



# **MEMBERS**

# **WORLD SIGHT**

# **DAY TOOLKIT**

World Sight Day 2022



# CONTENTS:

01

Why World Sight Day?

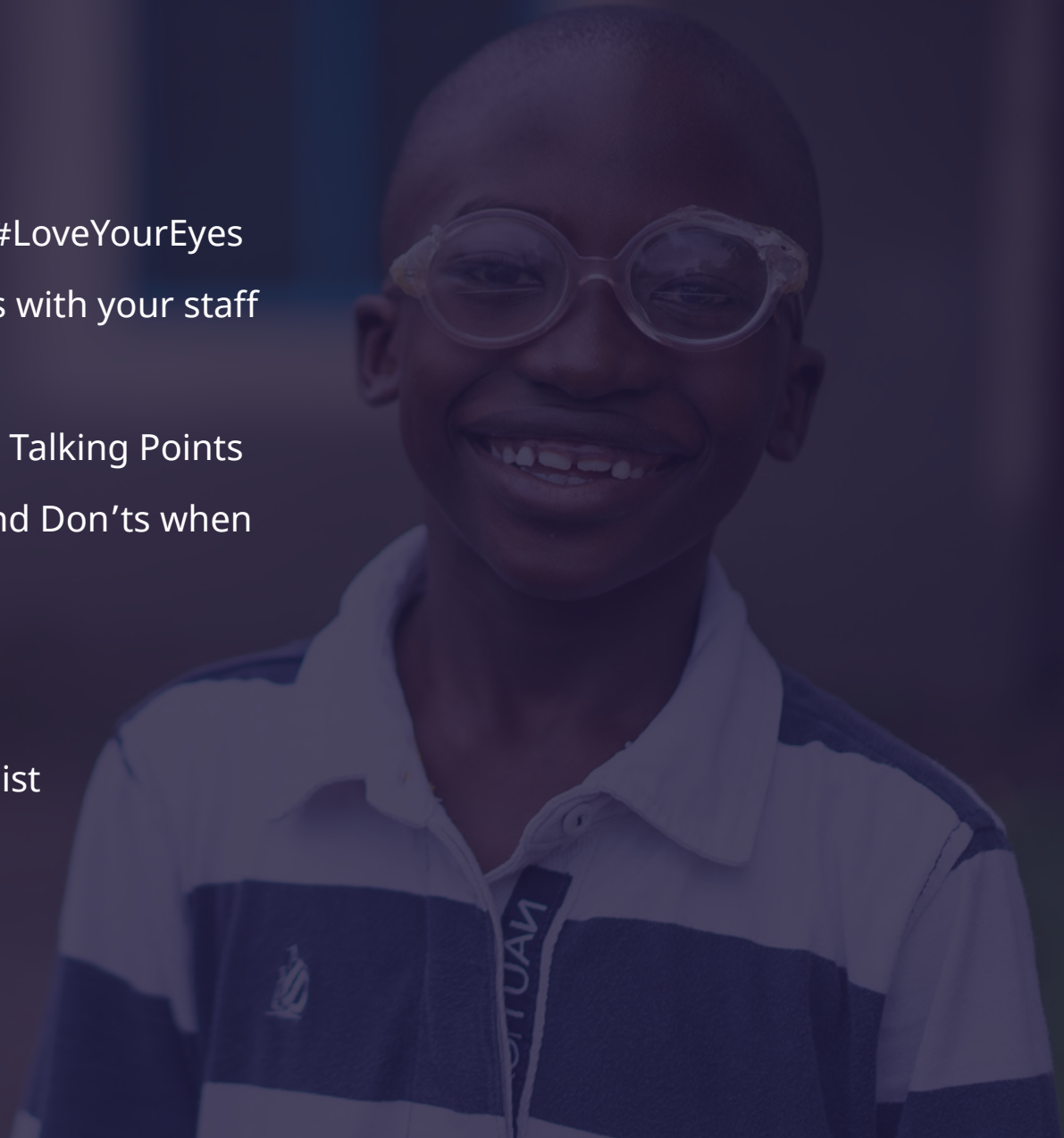
02

A Guide to Communicating #LoveYourEyes

- Sharing #LoveYourEyes with your staff
- Media Tips
- CEO and Spokespeople Talking Points
- Interview Tips & Dos and Don'ts when talking to the media
- Sample Press Release
- Key Facts
- World Sight Day Checklist

03

Activations



01

# WHY WORLD SIGHT DAY?



World Sight Day is the most important date for the eye health sector. On the second Thursday of October every year, we have the collective opportunity to focus attention on eye health as a global issue. An issue that is far too often forgotten from the list of public health priorities.

This World Sight Day, as an IAPB Member, your organisation can get behind World Sight Day and be part of our #LoveYourEyes Campaign. Launched in 2021, the campaign saw the sector come together like never before, from the collective ambition to the global execution.

