



COMMUNICATIONS
MEMBERS CALL

4 MARCH 2024



Agenda

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World Sight Day & Love Your Eyes

03

Young Systems Leader

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2030 IN SIGHT LIVE, Mexico

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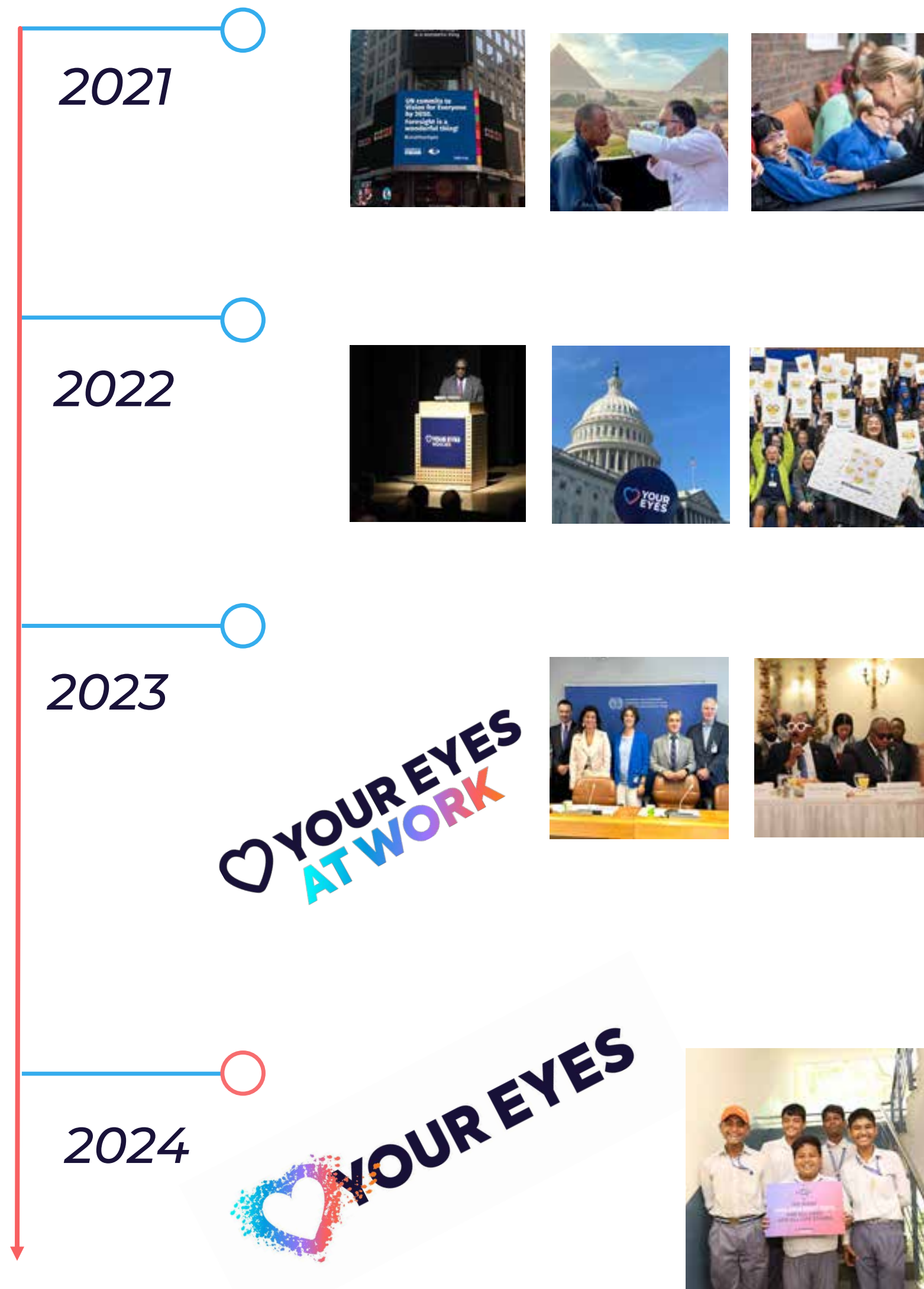
Member Updates



LOVE YOUR EYES 2024



BUILDING A GLOBAL CAMPAIGN



Love Your Eyes launches following the UN Resolution on Eye Health

Bringing the attention of eye health to a wider audience with a public facing campaign & high-level political engagement

Focusing businesses and employers on the issue of eye health with hyper-targeted campaigning underpinned by support from the ILO and the United Nations

Opportunity to broaden out the public-facing arm of the campaign, targeting messaging & actions at parents, caregivers and educational settings.

