## Tips for Media Interviews

- Brief and succinct answers are the aim. Speak slowly and clearly
- Use answers that stand on their own and are no more than thirty seconds long (soundbites)
- Have a maximum of three key messages which are essential to get across
- To bring your interview alive and make the issues seem real, it is essential to paint a strong visual picture of your organisation's work and the people it helps
  - Avoid jargon and abbreviation, and simplify complicated language:
  - Avoid technical names/medical terms for the things you are describing, for example onchocerciasis can be referred to as River Blindness
  - Avoid acronyms: WHO is always the World Health Organization and IAPB is always the International Agency for the Prevention of Blindness
- Bring figures alive by using comparisons such as: 'Eighteen million people, equivalent to the entire population of Australia, are infected with River Blindness'
- Do not overload your interview with too many statistics – 'headline' figures only
- Do mention IAPB and World Sight Day wherever

possible

## Be prepared for wider questions about IAPB's work:

- Think about how listeners/viewers could help IAPB
- Ask for clarification if unsure about a question, or to give you more thinking time
- Don't let the interviewer lead you away from what you want to say. Use the subject of the questions to make the points you want to make. For example:
  - "Yes, I am glad that you asked me that, but did you know the real problem is..."
  - "Before I can answer that, can I tell you about the real benefit of..."
- Be prepared for the interviewer to get it wrong and ask you questions based on inaccurate information! Journalists can make misinformed assumptions
- Stop when you have said all you need to say. Don't feel you have to fill gaps of silence – this is the interviewer's job

## The pre-recorded interview

- Be accurate but don't get flustered if you make a mistake. Ask to do that part again, or just do it again. If you correct yourself, start a new, full sentence so the wrong answer can be easily edited out
- Don't be afraid to repeat, repeat and repeat your main points - remember that your interview will be edited
- The television interview
- Dress appropriately, ideally in plain colours (never fine stripes or polka dots)
- Where possible, include the logo, e.g. WSD logo in the background
- Look at the interviewer, not the cameraman
- Sit still! Avoid playing with pens, jewellery etc., which draw the viewers' attention away from what you are saying





# WORLD SIGHT DAY GLOBAL PARTNERS

IAPB would like to thank our World Sight Day Global Partners who have helped us develop this year's world sight day campaign and will be supporting our activities this year.



To find out more about our World Sight Day Global Partners visit [this page](#) on our website.

If you would like to become a World Sight Day Global Partner in 2022 or join IAPB please contact -

**Nick Parker - Head of Development**

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**YOUR  
EYES**



 **WORLD  
SIGHT DAY**  
2021

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