This year, we are excited to bring Love Your Eyes back to for another World Sight Day, and with your help make this the best one yet. The UN Resolution on Vision solidified the importance of eye health to the Sustainable Development Goals but is also proved that when we speak with one voice, we are louder, our reach goes further, and our impact is greater.

In this toolkit you will learn how to participate, how to get the most out of your involvement, and how to share World Sight Day messages with the media, your staff and your networks.



Photo submitted by: Health education department at King Khaled Eye Specialist Hospital for IAPB WSD Photo Competition

Photo submitted by: Aubrey Odle for IAPB WSD Photo Competition

02

# A GUIDE TO COMMUNICATING

**#LOVEYOUREYES**



As a sector, we all know that almost everyone on the planet will experience an eye health issue in their lifetime, but more than a billion people do not have access to eye care services to correct, treat or prevent vision loss. World Sight Day is our opportunity to make sure everyone knows it, and that everyone who can prioritise their own eye health takes the necessary step to do so – and #LoveYourEyes is our vehicle to share those messages.

We want to make sure you have all the tools and information you need so your organisation is part of the broader World Sight Day story. We hope the following information will support your efforts and ensure that you have the greatest impact possible. If you have any questions or require further support, please reach out to the IAPB Communications Team at - [communications@iapb.org](mailto:communications@iapb.org)



Photo submitted by: Graham Coates for IAPB WSD Photo Competition

## Sharing #LoveYourEyes with your staff

Staff members are one of the greatest resources we have. Ensure they know your plans and keep them engaged every step of the way. We have drafted an email for you to share with your internal teams as early as possible.

*Hello Team,*

*We are very excited to announce that this year we will be supporting IAPB on World Sight Day and getting behind the #LoveYourEyes campaign.*

*World Sight Day is happening on 13 October 2022, and we look forward to sharing our organisations plans with you soon.*

*This is the second year we will be calling on our networks to #LoveYourEyes - to be aware of their own eye health and if able, get a sight test. The success of last year's campaign was unparalleled and showed the true power of what can be achieved when the eye care sector comes together.*

*As individuals, there are lots of opportunities for you to get behind the campaign. We encourage you to visit [www.iapb.org/WSD2022](http://www.iapb.org/WSD2022) and pledge to have your eyes tested, enter the photo competition or visit the social media toolkit to share some important messages with your networks.*

*Sincerely,*

*The management team*

From now until October, we encourage you to regularly update staff on your World Sight Day activities and invite (or remind) them to get behind #LoveYourEyes.



## Media Tips

Getting media onside is an important part of building awareness and making World Sight Day a success. We have put together a list of questions you need to answer (with some tips) while you organise your media approach.

1. What is the story you are trying to sell?
  - Are you able to celebrate your involvement in #LoveYourEyes via one of our activation ideas that would interest media? We have drafted a sample press release to help get you started.
2. Who is your spokesperson?
  - Having a reputable spokesperson helps humanise a story and importantly, provides authority. CEOs are usually great places to start.
  - Decide who your spokesperson is and refer to our CEO and Spokesperson Talking Points.
  - Ensure your spokesperson is available for additional comment if requested.
  - Make sure you have their contact details so you can source additional comments if they are requested outside office hours.
3. Who is the media in your area that you can contact and what is the best way to reach them?
  - If your organisation has a Communications Team or Media Officer, contact them first. Let them know what you want to do, and they should be able to support your efforts.
    - If not and you're unsure, who to contact here are some good places to start:



Photo submitted by: Yalamber Limbu for IAPB WSD Photo Competition



- Start with Google. Googling media outlets and publications is a great way to find contacts for journalists. Ask for the name and email of the person your press release should be sent to and remember to give your contact details.
  - Call your local paper and ask for the news desk.
  - Call your local radio station (outside of broadcast times) and ask for the forward planning desk. Ask for the name and email of the person your press release should be sent to remember to give your contact details.
  - Find out what their lead time is. Do they need to press release a week out or the day before? Be sure to not target media too early or too late – timing can be everything. For example, monthly magazines often have a three-month lead time.
  - Make sure you follow up every press release sent with an email or a telephone call. Let journalists know that interviews, photographs or site visits are available.
  - Invite journalists and photographers to attend your programmes or World Sight Day activities.
  - At World Sight Day events, make sure you make the World Sight Day logo or the #LoveYourEyes icon visible in photographs, whenever possible.
    - World Sight Day logo
    - Love Your Eyes icon
4. Do you have an image to accompany your press release?
- A story is great but when accompanied by an image, they are fantastic! Make sure you have a good quality, high resolution image to send with your media release.



Photo submitted by: Julie Anne Davies for IAPB WSD Photo Competition



# CEO and Spokespeople Talking Points

Ensure your spokespeople have all the information they need when talking to the media about World Sight Day and #LoveYourEyes.

## 1. How we talk about World Sight Day.

- World Sight Day is a yearly opportunity for the eye care sector to shine a light and engage the public on the importance of eye health.
- World Sight Day is the one day of the year where the world can focus its attention on eye health as a global issue. An issue that is far too often forgotten from the list of public health priorities.
- On World Sight Day, we call on everyone to consider that eye care and rehabilitation services should be accessible, inclusive and affordable to everyone, everywhere, whenever they are needed and people need to understand the importance of caring for their own eye health and demand access to services, free from the weight of any social stigma.

