



# WORLD SIGHT DAY 2021 REPORT



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## FOREWARD

### **CAROLINE CASEY, President, International Agency for the Prevention of Blindness**



**This has been a truly wonderful World Sight Day. It is an incredible start to a new campaign that will help us take World Sight Day—and the message of saving sight—to new audiences around the world. Millions of eye test commitments were made and met, drawing attention to the lives we change for the better, every day.**

**This is the magic of World Sight Day. It celebrates the miracles we make possible, and the grander joy of doing it together. This year has been a window into the love and sense of purpose that permeates the sight loss sector and is also a promise of what we can set out to achieve in the future. And there is a rising demand: from parents worried about their children’s screen-time, from organisations looking to unlock productivity, from governments focused on improving the health and prosperity of their populations, and from people understanding the potential that opens up when they can see better. World Sight Day also helps us draw attention to the many for whom sight loss is irreversible—and the happy and full lives they can lead in a world that is inclusive and accessible.**

**We have had a glimpse of the promise of World Sight Day. Congratulations to all of you miracle-workers.**

**Next year, let’s make it even bigger.**

## INTRODUCTION

World Sight Day 2021 was bigger than ever before; from the collective ambition to the execution. The Love Your Eyes campaign mobilised our World Sight Day Global Partners, Members, Patrons, Valued Suppliers, the wider eye health sector, and the public, bringing attention to issues around vision in a big way.

At the start of the campaign, we set a target of testing one million pairs of eyes before World Sight Day. We smashed our target with over 3.6 million pledges made, with thousands of organisations and individuals helping us achieve this.

Our Everyone Counts Global Challenge was a momentous success as well. Countless number of screenings and events were held across the globe, from a remote village near Mount Everest to Bondi Beach in Australia, Gateway of India to under the shade of a Ceiba Chodatii tree in Paraguay. The standout image of the day was from the Magrabi Foundation in Egypt who carried out sight tests at the Giza Necropolis; this image alongside images from Tower Bridge in London, Brooklyn Bridge in New York and Mwanza City at the shore of Lake Victoria near the Bismark rock in Tanzania were picked up by the Press Association and covered in over 350 publications worldwide.

This report summarises this year's successes and gives a snapshot of the work done across IAPB's members and the wider sector on World Sight Day. We hope this report will be shared far and wide so that everyone can share in the success of this year's World Sight Day and start to think about plans for World Sight Day 2022.

None of this year's success would have been possible without the support of our World Sight Day Global Partners: Allergan, Bayer, OneSight, Novartis, Seva Foundation and the World Council of Optometry as well as the support of IAPB Global Ambassador James Chen whom we thank both for their investment and support over the past year.

Thank you to everyone for your involvement and we hope you find this report useful and stimulating.



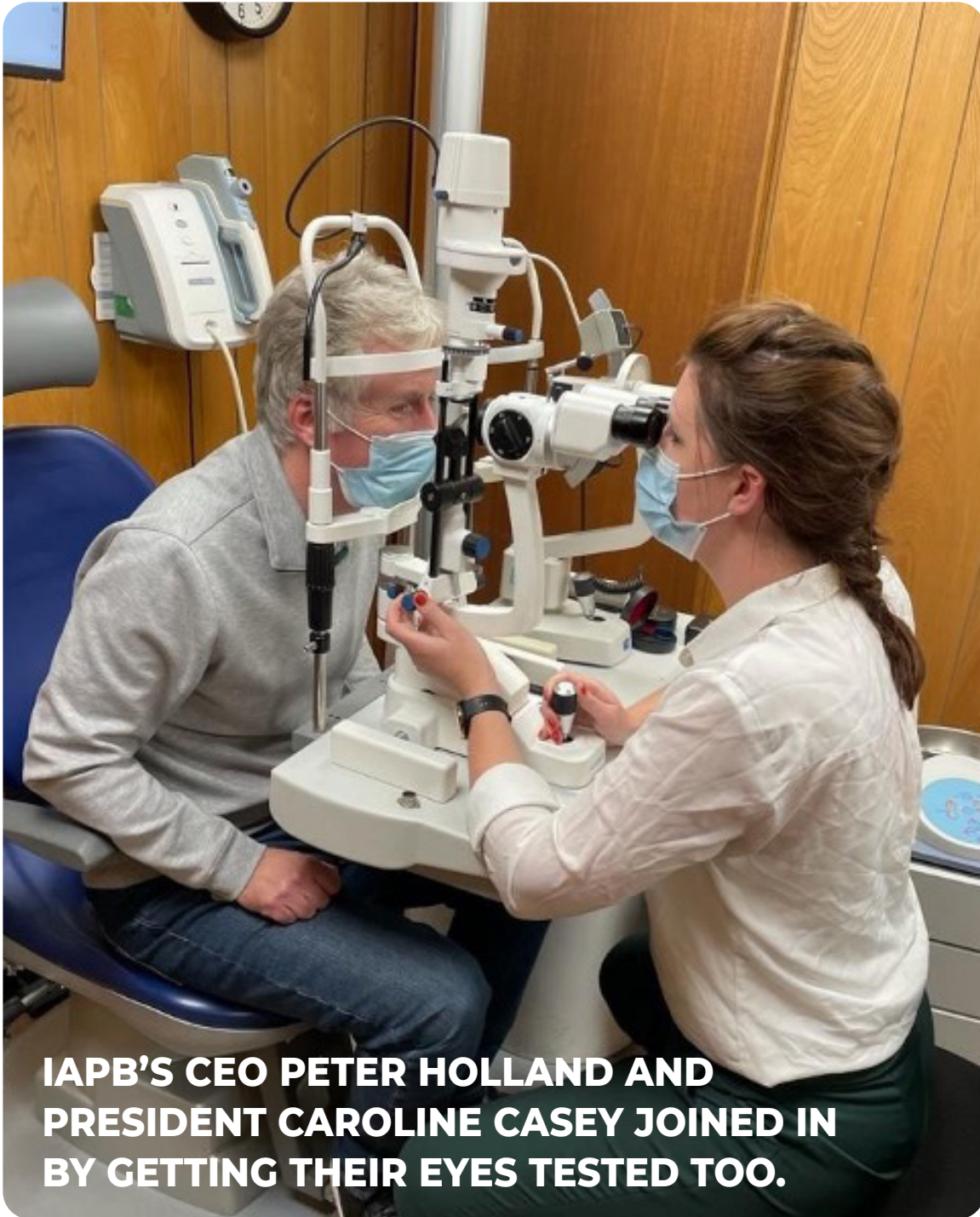
## #LOVEYOUREYES PLEDGES



### **WE DID IT TOGETHER!**

Given the global climate and the ever-evolving implications of COVID-19, we believed a target of 1 million pairs of eyes tested before World Sight Day was ambitious. It was, but with thanks to the involvement and commitment of over 1300 individuals and more than 200 organisations, we didn't just beat our target – we tripled it!

We saw participation from local optical shops, optometry practices, ophthalmologists' association to Ministries of Health and eye health NGOs. Big or small, local or international – all regions of the world came together to do their bit for World Sight Day and deliver vital eye care to those who need it.