Dozens of events held around the world

Almost \$200m in equivalent advertising value

Support from influential figures

Over 56k articles published

UN, ILO and WHO supported activity

922.6m Media impressions

Year-round mass engagement

YOUR EYES

Political engagement

YOUR EYES ACTIONS



Engaging Employers + workers

YOUR EYES AT WORK

Annual international day of awareness for eye health

WORLD 2024 SIGHT DAY

Education + awareness
+ catalysing personal / collective / government action

2024 theme

YOUR EYES

Kids > Schools > Parents activations



LOVE YOUR EYES EXSISTING AUIDENCES



Regular consumers

Think: "There are things I can do to prevent my eyesight getting worse"

Feel: Surprised, informed

Say: "We should all take care of our eyes"

Do: Educate themselves



Conscious consumers

Think: "I can do something to help a person in need"

Feel: Surprised, satisfied

Say: "Not everyone in the world has access to good eye care"

Do: 1. Get regular eye tests
2. Encourage others to get eye tests



Politicians

Think: "Improving eye care would be a big political win"

Feel: Enlightened

Say: "Investing in eye care would have massive economic benefits"

Do: 1. Encourage public to get eye test by setting an example
2. Advocate for better eye care



Eye care sector

Think: "If the whole sector works together on World Sight Day, it will benefit all of us"

Feel: Motivated

Say: "World Sight Day is the biggest moment of the year to raise awareness among consumers"

Do: Take part in World Sight Day

♥ YOUR EYES
AT WORK



LOVE YOUR EYES AT WORK AUDIENCES



Employees

Think: "There are things I can do to protect my eyes at work"

Feel: Surprised, informed

Say: "We should all take care of our eyes at work"

Do: 1. Educate themselves
2. Get an eye test



Human Resources

Think: "I can do something to help my colleagues and organisation, and that will make me look good"

Feel: Motivated

Say: "If everyone in the workplace takes better care of their eyes, it will benefit all of us"

Do: Incorporate eye care messaging within the organisation's internal communications



CEOs

Think: "Improving eye care would benefit my business by increasing productivity and profit"

Feel: Enlightened

Say: "Any business would be wise to help their employees love their eyes - it's a little effort with a great return"

Do: 1. Encourage employees to get eye test by setting an example
2. Increase awareness around eye health within their industry



Eye care sector

Think: "If we engage lots of workplaces in World Sight Day, we will benefit as a sector"

Feel: Motivated

Say: "World Sight Day is the biggest moment of the year to raise awareness within the workplace"

Do: 1. Implement eye care at own workplace
2. Engage networks, partners, donors in the corporate world