## 2. How we talk about #LoveYourEyes.

- The #LoveYourEyes campaign challenges everyone to consider the health of their eyes, and if they are able to, prioritise their eye health and have their eyes checked.
- The #LoveYourEyes campaign also calls on decision-makers to look at eye health as part of the big picture in terms of its impact on economic growth, the health and wellbeing of citizens and the impact inaccessible eye care has on a child's development and education potential.
- #LoveYourEyes is about creating awareness that everyone, at some stage in life, will experience an eye health issue. Those of us who can access eye care should prioritise our eye health and support efforts to ensure that everyone enjoys the same access.



Photo submitted by: Dr. Erum Daniyal for IAPB WSD Photo Competition

### 3. How we talk about the global need and awareness.

- Eye health services are not evenly dispersed globally. Those in low- and middle-income countries continue to be disadvantaged when it comes to the distribution of health services.
- Vision loss can slowly steal an individual's sight, and often goes undetected until it is too late. It is important that people prioritise their eye health, amongst other important health interventions, so problems can be diagnosed, treated and often cured.

### 4. How we talk about eye care and the Sustainable Development Goals.

- In 2021, the United Nations adopted the UN Resolution on Vision, committing the international community to eye health for the 1.1 billion people living with preventable sight loss.
- The UN Resolution on Vision meant, that for the first time, eye health was recognised as critical to achieving the Sustainable Development Goals.
- Clear, healthy vision is the thread that runs through almost every aspect of sustainable development.



Photo submitted by: Graham Coates  
for IAPB WSD Photo Competition



# Interviews Tips

*Talking with the media isn't easy. But we are here to help, consider this your one-page media training.*

Do	Don't
Use 'World Sight Day' in full, all the time.	Use acronyms, jargon or medical terms. For example, using WSD in communications alienates unfamiliar audiences and hampers understanding.
Focus on the shared goal of World Sight Day, as well as the universality of the need for clear vision and eye care.  This takes the global demand for equitable eye care from the realm of abstract in people's minds and makes it relatable.	Use metaphors that make the problem outside of human control. While some barriers to overcoming eye care for everyone, everywhere relate to nature, like geography and natural disasters, most barriers are human caused; systemic political and economic.  For example. Do not talk about 'closing the eye care gap' or 'eye care helps lift people out of poverty' as if it is a gaping hole in the ground, talk instead about 'removing barriers' and point out how those barriers can be overcome.
Talk about how everyone who can, should get an eye test.	Talk about how people aren't doing enough to take care of their own eye health. Keep it positive and encouraging.
Share stories where your programmes helped people #LoveYourEyes. Celebrate these successes.	Talk about how eye care is part of the 'fight against poverty' or the 'war on inequality'. This defensive position feeds the perception that these factors are out of our control and suggests that we're losing.
Talk about #LoveYourEyes as an engaging way for everyone to get involved and raise awareness of eye health.	Be negative or talk about the challenge of global eye care in insurmountable terms.
Stick to the key messages and talking points (provided in the above section).	Stop when you have said all you need to say. Do not feel pressure to fill in the gaps of silence. This is your interviewer's job and their video editors!

## Do

Use the subject of the question to make the points you want to make. For example:

- Thank you for asking me that, but did you know...
- Before I answer that, I'd like to tell you about...

Provide answers in a brief and succinct way. For example, instead of saying, 'World Sight Day is an International Day of Awareness, held annually on the second Thursday of October to focus attention on the global issue of eye health.'

Try saying, 'World Sight Day is the one day of the year where we can focus our attention tacking care of our eyes.'

Take a breath, consider your answer and speak slowly and clearly. Your interviewer will edit any video they capture, so pauses before a response are a non-issue.

## Don't

Let the interviewer lead you away from what you want and need to say.

Overload your interviewer with too much information. Too many statistics or facts. Or too many messages.

We have provided a few key facts for you to reference in the section called 'Key Facts'.

Feel rushed. This is your opportunity to share your message for the cause. Make the most of it.

# Sample Press Release

We have created a press release that you are welcome to make your own. Our only request is that you keep in references to IAPB and the #LoveYourEyes campaign.

PRESS RELEASE

FOR IMMEDIATE RELEASE

DATE

*(Insert Organisation Name)* Joins the IAPB to Call on Millions to Love Your Eyes

- The Love Your Eyes campaign encourages individuals to take care of their own eye health and draws attention to over a billion people worldwide who have vision loss and do not have access to eye care services.
- World Sight Day 2022, coordinated by the International Agency for the Prevention of Blindness (IAPB), aims to raise awareness of blindness and vision impairment as major global public health and development issues.

