



 WORLD
SIGHT DAY
2022

PARLIAMENTARY **SCREENING TOOLKIT**

World Sight Day 2022

PARLIAMENTARY SCREENINGS

PARLIAMENTARY/UN SCREENING – World Sight Day Toolkit

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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.	Download
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.	Download
Printed educational materials. See available postcard artwork that can be adapted with key messages.	Download
Heart glasses for people to wear in photographs. See artwork.	Download
Press release for target audience to release on World Sight Day. See example.	Example
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.
 - If 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 13th 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

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



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#WorldSightDay #LoveYourEyes

Find the full **MEMBERS - World Sight Day Toolkit** [here](#).

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