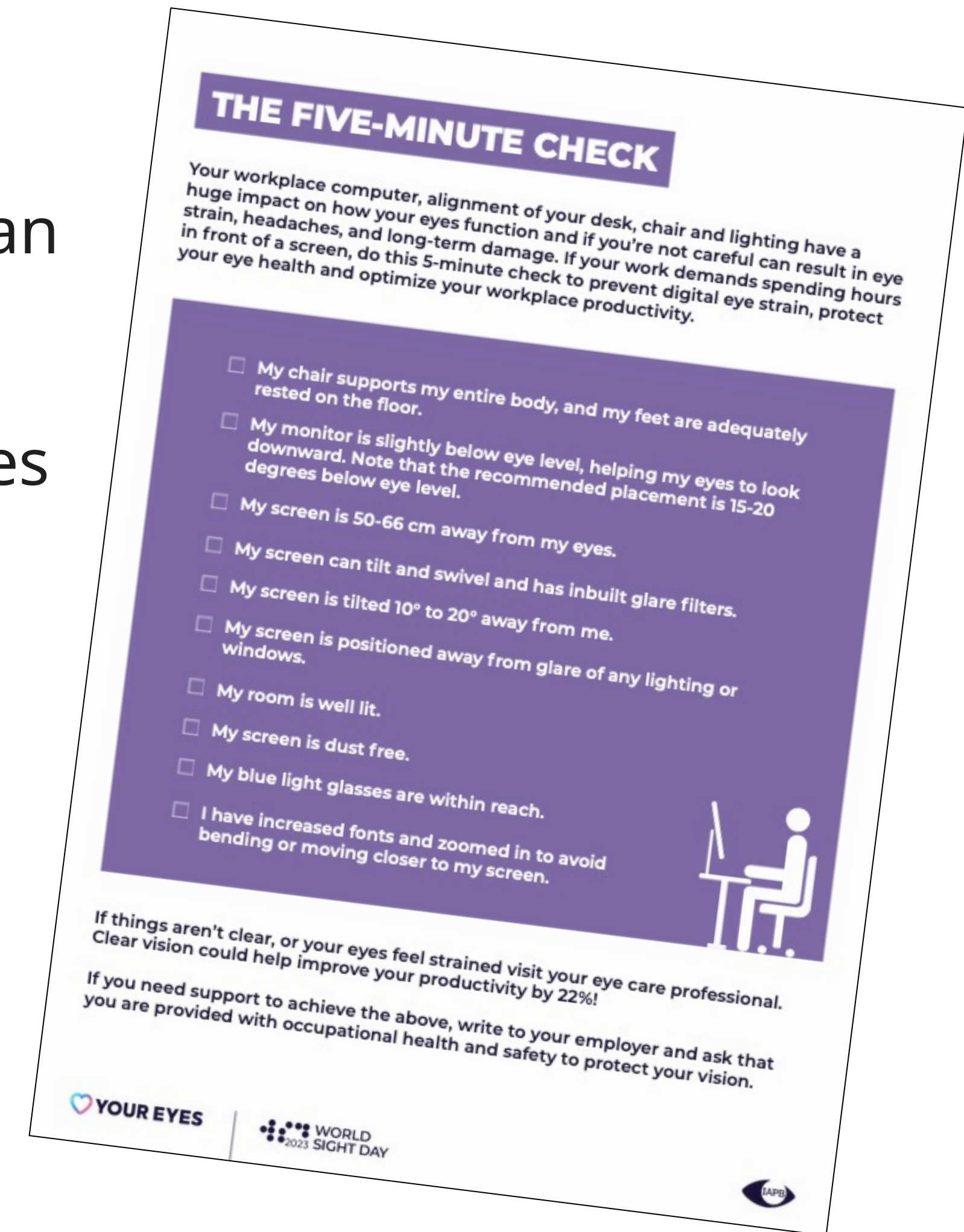
LOVE YOUR EYES AT WORK THROUGHOUT 2024

2024 will see us continue to engage the world of work in the importance of prioritising eye health in the workplace. Following an impactful launch on World Sight Day 2023, we will:

Continue to raise awareness: Educating employers and employees alike about the importance of eye health in the workplace.

Start to empower further action. Improve & increase available resources for businesses, work with ILO and Trade Unions to implement workplace guidelines.

Speak to businesses, employees, the ILO and trade unions.



WORLD SIGHT DAY (10th Oct)



World Day for Safety & Health at Work (28th April)

International Day of the Worker/ Labour Day (1st May)

International Safe Places to Work Day (27th July)

US/Canada Labor Day (2nd Sept)

International Leadership Week (18th Nov)

MARCH

DECEMBER

Follow up engagements with ILO – i.e.: screenings in Nepal & Geneva

Start engaging trade unions

Work with ILO to update existing workplace guidelines to include eye health

Review and relaunch workplace resources to encompass ILO workplace screening guidelines

Look to amplify ICEH research that shows 13m workers don't currently have the clear vision to perform their roles safely

Encouraging Workplaces to use World Sight Day as an engagement day

Look to engage the first cohort of Love Your Eyes approved employers, with targeted communications from business leaders to business leaders





Principal Kid's campaign identity

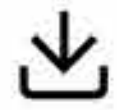
Stronger, more expressive version of the LYE logo - to help evoke the spirit of 'kids taking over' the campaign. We want the logo styling to help overcome having to rely on a descriptor to convey "children, kids, juniors, youth" - words that struggle to translate across all the IAPB regions.





Hi, I'm Artie*





[Optional] Available for those partners who desire - regional campaign logos as downloadable assets

 **YOUR EYES
KIDS**

 **YOUR EYES
CHILDREN**

 **YOUR EYES
JUNIORS**

 **YOUR EYES
YOUNG PEOPLE**

 **YOUR EYES
YOUTH**



LOVE YOUR EYES NEW AUDIENCES



Parents

Think: "There are things I can do to ensure my child's eyesight is enabling them to flourish"

Feel: Surprised, informed, responsible

Say: "If I do my part in taking care of my children's eyes, it will have a positive effect on their academic performance"

Do: 1. Educate themselves and other parents
2. Take their children for an eye test



Teachers & Schools

Think: "Prioritising students' eye health has the potential to improve their academic performance"

Feel: Surprised, motivated, satisfied

Say: "We can play a part to ensure that my students are not left behind due to avoidable sight challenges"

Do: 1. Take part in World Sight Day
2. Organise eye tests at schools



Children/ Youth

Think: "There are things I can do to take care of my eye health"

Feel: Enlightened, empowered

Say: "We are never too young to start prioritising our own eye health"

Do: 1. Encourage parents to take them to get eye tests
2. Start a conversation on eye health with peers