World Sight Day, happening 13 October 2022, focuses the world's attention on the importance of eye health. Celebrated under the #LoveYourEyes campaign, that calls on everyone to prioritise their eye health whilst highlighting the issues facing over a billion people worldwide who cannot access or afford care.

This year, *(insert organisation name)* is joining World Sight Day and #LoveYourEyes organisers, the International Agency for the Prevention of Blindness (IAPB) to challenge five million people globally to pledge to have their sight checked before World Sight Day.



Commenting on (*insert organisations name*) involvement was (*insert spokespersons name*) who said “*Insert their personal comment, opinion or ask for their approval to use one of the provided in the above CEO & Spokespeople Talking Points list.*”

Peter Holland, CEO of IAPB, added “The success of last year’s World Sight Day and the Love Your Eyes campaign was unparalleled and showed the true power of what can be achieved when the sector comes together. This year we will continue to build and put more resources behind World Sight Day as a global moment in time to remind us all to #LoveYourEyes. We look forward to working with the eye health sector and members of the public to spread that message far and wide.”

Everyone is invited to get behind the campaign. Visit [www.iapb.org/WSD2022](http://www.iapb.org/WSD2022) to learn how you can #LoveYourEyes and encourage others to do the same.

\*\*\* ENDS \*\*\*

#### **Notes to editor:**

- World Sight Day is an annual day of awareness, held on the second Thursday of October, to focus global attention on blindness and vision impairment. Coordinated by the International Agency for the Prevention of Blindness (IAPB), this year’s World Sight Day is on Thursday 13<sup>th</sup> October with the call for everyone to ‘Love Your Eyes’.
- For more information on World Sight Day and the Love Your Eyes campaign visit [www.iapb.org/WSD2022](http://www.iapb.org/WSD2022)
- The International Agency for the Prevention of Blindness (IAPB) is the overarching alliance for the global eye care sector with 150 members worldwide drawn from NGOs and civil society, corporate organisations, professional bodies and research and eye care institutions. Please visit: [www.iapb.org](http://www.iapb.org)
- *Insert information about your organisation.*
- For more information, please contact (*insert media contact person and their contact details*)

# Key Facts

Looking for more data to support your story? We have pulled together some key facts that we encourage you to use when communicating the colossal need for eye care with your networks. Data has been generated the from IAPB Vision Atlas.

## KEY FACTS Include

### Child Eye Health

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

It is estimated that 40% of children are blind from eye conditions that could be managed if the child had access or prevented if the child had access to eye care services.

Globally, over 90 million children and adolescents have vision impairment or blindness.

### Gender Equity

Of the 1.1 billion people with vision loss, over 50% are female.

Women are 40% less likely to utilise eye care services than men.

In some parts of the world, if girls are blind or significantly vision impaired it is almost impossible for them to access education.

### Global Data

1.1 billion people experience vision loss primarily because they do not have access to eye health services when they need them, where they need them.

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

Unaddressed poor vision results in \$411 billion in lost productivity each year.

# World Sight Day Checklist

Don't miss an opportunity to get behind the campaign!

<b>JUNE 2022</b>	
Start to write design and develop a webpage dedicated to World Sight Day that links to the #LoveYourEyes campaign.	
Consider opportunities to host a parliamentary screening to be part of the Global Challenge.	
<b>JULY 2022</b>	
Share the #LoveYourEyes campaign with your staff, let them know your plans and how they can get involved (see sample staff email).	
Get ahead – start creating #LoveYourEyes content and artwork using IAPB resources. Download the heart glasses and start taking them with you to events and screenings to get some great photos to use around World Sight Day.	
Use the #LoveYourEyes resources to create social media content – download the #LoveYourEyes glasses, social tiles, logos & GIFS.	
Insert the #LoveYourEyes heart icon into your programme images.	
<b>AUGUST 2022</b>	
Send out an EDM encouraging your networks to get behind the #LoveYourEyes campaign.	
Include World Sight Day and #LoveYourEyes in social media content calendars until October 2022.	
Pledge your organisations vision screenings to be included in our global pledge tally.	
<b>SEPTEMBER 2022</b>	
Launch your dedicated World Sight Day webpage that links to the #LoveYourEyes campaign.	
Include World Sight Day and the #LoveYourEyes campaign in EDM's and Newsletters encouraging your networks to get behind the #LoveYourEyes campaign.	



Schedule World Sight Day and #LoveYourEyes social media content.	
Insert the #LoveYourEyes heart icon into your programme images to include in your social calendar.	
Create a World Sight Day or #LoveYourEyes social media header/banner for your social media accounts to use in the month of October.	
Enter your best programme images into the IAPB World Sight Day Photo Competition and encourage your photographers and networks to do the same.	
Host your parliamentary screening well in advance of World Sight Day.	
<b>OCTOBER 2022</b>	
Publish your World Sight Day / #LoveYourEyes social media/header on your social media accounts.	
Schedule World Sight Day and #LoveYourEyes social media messages.	
Include World Sight Day and the #LoveYourEyes campaign in EDM's and Newsletters encouraging your networks to get behind the #LoveYourEyes campaign.	
Send a World Sight Day Media Release and line up interviews with media (see sample Media Release).	
Follow along on social media, like, comment and share from IAPBs social media accounts. Twitter & Facebook: @IAPB1 ♥ Instagram: @IAPB ♥ LinkedIn: International-Agency-for-the-Prevention-of-Blindness	
Enter the IAPB World Sight Day Photo Competition.	