**IAPB'S CEO PETER HOLLAND AND PRESIDENT CAROLINE CASEY JOINED IN BY GETTING THEIR EYES TESTED TOO.**

## IAPB Member Pledges

MEMBER NAME	PLEDGE NUMBER
20/20 Quest Inc	100,000
Aravind Eye Care System	400,000
Brien Holden Foundation	8,000
CBM	170,000
Combat Blindness International	6,733
Eversight	1,100
Eye Care Foundation	1,350
Eye Health Aorterea	3,469
Fundacion Vision	22,996
Fundació Ulls del Món (Eyes of the World Foundation)	6,200
Global Vision 2020	4,650
Heart to Heart Foundation	106,744
Helen Keller International	70,000
IAPB Italia	1,500
L.V. Prasad Eye Institute (LVPEI)	252,221
Layton Rahmutulla Benevolent Trust (LRBT)	200,00
Light for the World	70,000
Magrabi Foundation	3,900
Mission for Vision	25,000

MEMBER NAME	PLEDGE NUMBER
Nadi Al Bassar	1,544
Nepal Eye Hospital	7,652
Nepal Netra Jyoti Sangh	225,000
OneSight	25,000
Optometry Council India	35,000
Prevent Blindness America	100,000
Sankara Eye Foundation	100,000
SEE International	2,500
Seva Foundation	170,000
Severance Hospital	888
Shanghai Eye Disease Prevention and Treatment Center	400,000
Sightsavers	525,792
Swiss Red Cross	11,500
The Kellogg Eye Care for International Ophthalmology	200
The King Khaled Eye Specialist Hospital	13,598
Tilganga Institute of Ophthalmology	33,450
Ver Bien para Aprender Mejor	15,500
Vision Aid Overseas	6,996
VisionSpring	200,000

## Non - Member Pledges

NAME	PLEDGE NUMBER
African Eye Institute	3,300
Al Baseer Foundation	1,041
Al-Shifa Trust Eye Hospital	21,917
Asociación para Evitar la Ceguera en México IAP	21,000
Autoyos Private Limited	1,001
Cameroon Association of Optometrists	3,000
Centre for Sustainable Access to Health in Africa	1,000
East java branch of Indonesian ophthalmologist association	9,999
ENAVI Clinic	2,000
EyeMed Vision Care	1,425
EYENEED	4,000
Fundación Retina Paraguay	1,000
GLOBCOM	1,000
Hari Nayan Optical and eye Testing center	1,000
Henderson Vision Centre	1,000
i-Optique Optometry	1,000
IROPIN	1,000
Kentucky College of Optometry — SVOSH	1,000
Kosmi Eye Care & Rehabilitation Centre	5,000

NAME	PLEDGE NUMBER
Kota Bharu Medical Centre	1000
Kusum Dhirajlal Hospital	2,500
Lebo matlala optometrist	1,000
Lena House Clinic	1,000
Lotus Eye Hospital & Institute	2,000
Manthan Eye Foundation	5,000
Masinde Muliro University of Science and Technology	1,000
National University Health System	10,000
Nav Bharat Jagriti Kendra- LNJP Eye Hospitals	1,000
Optometric Association of Tamil Nanbargal	1,000
Optometrist Association of Kenya	2,500
Rivoli Vision	5,000
Salud	30,000
Seychelles Association for the Blind and Visually Impaired	1,000
Surjo Institute of Allied Health Science	1,000
Vula Mobile	2,000
Yonsie	13,061
VisionSpring	200,000
<i>Individuals</i>	1,335



# EVERYONE COUNTS GLOBAL CHALLENGE

Our Everyone Counts Global Challenge involved more than 40 IAPB members and their partners coming together in different locations around the world (some of them iconic!) carrying out eye screenings and World Sight Day activities.

We started the day in New Zealand with our member Eye Health Aotearoa going live from screenings at Bluff Point before we headed to Australia with support from Sight For Life, a pitstop at Bondi Beach with IAPB staff and support from the IAPB First Nations Interest Group who were championing the eye health needs for First Nations and Indigenous people.

We celebrated in Papua New Guinea, and in China with our Group A member, the Shanghai Eye Disease Prevention and Treatment Centre, who had held screenings in 200 community centres across the city. We saw screenings in Singapore, Cambodia and Vietnam before heading off to South-East Asia.

Remarkably, the team from Tilganga Institute of Ophthalmology provided eye care to a remote community at the foot of Mount Everest proving that no matter your location, everyone counts. Iconic landmarks were the order of the day, as Nepal Netra Jyoti Sangh held screenings under the legendary Fishtail Mountain.

In India, Mission for Vision India were aboard a ferry, conducting screenings with the Gateway of India for backdrop and the Optometry Council of India screened underprivileged communities in Chennai. CBM and Peek Vision marked World Sight Day in the Naka Kahout Village in Pakistan, and so did Orbis and its partners in Bangladesh.



Moving westwards, our member King Khaled Specialist Eye Hospital travelled to AlJouf to help reduce the waiting list of cataract surgeries and Noor Dubai carried out screenings in a shopping centre, making it easy for people to access eye care.

Noor Dubai celebrated again in Nigeria, alongside a host of African activations. A team from CBM carried out screenings in the Lake Zone in Tanzania set against the jaw-dropping beauty of the Bismarck rock, before we headed to Zimbabwe where school children were the focus of the day. We saw teams in Cabo Delgado in Mozambique and looked on in awe as images came in from the Magrabi Foundation hosting screenings against the Giza Necropolis in Egypt. Activations from Nadi Al Bassar in Tunisia rounded off our time in Africa.

In Europe, Associacao Proffisionais Licenciados Optometrista travelled to the remote village of Avintes in Portugal to provide treatment for those with limited access and in the UK we visited AbbVie House in Maidenhead with IAPB Patron and World Sight Day Global Partner Allergan, who were hosting screenings for their employees.

Before we head further West, UK marked another high: HRH The Countess of Wessex visited the Perseid School in London with SeeAbility to attend a screening for young people with learning difficulties.

In Paraguay, Fundación Visión provided eye care for 240 patients and cataract surgery for 30 patients from indigenous communities. OneSight was at the iconic Brooklyn Bridge, in New York and SEE International marked screenings on the famous Santa Barbara beach in California. In Mexico, Ver Bien marked the day with a number of vision screenings.

The challenge was a sight to behold, documenting the incredible work our members and their partners do every day to reduce the burden of blindness and vision impairment.



Nigeria



Dubai



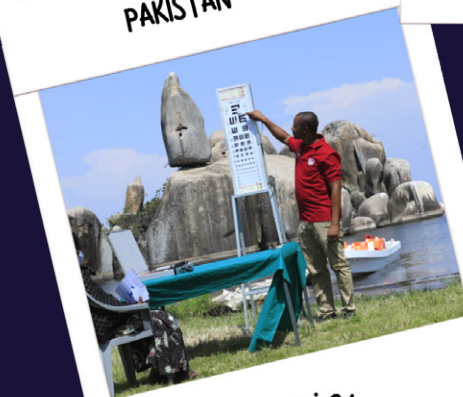
Zimbabwe



PAKISTAN



Saudi Arabia



Tanzania



Paraguay

The countries covered: New Zealand, Australia, Papua New Guinea, China, Cambodia, Vietnam, India, Nepal, Bangladesh, Pakistan, UAE, Saudi Arabia, Egypt, Nigeria, Cameroon, Ethiopia, Tunisia, Tanzania, Uganda, Mozambique, Canada, UK, USA, Portugal, Paraguay, Bolivia and Mexico.



