



STAFF

a pocket guide to
#LoveYourEyes and
World Sight Day

World Sight Day 2022



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World Sight Day is IAPB's biggest, annual opportunity to lead the sector and focus the world's attention on eye health as a global issue, and #LoveYourEyes is our vehicle to do that.

Everyone at IAPB needs to play a part in the campaign's for it to be a success, because your voice and influence matters. With your help IAPB is louder, our reach goes further, and our impact is greater.

In this Pocket Guide to #LoveYourEyes and World Sight Day, you will learn how to get behind the campaign, and when we need you to add your voice to the mix.

If you have any questions or require further support, please reach out to a member of the Communications & Campaigns Team.



Photo submitted by: Andy William for IAPB WSD Photo Competition

HOW WE TALK ABOUT...

There are many opportunities for you to share the campaign with your networks. We want to make sure that you have all the information you need to be confident in your answers and trust that they are aligned across the organisation.

1. 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.
- World Sight Day is one activation under the #LoveYourEyes campaign.



2. How we talk about World Sight Day.

- World Sight Day is coordinated by the leadership of IAPB and supported by almost 200 IAPB Member Organisations globally.
- 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, IAPB calls 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.

- World Sight Day Global Partners include AbbVie, Bayer, CBM, Horizon, National Vision, Novartis, OnSight EssilorLuxottica Foundation, Roche, Seva Foundation, Sightsavers.

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.
- The 2030 In Sight Strategy notes how awareness is key to ACTIVATING demand. Through the #LoveYourEyes campaign IAPB is educating and empowering people to force change by making them more aware of what they can do to look at their own eyes.



GLOBAL PARTNERS

abbvie



cbm

HORIZON



NOVARTIS

ONESIGHT
EssilorLuxottica Foundation



seva.org

Sightsavers

DO'S AND DON'TS OF TALKING ABOUT...

There are some general 'rules' when talking about the #LoveYourEyes campaign. You can find them below.

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. Just because you know what it means never assume that someone else does!
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.

SPOKESPEOPLE

Our senior leadership are available to comment on the campaign and we encourage that if (and when) you have an enquiry from media about #LoveYourEyes and World Sight Day you contact the Communications Team to lend support. IAPB media spokespeople are as follows:

1. Peter Holland, Chief Executive Officer
2. Joanna Conlon, Director of Development and Communications
3. Simon Darvill, Head of Communications and Campaigns

AUDIENCES

Campaign audiences are key to the success of the Love Your Eyes campaign and World Sight Day.

With each activation we are focused on engaging one of the following groups. When you think about Love Your Eyes, please keep these groups in mind, and the action we want them to take.

CAMPAIGN GROUPS

			
Regular consumers (public)	Conscious consumers (public)	Politicians	Eye care sector
Think: "There are things I can do to prevent my eyesight getting worse"	Think: "I can do something to help a person in need"	Think: "Improving eye care would be a big political win"	Think: "If the whole sector works together on World Sight Day, it will benefit all of us"
Feel: Surprised, informed	Feel: Surprised, satisfied	Feel: Enlightened	Feel: Motivated
Say: "We should all take care of our eyes"	Say: "Not everyone in the world has access to good eye care"	Say: "Investing in eye care would have massive economic benefits"	Say: "World Sight Day is the biggest moment of the year to raise awareness among consumers"
Do: Educate themselves	Do: Pledge to take and give an eye test OR Donate to help those in need of eye care	Do: 1. Encourage public to get eye test by setting an example 2. Advocate for better eye care	Do: Take part in World Sight Day

WHAT IS HAPPENING FOR WORLD SIGHT DAY

1. FIVE MILLION PLEDGES

In 2021, we smashed the one million pledges target. So we have set ourselves an even bigger one. Reminder to encourage your sector contacts to pledge their screenings and sight tests in the lead up to World Sight Day.

2. PALIAMENTARY SCREENINGS

Building on last year's global challenge, our aim is to grab the attention of policy and decision makers by working with our membership network to host screenings at parliamentary buildings at various locations around the world.