Photo submitted by: Jonghyun Kim for IAPB WSD Photo Competition

03

# ACTIVATION TOOLKITS

# HOW YOU CAN GET INVOLVED

## HELP US REACH OUR 5 MILLION PLEDGE TARGET.

When raising awareness around the importance of eye-health, showing the scale of not only the problem but the available solution is a valuable campaign asset.

If we can show the combined power of the sector through proving how many sight tests and screenings can happen over one given month globally, we are reminding people to get out and access the eye care that is available.

It also helps us highlight the continued, incredible work happening every day across our sector.

Last year we aimed for 1 million sight tests to be pledged during the month leading up to World Sight Day – with your help we more than tripled it!

This year, we are setting out sights even higher and aiming for **5 million sight tests** to be carried out during the period of Sept 13<sup>th</sup> – October 13<sup>th</sup> 2022.

Please pledge your tests to help us reach our target.

## How?

Are you able to calculate how many tests you carry out on an average month, and pledge that figure?

Will you be doing further outreach & screenings during October because of World Sight Day – if so, are you able to estimate how many people you will reach?

The pledge tracker will be open on the IAPB website from September 13<sup>th</sup>, but we would love to record your pledge numbers ahead of time.

Please contact Saloni Nagpaul - [snagpaul@iapb.org](mailto:snagpaul@iapb.org) over the coming months to pledge your World Sight Day tests and screenings.

For pledges over 50,000, the IAPB team will manage adding these to the online tracker on your behalf. Once this has been done during the month to World Sight Day, you will be notified so you can share your pledge with your networks.

Social media assets will be available ahead of time for you to celebrate your pledge.

We can't wait to celebrate the work you're all doing!



## Media Stories

During the tests and screenings happening in the lead up to World Sight Day we would love you to keep your eyes and ears open for any human-interest stories that will help us celebrate the work being done.

Have you screened someone who has never been screened before?

Have you identified a condition or issue that could go on to impact their quality of life?

Have you identified a condition or issue in a patient that, when treated, will keep them in work or school?

Have you reached any marginalized or hard to reach communities?

How many screenings have you carried on your busiest day?

We'd love to hear from those you are screening. Think about the story and about how we can best tell it, should the media be interested;

1. Can we have a quote from someone you have screened about the impact poor eye-health is having on their life and the benefits treatment will bring?
2. Can we get an image of them having their eyes screened or against a local backdrop holding their new glasses/ eye drops (for example)?
3. Can we have their name, their age, where they are from and what they do for work/ school?
4. Can we have their approval to use their images and quotes in media?

Please get in touch with the IAPB Communications team with your stories [snagpaul@iapb.org](mailto:snagpaul@iapb.org)

Please contact the IAPB Communications Team with your stories - [communications@iapb.org](mailto:communications@iapb.org)



Photo submitted by Sergio Magrate for IAPB WSD Photo Competition



# PARLIAMENTARY SCREENINGS

## PARLIAMENTARY/UN SCREENING – World Sight Day Toolkit

01

Overview

02

The 2022 Global Challenge

03

Why Eye Health Needs to be  
Prioritised by Decision Makers

04

Planning Your Event

05

Example Event

06

Attendee Material Checklist

07

Confirmed Screening Events

08

Annexes

Outcomes and next steps

## Overview

On World Sight Day 2021 our Global Challenge was a momentous success.

Countless number of screenings and events were held across the globe, from a remote village near Mount Everest to Bondi Beach in Australia, Gate way of India to under the shade of a Ceiba Chodatii tree in Paraguay.

This World Sight Day we are building on last year's global challenge and focusing on reaching decision makers and influential types to help us in our goals of reaching the public. By activating decision makers and influential types to the importance of their own eye health, we will be encouraging and promoting them to disseminate the significance of taking care of our eyes to their networks.

Lobbying policy and decision makers are one of the most effective ways to achieve the World Sight Day campaign goals. Organising an event targeted at governments, members of royal families, and intergovernmental organisation is an effective way in communicating the World Sight Day campaign message and helps in persuading those with decision making power to implement change.

This toolkit is designed to outline how to successfully host an event targeted at governments, members of royal families, and intergovernmental organisation to raise awareness of World Sight Day and the importance of good eye health, as well as encouraging people to have their sight tested.

## The 2022 Global Challenge

In 2022 we want to encourage everyone to think about the importance of their own eye health.

Eye health impacts education, employment, quality of life, poverty and so many other Sustainable Development Goals. This World Sight Day, we want organisations and the public to come together to encourage governments, corporations, institutions, and individuals to actively support universal access to eye health.