Cameroon



Ethiopia



Maidenhead, UK



Mexico



PORTUGAL



New York, USA



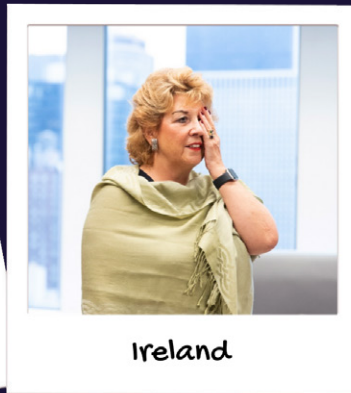
Winnipeg, Canada



Ethiopia



UK



Ireland



Egypt



California, USA



MOZAMBIQUE

## IN THE MEDIA AND ON SOCIAL

World Sight Day saw incredible engagement across social networks and in the media.

The Love Your Eyes campaign was covered in over **701 articles** in print and online sources. With over 65million readers worldwide, publications including The Hindustan Times, The London Evening Standard, The Nigerian Guardian, CTV Canada and Hello Magazine shared stories of the importance of vision health and carried the message of the Love Your Eyes campaign. These joined over 2000 other pieces of media content about World Sight Day globally.

Vision Monday and The Optometrist, two of the sectors most widely read publications, led their coverage on World Sight Day with stories celebrating more than three million pledges.

Two stand out stories this World Sight Day crossed both print, online and social media. Firstly, IAPB Global Ambassador Her Royal Highness The Countess of Wessex. To mark World Sight Day and encourage everyone to get their eyes tested, the Countess visited Perseid School in London. Perseid School works with children and young people who have special educational needs and learning disabilities. Her commitment to eye health and this visit attracted numerous print and online articles and was notably shared through multiple tweets from the British Royal Family Twitter account.

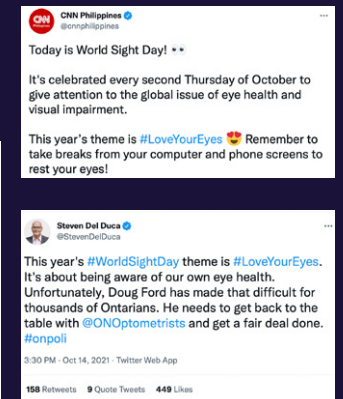
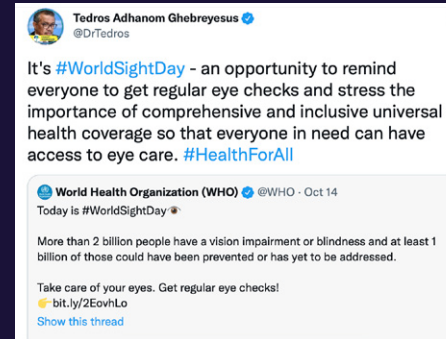
Secondly, a picture feature leading with our global challenge imagery was picked up by the Press Association wire, leading to hundreds of pieces of coverage celebrating eye tests at iconic landmarks.



World Sight Day, as a global conversation, featured heavily across social networks. With support from our Advocacy Team, dozens of influential accounts lent their voices to champion our message. The most notable voices were:

- Dr Tedros Adhanom Ghebreyesus, Director General, WHO
- The British Royal Family
- H.E. Ambassador Aubrey Webson, Permanent Representative of Antigua and Barbuda to the UN
- Jean Todt, President of the FIA (Motorsports Governing Body) & UN Special Envoy for Road Safety
- Stephen Fry, British Actor
- Jennie Garth, American Actor
- Jo Frost, Parenting Expert
- James Chen, IAPB Global Ambassador and Philanthropist
- Caroline Casey, IAPB President and Founder of The Valuable 500
- UN Ambassadors from Portugal, Australia, Denmark and Ireland
- Countless Politicians from around the world, including Health Ministers
- World Health Organization
- NASA

Thanks to the influence and impact of this incredible list, combined with the millions of voices from around the world, we are beyond excited to report on the 14th of October, World Sight Day trended in several countries, including India and the UK.



Through our own efforts and with support from 89Up, a UK PR agency, we achieved record numbers of engagement across all IAPB social media accounts. Our reach, over the course of the campaign, exceeded **4.5 million impressions**. Our content was liked, shared, or commented on by over **one million people**.

Our campaign hashtags, **#WorldSightDay** and **#LoveYourEyes** were seen and used by millions of social media accounts. Over **17.5 million people** saw a post that included the hashtag **#WorldSightDay**, and almost **12 million accounts** had **#LoveYourEyes** feature in their feeds.

89Up secured support from UKIE, the UK Gaming Trade Body, and Facebook. Facebook generously committed \$5,000US of advertising spend to the Love Your Eyes campaign. We are excited at the prospect of continuing our relationship with these organisations for World Sight Day 2022.





@IAPB1

**2,303,666**  
PEOPLE  
REACHED

**72** NEW  
FOLLOWERS

OVER **300**  
PAGE VIEWS

**70** POSTS



@IAPB

**1,800,572**  
IMPRESSIONS

**333** NEW  
FOLLOWERS

**49** POSTS

**59** STORIES

**2,514** LIKES

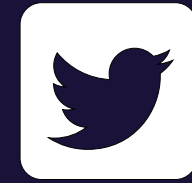


@International Agency for  
the Prevention of Blindness

**33,511**  
IMPRESSIONS

**906**  
REACTIONS

ALMOST  
**100** POST  
SHARES



@IAPB1

OVER **418,000**  
IMPRESSIONS

**720**  
MENTIONS

**330**  
RETWEETS

OVER **1,400**  
LIKES

**Jonathan Ashworth** @JonAshworth · Oct 14  
 Sadly, 1.1 billion people are unable to access the eye care they need. This #WorldSightDay I have pledged to love my eyes to raise awareness of vitally important eye care.

You can pledge to #LoveYourEyes this World Sight Day here -

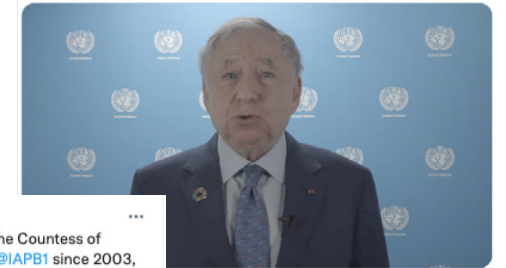


iapb.org  
 Make a Pledge - The International Agency for the Prevention of Blindness...  
 IAPB is the overarching alliance for the global eye health sector, with more than 150 organisations in over 100 countries working together fo...