3. HEART GLASSES

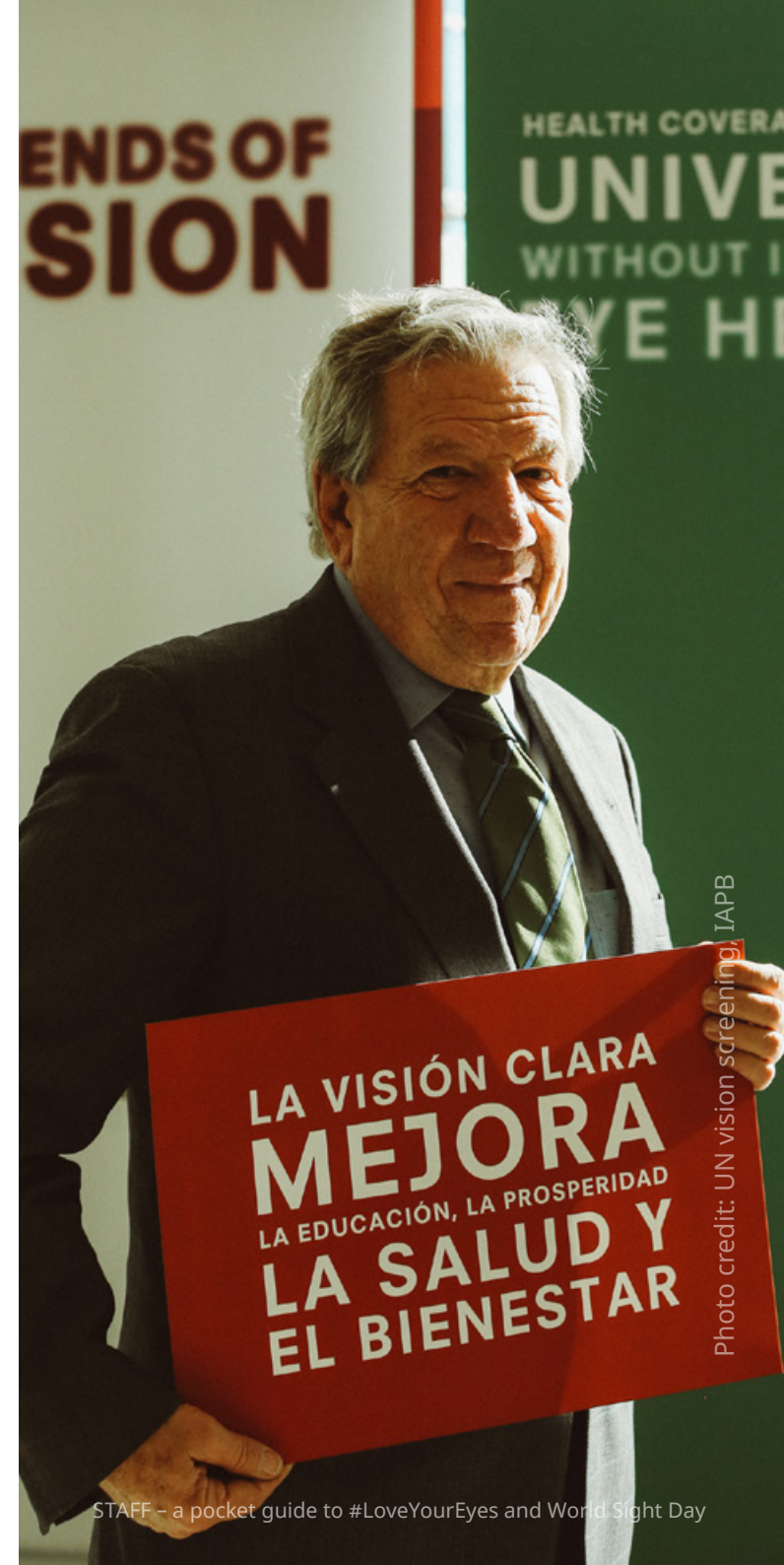
Social media will light up in September and October with Love Your Eyes heart glasses! Make sure you get a pair or download a pair and share a selfie tagging @IAPB1 on Twitter or @IAPB on Instagram.

4. PASS THE GLASSES

Pass the glasses is simply that. We have asked our World Sight Day Global Partners to submit footage of their staff, leaders, decision makers passing a pair of glasses. We will then cut it into a fantastic piece of content.

5. PHOTO COMPETITION

The IAPB World Sight Day Photo Competition is back again. Professional and amateur photographers, from our membership and beyond, are asked to submit images from five categories. To learn more about the competition click [here](#).



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WORLD SIGHT DAY CHECKLIST

World Sight Day is fun, and we want you to be a part of that fun. There are lots of opportunities for you to get behind the campaign. We have outlined key milestones below but invite you to get involved as often as you like.

Please note that these milestones will be added to your calendars – as gentle reminders.

JULY 2022

The World Sight Day Members Toolkit are available at:
iapb.org/world-sight-day/toolkits-and-promotional-material/toolkits
Share this with your networks.

The IAPB World Sight Day Photo Competition launched.
Watch for it in your feeds.

The 2022 IAPB World Sight Day Photo Competition Judges Panel has been announced.
Watch out for it in your feeds.

New Toolkits are available for Eye Health Heroes, IAPB KOLs.
Make sure you know where to find them so you can share them with your (relevant) networks.

World Sight Day digital toolkits have launched.
If you have not seen them or tried them, reach out to a member of the Comms Team and ask where to find them.

AUGUST 2022

The School's Pack has launched.
Make sure you know where to find them so you can share them with your (relevant) networks.

SEPTEMBER 2022

Get your hands on a pair of #LoveYourEyes heart glasses and post a pic using the hashtags #LoveYourEyes & #WorldSightDay and remember to ALWAYS tag IAPB!

If you do not have a pair, download them [HERE](#).

We have launched our #LoveYourEyes Quiz.

Have you played? If not, jump online and see how good you are loving your eyes.

OCTOBER 2022

The Workplace Pack has launched.

Make sure you know where to find them so you can share them with your (relevant) networks.

If you haven't yet, take a Heart Glasses selfie and post it social media. Remember if you do not have a pair, you can download them from our [website](#).

World Sight Day - 13 October 2022.

Jump online and like, comment and share the content you love from IAPB's channels.

ASSETS

Whether you are presenting about the campaign or wanting to create a great social media post please use the following assets.

Template and deck

[Love Your Eyes](#) logos, social media tiles and GIFs

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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**YOUR
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2022

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DAY**

#WorldSightDay #LoveYourEyes

iapb.org/WSD2022



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