To raise awareness of this critical issue and raise the profile of World Sight Day, we are encouraging you to host a vision screening event targeted at governments, members of royal families, and intergovernmental organisation. Those attending the event will have the opportunity to have their vision tested, access to relevant educational eye health materials and take photos with props and messaging for use on social media.

# Why Eye Health Needs to be Prioritised by Decision Makers

## Key Messages

- We want to see a world where eye health is accessible, available and affordable for everyone.
- We need to invest and act now.
- Addressing eye health is a highly cost-effective means of unlocking human potential; enabling children to gain an education, working age adults to get and keep a job; and improving equality for women and girls, who are more likely to suffer poor vision and less likely to get treatment.
- Improving access to eye health services will contribute to achieving many SDGs, including the goals to reduce poverty and increase work productivity, health, education, and equity.
- Progress towards many SDGs will benefit vision and eye health. Therefore, improving eye health should be viewed principally as a human development issue.

## Key Evidence

- Increased access to eye care within low- and middle-income countries can increase household spending per capital by 88% and the odds of obtaining paid employment by 10%, thus reducing poverty and hunger levels.
- Vision loss costs the global economy \$411 billion every year in lost productivity alone.
- 90% of those affected by vision loss or impairment live in low- and middle-income countries, with the poor and extreme poor among the furthest left behind.
- Free high quality cataract surgery can increase household income. 46% of households moved up an income bracket following cataract surgery.
- Poor eye health increases the risk of mortality up to 2.6 times.
- Glasses can reduce the odds of failing a class by 44%. Children with vision loss are 2-5 times less likely to be in formal education in low- and middle-income countries.
- Overall, women are 12% more likely to have vision loss than men.
- Providing glasses can increase workplace productivity by 22%.
- Unoperated cataract can increase the chance of a motor vehicle accident by 2.5 times.



## Planning Your Event

### Identify a date, location, and venue

Consider what is happening locally and identify the best day and location, working around other local events, cultural/religious days, school holidays and so on. Your event should take place in the lead up to World Sight Day, **not the day itself**.

Choosing a day in the lead up to World Sight Day rather than the day itself enables you to secure media around the event but equally your event will contribute to a bigger media story on World Sight Day.

In the lead up to World Sight Day and following the eye health screening, you can encourage your target audience (e.g., MPs or Ambassadors etc.) to use their social media channels to share messages about the importance of their own eye health and their commitment and pledge to have a sight test (which will have already been completed at the event). Meaning that on World Sight Day, they can share images from vision screening event. Ahead of World Sight Day, ensure you have sent the correct materials including images, props and scripted social media messages provided from the event, this will create more buzz and a bigger news story around the world.

### Engage Key Stakeholders

The key audience for the eye health screening event is governments, members of royal families, and intergovernmental organisations as they can make and implement policy change. If you are targeting governments, you should try to engage at the highest level (i.e.: a Minister of Health), as they are involved in the day-to-day planning and delivery of eye health, however the screening should be available to all levels of staff.

Public events often attract new supporters to campaigns and generate media coverage which informs a wider audience about the existence and aims of the campaign. An eye health screening event can demonstrate the strength of concern locally, nationally, and regionally and can also serve to capture on public record any pledges to act on the issue.





## **Engage IAPB members**

Once you have identified a date, engage with other IAPB members in your area who are willing to provide support for the screening event. It is important to engage supporting members as much as possible in the planning process. They will be able to provide support in the vision screenings and/or eye exams and may also be willing to support logistically and financially.

## **Plan your budget**

In leading a vision screening event, you are responsible for financing and resourcing the event. You will therefore need to consider how much you are willing to input and whether you are able to source additional support from other stakeholders (such as IAPB supporting members, private sector etc.).

When planning your budget, it is worth investing in professional photographers. Professional photography will capture your screening event in a way that amateur photography simply cannot, making it more likely to be picked up by local, regional or national media outlets.

All news stories will contribute to landing a global news story and further raise awareness of World Sight Day.

## **Promote and communicate your launch – Importance of social media**

There are lots of ways to tell people about your screening event.

Involving the media is a fantastic way to gain broad support for World Sight Day. You can reach more people through newspapers, radio, television, and social media than you could ever reach on your own. You can inform the media about your issue with a press release - we have drafted one that may be of use.

To ensure further engagement from governments, members of royal families, and intergovernmental organisations on World Sight Day, you should send images taken from the screening event, draft press releases for your target audience to release (e.g., draft press release for MPs or Ambassadors to release on World Sight Day) and social media messaging in line with World Sight Day and #LoveYourEyes messaging.

## Prepare your materials

Consider the materials you will need.