**Tedros Adhanom Ghebreyesus** @DrTedros  
 It's #WorldSightDay - an opportunity to remind everyone to get regular eye checks and stress the importance of comprehensive and inclusive universal health coverage so that everyone in need can have access to eye care. #HealthForAll

**World Health Organization (WHO)** @WHO · Oct 14  
 Today is #WorldSightDay  
 More than 2 billion people have a vision impairment or blindness and at least 1 billion of those could have been prevented or has yet to be addressed.  
 Take care of your eyes. Get regular eye checks!  
 bit.ly/2EovhLo  
 Show this thread

**Jean Todt** @JeanTodt  
 My video message for the World Sight Day  
 #RoadSafety #WorldSightDay #LoveYourEyes #3500LIVES



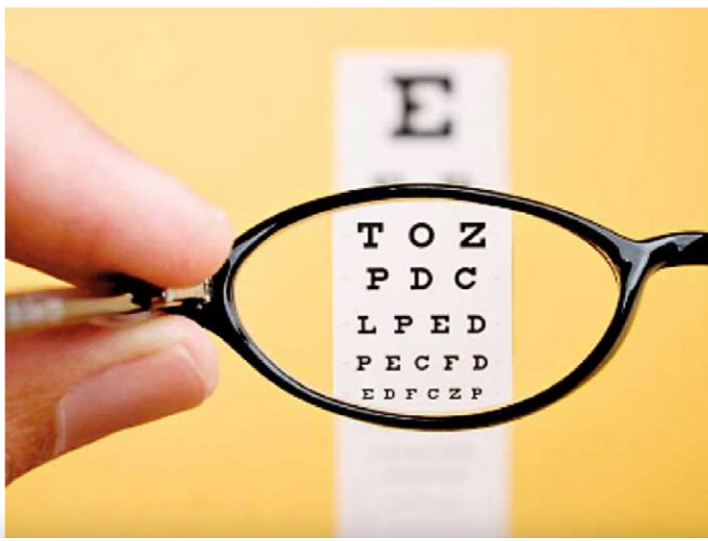
**The Royal Family** @RoyalFamily · Oct 14  
 Today is #WorldSightDay. To mark the occasion The Countess of Wessex, who has been a Global Ambassador for the @IAPB1 since 2003, visited @PerseidSchool in London to support an initiative encouraging children to have their eyes tested.



# 'Love Your Eyes' now more than ever before

## World Sight Day – October 14

15 October 2021 12:46 am 0 52 Facebook Twitter More A A A



**World Health Organization (WHO) Western Pacific** @WHO... · 1h  
 It's time to #LoveYourEyes and start new habits. Take screen breaks, get outside, and get an eye test.  
 Get all the facts here bit.ly/3p1P1T8  
 Get all the top tips from @IAPB1  
 #WorldSightDay  
 #HealthForAll

**The prevalence of myopia is highest in high-income countries in the Asia-Pacific Region (53.4%), with East Asia (51.6%) following closely.**





## **WORLD SIGHT DAY GLOBAL PARTNERS**

For the first time, we were joined by a number of Global Partners who we worked with as key partners in developing the World Sight Day theme and activations. We also worked closely with each Global Partner to maximize content and their activations across their owned and our own channels.



Our World Sight Day global partners played an instrumental role in our campaign. We celebrated their work across the IAPB's social media channels both via dedicated content days in the lead up to World Sight Day and on the day itself.



# ALLERGAN



In Maidenhead, UK employees of AbbVie House learned about #LoveYourEyes and were invited to have their eyes tested on the day. Todd Manning, Allergan, IAPB's Joanna Conlon and Zaid Shalchi, Consultant Ophthalmic Surgeon were in attendance to discuss prioritising your eye health.

#UK employees of Abbvie House are learning about #LoveYourEyes and having their vision checked.

Todd Manning, @allerganeyeye , @joannaconlon1 , IAPB and Zaid Shalchi, Consultant Ophthalmic Surgeon are in attendance to discuss prioritising your eye health.

#WorldSightDay





Bayer lent their support to our 1 million challenge and continued their support for the IAPB World Sight Day photo competition.



Bayer | Ophthalmology

15,084 followers

2w • 🌐

+ Follow ...

The [International Agency for the Prevention of Blindness \(IAPB\)](#) [#WorldSightDay](#) Photo Competition closes soon!

Not only will you have the chance to win \$1,000 or a DSLR camera, but you will also help to raise awareness of the unmet needs in eye care, alongside the incredible work that is being done by the eye health community.

Learn more about the entry requirements here: <https://lnkd.in/ekJBbm6>

[#WSD2021](#) [#LoveYourEyes](#) @BayerOphthalmology





In the lead up to World Sight Day, OneSight pledged 25,000 eye exams. They carried out a screening at the Brooklyn Bridge in New York as well as helping us facilitate a screening with UN Diplomats. UN Friends of Vision co-chair H.E. Ambassador Geraldine Byrne Nason, Permanent Representative of Ireland to the United Nations received an eye test on the day.



# NOVARTIS



Novartis Senior Vice President and Global Development Head for Ophthalmology, Jill Hopkins spoke about why sight is so important, recording a video message that sat alongside a suite of Novartis content to mark their dedication day.

“90% of vision loss is treatable; we need to work towards a world where having a visual impairment is markedly decreased.”

@Novartis Senior Vice President and Global Development Head for Ophthalmology, Jill Hopkins on #WorldSightDay & so much more!

#LoveYourEyes ❤️



# SEVA



Seva supported its partners around the globe including Visualiza deliver eye care services to those who need them the most as well as pledging a remarkable 170,000 tests towards our target.



# WORLD COUNCIL OF OPTOMETRY



The WCO helped us celebrating World Sight Day by contributing videos and a host of supportive content of their members across the globe. Messages of support from Past President Scott Mundle and his team in Winnipeg and free screenings offered by the Cameroon Association of Optometry were just some of the highlights.

In #Canada, @WorldCouncilOpt, Past President Scott Mundle is having fun with his team in Winnipeg! We love those signs!

#LoveYourEyes ❤️



Cameroon Association of Optometry (CAO) joined our Global Partner @WorldCouncilOpt to celebrate #WorldSightDay ✨

CAO in collaboration with ENAVI Clinic offered free eye screening to all ❤️

#LoveYourEyes



# EVERYONE REALLY DID COUNT

From screenings, to interviews, webinars & seminars, rallies, online campaigns, and releasing songs; IAPB members, patrons, eye care organisations/hospitals/practices, and individuals (those in eye care and those passionate about it) across the globe were instrumental in making World Sight Day such a success.

## Here are some snippets:



Our Ethiopian partners 🇪🇹, led by the Ministry of Health, are part of @iapb1's #WorldSightDay Global Challenge ✨

In Jijiga >5,000 students are getting their sight checked this week alone 👁️

#EyeScreenings will also take place in 2 hospitals for 10,000 people 🌟 #LoveYourEyes



In Mali 🇲🇱, Madina Ndiaye, a singer with a visual impairment, celebrated #WorldSightDay by singing at the national ceremony 🙌



Christian Blind Mission (CBM) Inclusive Eye Health @CBM... · Oct 14 ... It's #WorldSightDay -There are still far too many people losing their sight when they don't need to and not getting support for their eye conditions. We need vision to make eye care more equitable. #LoveYourEyes and recognise their importance #MakeEyeCareInclusive @CBMworldwide



In #China, the Shanghai Eye Disease Prevention and Treatment Centre have been conducting screening tests around the city at more than 200 community health centres.

Their goal for our #WorldSightDay Global Challenge is to provide 400,000 eye tests! 🌟🌟🌟

#LoveYourEyes ❤️





**Fred Hollows** @FredHollows · Oct 14  
 #ICYMI: "Good eye service is the right of everybody," Fred said.  
 We should all access that, if available, at least once every two years.  
 So, for World Sight Day, we're asking you to pledge to #LoveYourEyes at [bit.ly/loveYourEyes](https://bit.ly/loveYourEyes) or just book in for your test now!



**GrandVision NV**  
 21,851 followers  
 1w · 🌐 + Follow

World Sight Day is today, 14 October, and across the globe our colleagues and retail brands are working to spread awareness of the importance of eye health, and to help those who need and cannot afford eyecare.

We, at GrandVision, are proud to support World Sight Day internationally for a third year in a row. Millions of people around the world struggle with some sort of vision impairment—how will you do your part to help?

To strengthen our commitment even further we align with the UN's SDG 3 to ensure good health and wellbeing of others for now and in the future.

Join us on our mission—spread the word, support our initiative!

#GrandVision #eyecarewecaremore #WorldSightDay2021 #LoveYourEyes #SDG3



**ICO** @IntlCouncilOph · Oct 14  
 Today is #WorldSightDay, an annual awareness event that focuses global attention on vision impairment. This year's theme is #LoveYourEyes which encourages us to be aware of our own eye health: [buff.ly/3jQ3jso](https://buff.ly/3jQ3jso) (via @IAPB1)



**UN Road Safety Fund**  
 137 followers  
 2w · 🌐 + Follow

For #WorldSightDay2021, the UN Road Safety Fund will be hosting an eye-opening webinar on 🗓️

How providing eye care services to 1 billion people by 2030 will help halve road traffic deaths.

📅 14th October  
 🕒 3 pm CET

Register here 📄 [bit.ly/3mzq8Cj](https://bit.ly/3mzq8Cj)

See you at the webinar!

#webinar #roadsafetyawareness #mobility #vision2030

**CooperVision**  
 79,830 followers  
 1w · 🌐 + Follow

Myopia is one of the most important issues facing the eye care community and parents today. For more than a decade, CooperVision has been leading the way in the fight against myopia, and on World Sight Day 2021, we are asking you to join us. Watch this video to learn more.

#WorldSightDay #WSD2021 #myopia #eyehealth #optometry #ophthalmology #eyedoctor #eyeexam #eyesight



CooperVision | World Sight Day 2021

**Roche** @Roche · Oct 14  
 It's World Sight Day, and yet in 2021 #VisionLoss still affects children's education, workplace productivity and even the global economy. Peter Holland from @IAPB1 and Roche's Rachel Frizberg discuss what more can be done: [bit.ly/3DFTLZh](https://bit.ly/3DFTLZh)

#LoveYourEyes #WSD2021



8 31 124

**National Vision Holdings, Inc.** @NVOfficial · Oct 8  
 When was the last time you got your sight tested? In honor of #WorldSightDay, we're joining @IAPB in their EVERYONE COUNTS Global Challenge to encourage 1,000,000 people to pledge to have their eyes tested.  
 Join the challenge and commit to #LoveYourEyes:



[iapb.org](https://iapb.org)  
 Make a Pledge - The International Agency for the Prevention of Blind...  
 IAPB is the overarching alliance for the global eye health sector, with more than 150 organisations in over 100 countries working together fo...

**Himalayan Cataract**  
 @CureBlindness  
 Happy #WorldSightDay, Nepal!

As an international organization, HCP reaches blind patients around the globe. It's morning in Nepal and we'll be sharing patient stories and the joy of sight throughout the day. (pictured: happy patient in #Nepal)



# WORLD SIGHT DAY 2021

## PHOTO COMPETITION

Since 2015, the IAPB World Sight Day Photo Competition has highlighted the importance of eye health and celebrated the tireless efforts of those who work to ensure healthy vision for all.

In 2021, we boosted the competition to include four new categories and welcomed a panel of five expert judges.

The judges, each a leading voice in their fields, represented a diverse range of experience, expertise, and perspective.

Our panel included:



Caroline Casey,  
Founder and Creator of The  
Valuable 500



Dave Hogan,  
World-renowned Celebrity  
Photographer



Fatima Zehra,  
IAPB Eye Health Hero 2020



Marge Axelrad,  
Editorial Director of  
Vision Monday and  
VMail, Jobson Optical



Michael Schoenfeld,  
Award-Winning Photographer  
and Winner of the IAPB WSD  
Photo Competition 2020

The newly boosted competition was intended to accept a wider scope of submissions through the addition of four new categories, providing participants with an opportunity to demonstrate a greater range of skills.

The new categories included:

- **♥ LOVE YOUR EYES** – a picture capturing a subject(s) receiving eye health services or care.
- **EVERYONE COUNTS** – a portrait of an individual that demonstrates how each individual counts and has the right to be included.
- **♥ HEALTH FOR ALL** – a picture capturing subjects delivering health services.
- **♥ HOPE** – a picture that captures the magic of a moment and reminds us all that there is joy and hope for the future.

## Entries

The calibre of submissions was high, clearly demonstrating how the competition has grown in popularity and status.

**1040** submissions were received from over **56** countries including:

Algeria	Argentina	Australia	Bangladesh	Belarus	Belize	Bhutan
Cameroon	Canada	China	Cuba	Ecuador	Egypt	Ghana
Guatemala	Guinea	Guyana	Haiti	India	Indonesia	Iraq
Ireland	Italy	Jordan	Lebanon	Malaysia	Mexico	Mongolia
Morocco	Nepal	Netherlands	Nicaragua	Nigeria	Pakistan	Palestine
Papua New Guinea	Paraguay	Peru	Puerto Rico	Philippines	Portugal	Russia
Somalia	South Africa	Spain	Sweden	Tanzania	Trinidad and Tobago	Uganda
United Kingdom	United Arab Emirates	United States	Venezuela	Vietnam	Zambia	

We would like to thank over a thousand photographers worldwide, both amateur and professional, who shared their visual stories with us. They captured stories that inspired, informed and left us in awe.



by Ramesh V Ramesh



by danilo victoriano



by Srinivas Marmamula



By Keith Kalu



By Jaylord Plaza



by Gamal Saleh



By Yasser A. Mobarak



by Anh Le



By Ellen Kams



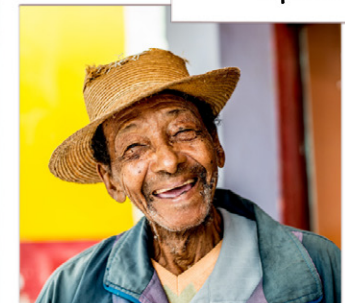
by Melvin Rodriguez



by Erum Daniyal



By Ulrich Eigner

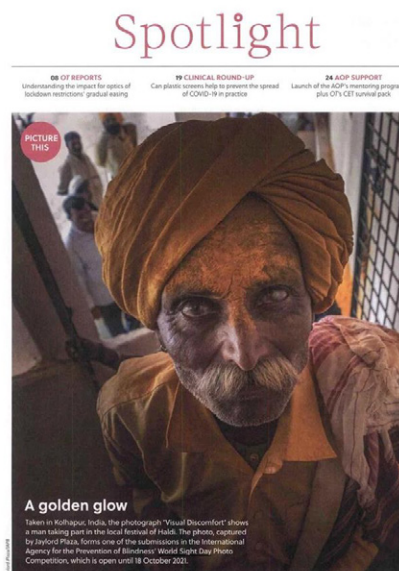


by Julie-Anne Davies

We saw over **100** social media posts over **12** weeks, celebrating the competition and showcasing the brightest and best submissions. On average, each week, our posts for the World Sight Day Photo Competition saw **13,000** impressions and had over **500** likes, comments or shares!