### Material and content checklist:

Create and send a screening invite aimed at target audience. See our example invite.	<a href="#">Download</a>
Pin badge artwork that could be supplied to members of parliament/ assemblies with a request that they wear them on World Sight Day. See our example artwork.	Coming soon
Artwork for banner stands – it's great to have branding in the room. See available artwork for step & repeat boards and banner stands.	<a href="#">Download</a>
Printed educational materials. See available postcard artwork that can be adapted with key messages.	<a href="#">Download</a>
Heart glasses for people to wear in photographs. See artwork.	<a href="#">Download</a>
Press release for target audience to release on World Sight Day. See example.	<a href="#">Example</a>
Template social media messages to send to your guests.	Coming soon
Photo assets from the event and screening (to be sent to attendees post event for them share)	Coming soon

## Outcomes and next steps

The impact of these screening events will be that around the world, World Sight Day and #LoveYourEyes gains huge exposure and raises awareness of the importance of good eye health, as well as encouraging people to have their sight tested.

- These events will hopefully encourage governments to unlock funding and prioritise eye care so that everyone, everywhere, can access the care they need.
- These events will hopefully encourage governments and businesses everywhere to provide support, screening and sight tests to children, the elderly and work forces.
- These events will hopefully encourage governments, businesses, and the eye care sector to break down barriers and make glasses affordable so everyone can see clearly.

Equally, we hope that in using these hashtags #WorldSightDay and #LoveYourEyes you can contribute to a global conversation.

## Tell us about your screening!

IAPB would like to hear about your screening so we can promote it through our communication channels to a wider audience. We encourage you to:

- Write a blog or article about your event which we can share in 2030 In Sight newsletter.
- Share any photography or videos with us which we can include on our social media platforms.
- Share key discussion outcomes and quotes which we can use in our external communication.





## Media Tips

Getting media onside is an important part of building awareness and making World Sight Day a success. We have put together a list of our favourite tips.

### 1. What is the story you are trying to sell?

- In this case, your story is an eye health screening event at a notable location (e.g., Parliament or United Nations). We have drafted a sample press release to help get you started.

### 2. Who is your spokesperson?

- Attendees of the vision screening event will be sharing pre-drafted and locally curated content for attendees to share.
- Equally, have an internal spokesperson is. Suggested internal spokesperson for a vision screening event could be, Head of Communications/Campaigns.
- Ensure your spokesperson is available for additional comment if requested.
- Make sure you have their contact details so you can source additional comments if they are requested outside office hours.

### 3. Who is the media in your area that you can contact and what is the best way to reach them?

- If your organisation has a Communications Team or Media Officer, contact them first. Let them know what you want to do, and they should be able to support your efforts.
  - In not and you're unsure, who to contact here are some good places to start:
    - Start with google. Googling media outlets and publications is a great way to find contacts for journalists.

Ask for the name and email of the person your press release should be sent to and remember to give your contact details.

- Call your local paper and ask for the news desk.
- Call your local radio station (outside of broadcast times) and ask for the forward planning desk. Ask for the name and email of the person your press release should be sent to remember to give your contact details.
  - Find out what their lead time is. Do they need to press release a week out or the day before? Be sure to not target media too early or too late – timing can be everything. For example, monthly magazines often have a three-month lead time.
  - Make sure you follow up every press release sent with an email or a telephone call. Let journalists know that interviews, photographs or site visits are available.
  - Invite journalists and photographers to attend your programmes or World Sight Day activities.
- At World Sight Day events, make sure you make the World Sight Day logo or the #LoveYourEyes icon visible in photographs, whenever possible.
  - World Sight Day logo
  - Love Your Eyes icon

### 4. Include event images with the press release.

- A story is great but when accompanied by an image, they are fantastic! Make sure you have a good quality, high resolution image to send with your media release.

## Example Event

### THE EVENT

**What?** –World Sight Day ‘Drop in’ Vision Screening – Opportunity for all attendees to get their eyes tested and spread awareness of World Sight Day.

**Location?** – Parliament, UN or Palace

**Date & Time** – In the weeks leading up to World Sight Day (PLEASE AVOID HOSTING AN EVENT ON WORLD SIGHT DAY)

**Who?** – Hosted by Your Organisation - Invites should be sent to relevant institutions – personal follow ups should be made if required. In an official capacity, the event is ‘hosted’ by Parliament, UN or members of royal families. Your Organisation will be supported by XX who will be administering eye tests for attendees.

**Participating Organisations:** Your Organisation, parliament

**Format:** The event will have a range of eye exams and eye screening options available to anyone who might like to participate and benefit from a free examination. This will be a ‘drop-in’ event and not a reception. Attendees have busy schedules, and we want this to be an easy event they can fit into their day. We want to offer everyone

the chance to get their own bit of social media collateral and learn about World Sight Day. Alongside your staff and optometrists, a photographer (tbc) will be attending to photograph high profile attendees at the screening and getting their eyes tested. The format of the event will be extremely simple and allow attendees to get their eyes tested and be photographed during their eye exam.

**Screenings & Exams:** To demonstrate the range of options one might encounter around the world; participating organisations have ensured that 4 optometrists are available to conduct complete eye exams.