**11** pieces of media were secured from **9** different media outlets, with multiple articles featuring in publications. Those outlets were:

1. Optometry Today
2. Vision Monday
3. Photo Contest Insider
4. Amateur Photographer Magazine
5. Photo Compete
6. mivision
7. Ophthalmology Breaking News
8. INVISION
9. Optician Online



**IAPB Announces its 2021 World Sight Day Photos of the Year**  
 By Sue  
 Friday, October 29, 2021 10:15 AM

LONDON—The International Agency for the Prevention of Blindness (IAPB) has announced the winners of the World Sight Day 2021 Photo Competition. An independent panel of five judges from around the world selected the year's winners, which were selected from over 1,000 images submitted from around the world. "Our hope was that the competition would provide professional and amateur photographers with the opportunity to share the stories they've captured, and we have been blown away by the quality of the submissions, which are a shining light of inspiration. We thank everyone who participated and congratulations to our winners," said Simon Darvill, head of communications, IAPB, which launched this year's competition in connection with the Oct 14, 2021 World Sight Day #LoveYourEyes initiative.

The judges have chosen "Ladakh! Weaver" by Julie-Anne Davies as the year's winning professional photo of the year and "Going to School" by Saiful Islam as the winning amateur photo of the year.

Judge Felina Zuhri, Eye Health Hero 2020, trainer and consultant, said of the professional photo of the year: "This image clearly shows the impact of good vision on personal and economic growth. This picture has rightly captured the hope, joy and happiness of a woman who can see clearly."

**ADVERTISMENT**

Judge Michael Schoenfield, award-winning photographer, admired one winning amateur photograph, "Going to School," for such a beautiful, unforced colour palette, great expression and emotional tone. The thoughtfulness of the background, harmonising so well with the subject shows the depth and maturity of the photographer.

"Since its inception in 2015, the World Sight Day Photo Competition has highlighted the importance of eye health, by shining a light on the social and economic impact of vision loss. This year, the submissions achieved that and so much more. Choosing winners was not an easy task, but I thank our judges for lending their time and expertise," added Darvill.

"Going to School" was selected as Amateur Photo of the Year, by Saiful Islam.



**World Sight Day photo contest**

THE INTERNATIONAL Agency for the Prevention of Blindness (IAPB) has announced its judging panel for the World Sight Day 2021 Photo Competition. The judges include celebrity photographer Dave Horgan and Michael Schoenfield, a portrait, lifestyle, commercial and still life shooter. This year's competition includes four new categories – Everyone Counts, Health for All, Hope and Love Your Eyes – and is part of the IAPB World Sight Day #LoveYourEyes campaign. Prizes include \$1,000 and a DSLR, and submissions can be made at [photocontest.iapb.org](http://photocontest.iapb.org) until 18 October. The competition is open to both amateurs and professionals.

The screenshot shows a website for 'OPTICIAN CAREER-LONG SUPPORT FOR OPTICAL PROFESSIONALS'. The article is titled 'World Sight Day photography competition winners named' and is by Andrew McClean, published on 04/11/2021. The article text reads: 'Winners of the World Sight Day 2021 photo competition have been announced by the International Agency for the Prevention of Blindness (IAPB). Ladakh! Weaver by Julie-Anne Davies was named professional photo of the year while Going to School by Saiful Islam won the amateur category. Judges noted Davies' photo for how it clearly showed the impact of good vision on personal and economic growth while Islam's photo expressed a great expression and emotional tone. Simon Darvill, head of communications at the IAPB, said: 'Since its inception in 2015, the World Sight Day photo competition has highlighted the importance of eye health by shining a light on the social and economic impact of vision loss. This year the submissions achieved that and so much more. Choosing winners was not an easy task, but I thank our judges for lending their time and expertise.'

The article includes a photograph of the young girl from the 'Going to School' photo, with the caption 'Saiful Islam's Going to School'.

## OUR WINNERS!

Our winners were selected from the 1,040 images submitted from around the world. The competition provided professional and amateur photographers the opportunity to share the stories they've captured, and we were blown away by the calibre of submissions.

"What I love about this image is first, how happy she looks after just having received a pair of glasses and realizing how clearly she can now see the wool...She didn't speak English but showed us through hand signaling and demonstrating just how she was making her blanket. When we gave her the glasses, she was overcome with joy as things were clear once again for her. It was an incredible moment, and she was laughing and smiling and nodding and very thankful. Her livelihood depended on being able to continue to make her blankets and other shawls, something that would continue to become more and more challenging without her eyes." - **Julie-Anne Davies, Ladakhi Weaver, Winner Professional Photo of the Year**

Judge **Fatima Zehra**, Eye Health Hero 2020, Trainer and Consultant, said of the professional Photo of the Year "This image clearly shows the impact of good vision on personal and economic growth. This picture has rightly captured the hope, joy and happiness of a woman who can see clearly."



**WINNER**

**PROFESSIONAL PHOTO OF THE YEAR**

“She studied in the village primary school. She goes to school every day with new hope and a smile on her face. I love her smiling face and her dream to be successful in life...When I showed her the picture, she thanked me with a smile.” -

**Saiful Islam, Going to School,  
Winner Amateur Photo of the Year**

Judge **Michael Schoenfeld**, award winning photographer, admired the winning amateur photograph “Going to School, has such a beautiful unified colour palette, great expression and emotional tone...The thoughtfulness of the background, harmonizing so well with the subject shows the depth and maturity of the photographer.”



**WINNER**

**AMATEUR PHOTO OF THE YEAR**

## THE 4P TO LOVE YOUR EYES

Our knowledge team worked with optometrists and ophthalmologists from around the world, pulling together public health messaging that contributed to our output on the day. The team produced the 4Ps for good eye health, to prevent, protect, preserve, and prioritize your eyes and our school's pack.

**PREVENT**

**PROTECT**

**PRESERVE**

**PRIORITISE**

The 4Ps messaging gained real traction on social media, especially on Instagram with influencers sharing content encouraging their followers to take care of their eye health. The short video clips we produced were also a hit, with some optometry practitioners writing to us, expressing an interest in using them.

With myopia on the rise, especially in school-going children, our education pack couldn't have been more relevant. It highlighted the importance of vision and served as a starting point on how you can make children realize its importance.





# WORLD SIGHT DAY

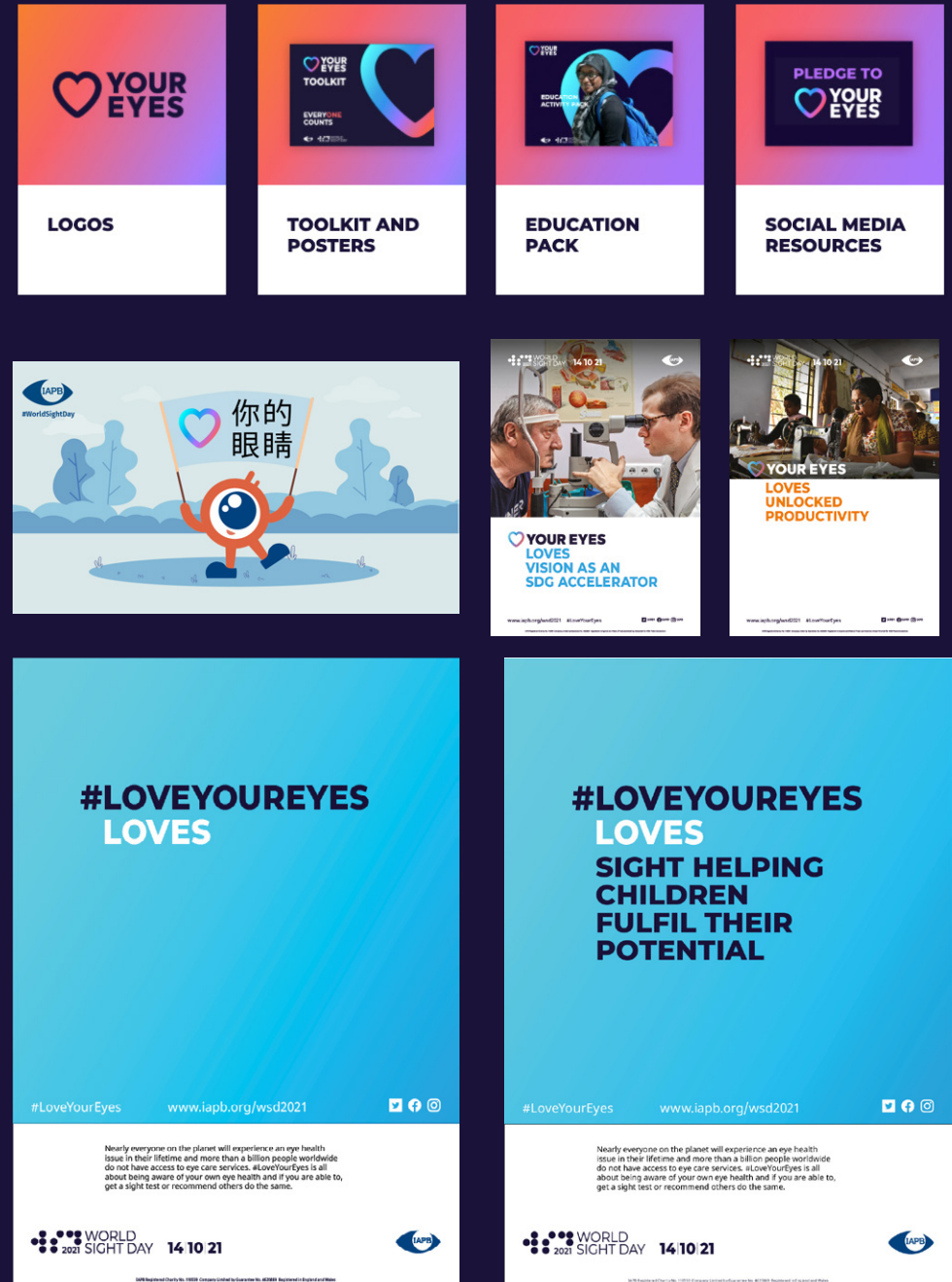
## RESOURCES – ASSETS AND WEBSITE

IAPB curated several resources for World Sight Day: tiles, posters, videos, custom poster builder, toolkits --- which were downloaded over 20,000 times. Our top downloads were the Love Your Eyes Toolkit, the Schools Pack and the Social Media Pack.

The depth of the resources provided was crucial in helping to spread the message of Love Your Eyes far and wide. A special thanks to the design team, subject and PR experts that helped these to be so useful.

This year we produced World Sight Day logos in more languages than ever before, adding German and Japanese to our offering of: Arabic, English, French, Spanish, Chinese, Portuguese and Russian.

Along with producing our World Sight Day posters, highlighting the key messaging around our Love Your Eyes campaign, we introduced a custom poster builder (with functionality for multiple languages). We were amazed to see more than over a thousand of you make use of this resource and post your posters across social media and in your World Sight Day events.



Our extended social media resources really helped in landing the reach that we did. This year this list included GIFS, Videos, Social Tiles, Instagram. Stickers, Toolkits and topline messaging.

People used and customised our resources for their setting and that was phenomenal to see. We especially loved seeing how people used the Love Your Eyes heart.



In total our most popular resources: Love Your Eyes Toolkit, Love Your Eyes School pack, and the Social Media toolkit were downloaded more than three thousand times combined!

Mission for Vision @mfv\_org · Oct 8

With #WorldSightDay just a week away, we wanted to share a friendly reminder to get your eyes tested if you still haven't done so this year. #LoveYourEyes @IAPB1



VerBien @verbienMX · Oct 15

Tus ojos han estado trabajando mucho más durante la pandemia, pasando mucho tiempo frente a las pantallas. #AmaTusOjos y comienza nuevos hábitos. Toma descansos, pasa tiempo al aire libre y hazte un examen de la vista. Encuentra más consejos en @IAPB1 [bit.ly/ConcursoIAPB](https://bit.ly/ConcursoIAPB)



# How you amplified our resources



**Fatima Zehra** - 2nd  
Program Manager at Al Baseer Foundation  
5h · 🌐

On this World Sight Day 2021, Albaseer Eye Hospital is coming up with the initiative of awareness program that how we should love or care for our Eye Health, as our eyes are window to the world ! Stay Tuned!

Learn more:  
☎️ (021) 35881824  
🌐 <https://lnkd.in/eZj6sFpz>

#donatenow #Savealife #EyeCare #SupportThem #albaseereyehospital

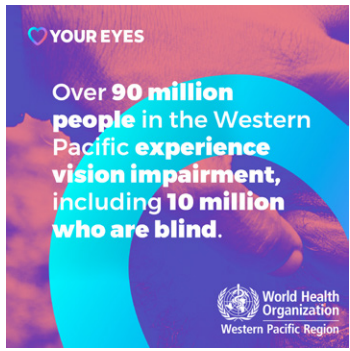
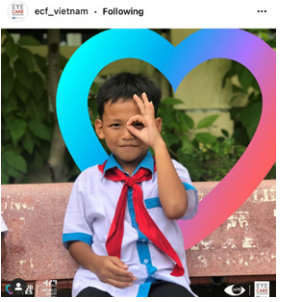
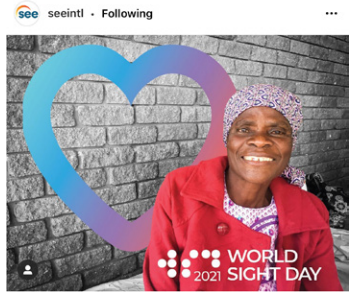


**Björn Stenvers** - 1st  
Director at Eye Care Foundation  
8h · Edited · 🌐

Today, 14th of October, it is World Sight Day! We launch our global campaign & today's activities together with you. Please listen, watch, read, enjoy, post, retweet, like, love, copy, present, talk, cure, care and work hard on Eye Care

If you want to know all Eye Care Foundation does on this day, go to our website and social media (FB, TW, LI, TT, INSTA) [www.eyecarefoundation.nl](http://www.eyecarefoundation.nl)

#ecf #eyecare #iapb #wsd2021 #who photo by #TamaraHoekwater



**Optometría México**  
@OptometriaMexic

Organización sin fines de lucro cuyos objetivos son velar por la #SaludVisual e impulsar a la #Optometría en el ejercicio profesional, docencia e investigación

## LOVE YOUR EYES ON THE WEB

Our website traffic was testament to the success of the campaign.