**Example Screening Format:** XX will be available to provide vision screenings and/or eye exams for those interested as well as educate attendees about our work’s global impact. A team of around 10 including optometrists and staff will be on hand to perform screenings. XX will have 2 lanes set up including stations for pretesting (visual acuity, Kaleidos autorefractor, iCare tonometer, BIO) and eye exams (handheld slit lamps, phoropters, scopes, trial lens kits, dilation, etc.).

## Attendee Material Checklist

Attendee Material Checklist	
Event Invite	
Pin badge artwork to be supplied to attendees with a request that they wear them on World Sight Day	
Press release (localised or regional) for target audience to release on World Sight Day	
Artwork for banner stands	
Educational materials	
Template social media messages	
Photo assets from the event and screening	

## Confirmed Screening Events Material Checklist

### Screenings will be happening in the following countries:

- Parliament of the United Kingdom – Screening & Exhibition
- United Nations HQ, New York - Screening & Exhibition
- Nepal
- Bhutan
- Parliament of Singapore – Screening
- New Zealand Parliament (tbc)
- Parliament of Australia (tbc)



### 1. Draft press release

**This press release has been drafted as an example of what could be distributed to those who attend. Many ministerial types will like the opportunity to talk about how they've taken part in World Sight Day and this release, with accompanying photography, will help them do just that.**

EMBARGOED UNTIL 0001 THURSDAY 13<sup>th</sup> OCTOBER

#### ***(Insert Organisation Name)* Hosts a Love Your Eyes Screening in *(Insert Location)* to mark World Sight Day**

- The Love Your Eyes campaign encourages individuals to take care of their own eye health and draws attention to over a billion people worldwide who have vision loss and do not have access to eye care services.
- World Sight Day 2022, coordinated by the International Agency for the Prevention of Blindness (IAPB), aims to raise awareness of blindness and vision impairment as major global public health and development issues.
- World Sight Day, happening 13 October 2022, focuses the world's attention on the importance of eye health. Celebrated under the #LoveYourEyes campaign, that calls on everyone to prioritise their eye health whilst highlighting the issues facing over a billion people worldwide who cannot access or afford care.

This year, *(insert organisation name)* is marking World Sight Day by hosting a screening at *(Insert location)* to encourage everyone to love their eyes.

At an event held in *(Insert location)* this week, *(insert organisation name)* showed the importance and simplicity of a simple eye test by inviting *(Insert Attendees)* to get their eyes tested.

The event screened *[INSERT DETAILS]* and emphasized that the first step towards addressing this global issue is to encourage everyone to Love Your Eyes.

[INSERT SPOKES PERSON], [INSERT ORGANISATION] said: [INSERT QUOTE]

EXAMPLE QUOTE [*“Shockingly, over a billion people worldwide, suffer from poor vision, which is the world’s largest unmet disability. We are here at [INSERT VENUE] to show the importance of loving your eyes and ensuring that eye health is on the agenda.”*]

“Addressing issues around eye health is a highly cost-effective means of unlocking human potential; enabling children to gain an education, working age adults to get and keep a job; and improving equality for women and girls, who are more likely to suffer poor vision and less likely to get treatment.”

[INSERT QUOTE FROM ATTENDEE] [INSERT QUOTE]

EXAMPLE QUOTE [*“I would not be able to do my job or go about my daily business without my glasses, and I know many of my constituents feel the same. The ability to get a simple sight test and buy glasses is often taken for granted in the [INSERT COUNTRY] but it is something that so many around the world are unable to do.”*]

ENDS

# HEART GLASSES

Last year we saw social media light up with the #LoveYourEyes heart and branding in celebration of World Sight Day. This year we want to build on that support and start to have some real fun with the #LoveYourEyes heart!

[Here](#) you can find a link to download your very own 'Heart Glasses'. When printed on card, these can be cut and folded to produce a fun & engaging prop for photography.

So get creative and start getting snaps of the glasses wherever you are! From October 1<sup>st</sup> until World Sight Day, we would love to see social media light up once more with glasses on faces around the world.

Are you having any events over the coming months? Take the glasses along and aim for a large group selfie?

Do a desk drop in your offices/ at your clinic at ask your staff to share their selfies on World Sight Day to remind everyone to #LoveYourEyes.

Ask your ambassadors or famous faces in your network to don the glasses in celebration of World Sight Day and share a message with their followers to #LoveYourEyes this World Sight Day.

If you are hosting a parliamentary screening, send the glasses out with the invites and ask all those who are invited to have their photo taken in them.

Example social media posts will be available nearer to World Sight Day look for our Social Media Toolkit at [www.iapb.org/WSD2022](http://www.iapb.org/WSD2022).



World Sight Day is coordinated by the International Agency for the Prevention of Blindness and supported by almost 200 IAPB Member Organisations globally.

Thank you to our World Sight Day Global Partners



**HORIZON**



**NOVARTIS**



**Sightsavers**



**OneSight**





**YOUR  
EYES**

  
2022  
**WORLD  
SIGHT  
DAY**

#WorldSightDay #LoveYourEyes

[www.iapb.org/WSD2022](http://www.iapb.org/WSD2022)



Find us on:    