'World Sight Day' searches generated 11,027 clicks and 60,352 impressions since the July 6th launch. This compares to 'World Sight Day' in 2020 which generated 5,859 clicks and 44,0005 across the same period.

This is an impressive +188% increase in clicks and +137% increase in impressions.

We also saw a +200% increase in new users on the IAPB website since the launch of the World Sight Day campaign in July.

Our facebook advertising campaign which used key social listening insights and research reached 4.6 million people in India, Nigeria and the USA creating 1.7 million visits to the IAPB website.



## IAPB WEBSITE

**100,000**

**USERS**

**227,000**

**PAGEVIEWS**

**130,000**

**SESSIONS**

**(10-17TH OCTOBER)**

## WHAT YOU SAID

“This year’s World Sight Day was a great success in terms of participation and reach. Many of our Inclusive Eye Health projects in Africa and Pakistan and elsewhere, celebrated the day by conducting eye screenings and awareness raising events in schools and medical centres. World Sight Day logos and publicity materials were emblazoned on T-shirts, banners and even face masks. There was a real sense that people wanted to get behind the day and support it, something that was demonstrated by the high number of eye tests pledged as part of IAPB’s challenge. It was heartening to see projects all over the world joining the endeavour and posting photos and live material of what was happening on social media. I think WSD has been a really unifying event and has helped to focus attention on the importance of both the work we do and what still remains to be done.”



**Babar Qureshi,**  
Director, Inclusive Eye Health  
and Neglected Tropical Diseases, CBM

“This year’s World Sight Day was well organised in advance and involved consultation with IAPB members. A similar strong news hook and public engagement angle should be the focus of future years to build on this success.”



**Jennifer Gersbeck,**  
Executive Director – Global Advocacy,  
The Fred Hollows Foundation

## **JOIN OUR GLOBAL MOVEMENT AND GET INVOLVED**

The International Agency for the Prevention of Blindness is the overarching global alliance for the eye health sector. IAPB members are based in over 100 countries, drawn from NGOs, eye hospitals, academia, research and eye care institutions, professional bodies and corporate organisations. They share our values and mission and are committed to achieving universal access to eye health.

We provide members with a strong collective voice that enables representation on a scale not possible to achieve alone. Below are just some of the ways that as a member you can get involved:

### **World Sight Day**

World Sight Day is the most important advocacy and communications day in the eye health calendar. IAPB members play an important role in how we mark World Sight Day and are key to its growing success. There are many opportunities to mark it with IAPB and raise the profile of your organisation across our channels through the various activities taking place.

### **Advocacy**

Together with our members we have successfully championed two resolutions - the first ever United Nations General Assembly resolution on vision, and a World Health Assembly Resolution on Integrated People Centred Eye Care, with agreement from World Health leaders to adopt two new global targets for 2030. We have produced tools and resources for members to influence governments' eye health policies and resourcing decisions at a country level.

## Sectoral Strategy

We recently launched the new sectoral strategy for the next decade '2030 In Sight: Ending Avoidable Sight Loss' which seeks to ensure that everyone everywhere has access to the eye care and rehabilitation services they need. This strategy was created by the sector for the sector. Members are invited to sessions to learn more about the strategy and find out how they can help deliver it.

## Vision Atlas

IAPB provides the authoritative source of data and evidence on global eyesight loss and selected eye care services indicators through the Vision Atlas, as well as best practice and research across a global network of member organisations and partners. It is used as a tool for advocacy at a global, regional and national level, learning and connecting data, information, and downloads.

## EVENTS

Our annual global event brings members together to form new partnerships and share knowledge and insight. The next global event has been confirmed for March 2022 in Dubai.

We organise events across our regions throughout the year. Connect with IAPB Regional Chairs and Coordinators in the countries you work in and be actively involved in regional and country level workshops and activities around advocacy and blindness prevention planning.

To learn more about the different benefits and for more information on becoming a member of IAPB, please contact



**Rachael Bourke,**  
Membership Services Manager,  
[rbourke@iapb.org](mailto:rbourke@iapb.org)

## BECOME A WORLD SIGHT DAY GLOBAL PARTNER

World Sight Day is the biggest day for vision and eye health globally. Our ambition is that World Sight Day becomes one of the most widely recognised world health days annually.

World Sight Day is a campaign aimed at raising public awareness of good eye health and the importance of regular eye checks. It also seeks to raise awareness and advocacy for the 1.1 billion people unable to access basic vision and eye care services around the world.

### As you have seen World Sight Day 2021 was the most successful yet:

- Over **3.6 million eye tests** were pledged in the month leading up to WORLD SIGHT DAY
- **40 members** took part in activations in almost **30 countries** took place as part of our global challenge
- Over **700** pieces of media.
- IAPB channels received **4.5 million** impressions
- #LoveYourEyes received **11.9 million** impressions
- #WorldSightDay received **17.5 million** impressions





## The Power of Partnership

As we did for World Sight Day 2021, working with our Global Partners is at the heart of building a successful campaign for 2022.

### **WORKING TOGETHER, WE OFFER PARTNERS:**

- Brand reach and recognition across World Sight Day assets.
- Opportunities to elevate brand narrative, showcase your corporate social responsibility impact and support for global eye health and vision.
- Support with an internal communications campaign to build staff support and engagement with the day.
- An exclusive focus country to celebrate and activate the global challenge where we can jointly partner to build media and public interest.
- Exclusive 'World Sight Day' Global Partner brand and content for your own activations, media and communications.
- Exclusive opportunities for senior organisational leaders to show their support and engagement with the campaign.

**For GDP £30,000 investment, your organisation will be joining the most impactful global campaign for vision as a key partner for World Sight Day 2022.**

## Activations

We will continue to build on our 2021 reach and accelerate this with paid social media to support partner activations and target countries and territories.

## Branding

We propose to have the **World Sight Day 2022** branding available for the launch of the 2022 campaign in March.

This will include for Partners

- Exclusive rights to global assets and activations to support and enhance own brand activations including:
- Exclusive opportunities for senior organisational leaders to show their support and engagement with the campaign.
- Cross promotion and activation of CSR and brand value content.
- Sponsor branding on downloaded World Sight Day promotional packs and resources.
- Exclusive use of Global World Sight Day Partner branding, messaging and recognition.

To learn more about the different benefits and for more information on becoming a WSD Global Partner of IAPB, please contact



**Nick Parker,**  
**Head of Commercial Development,**  
**[nparker@iapb.org](mailto:nparker@iapb.org)**



# THANK YOU

## WSD GLOBAL PARTNERS 2021



Science For A Better Life



**JOIN US  
FOR NEXT YEAR'S  
WORLD SIGHT DAY**

**13<sup>TH</sup> OCTOBER 2022**

*Get ready for World Sight Day 2022 and check our website for updates.*



 **YOUR  
EYES**

 2021  
WORLD  
SIGHT  
DAY

#LoveYourEyes

[www.iapb.org/wsd2021](http://www.iapb.org/wsd2021)