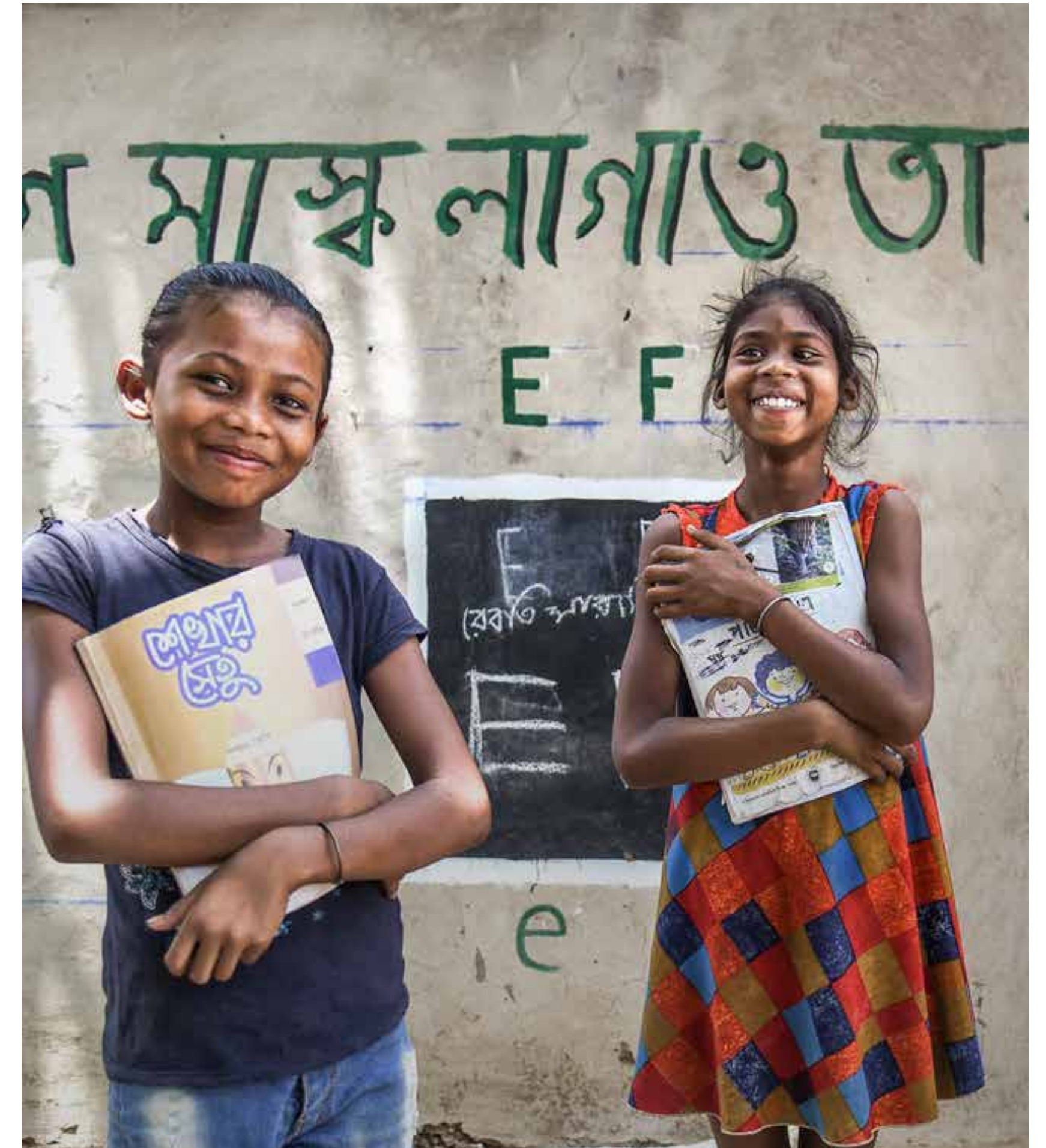
1 MILLION UNDER 18's SCREENED AHEAD OF WORLD SIGHT DAY

Objective:

- To mobilise our successful pledging campaign mechanic to focus on child eye health.

Tactics:

- Engage members to pledge numbers from school screenings and youth groups
- Provide toolkits for schools and education settings to take part in screening events and awareness raising lessons/ assemblies
- Engage parents in the importance of prioritizing child eye health and asking them to pledge their own children's tests.



GLOBAL CHALLENGE – KIDS TAKEOVER

Objective:

- To garner global attention in the issue of child eye health by hosting screenings for children across the world.

Tactics:

- Engage members to move their World Sight Day screenings to education settings where possible.
- Work with partners to host events that engage parent employees in the importance of child eye health.
- Use the heart glasses, or the 'Glasses of the Future' campaign to engage the children creatively at the screenings.



GLOBAL AWARENESS

Objective:

- To capture the attention of parents and care-givers and drive them to get their children's sight tested as a priority.

Tactics:

- Reviewing research – launching a new report and amplifying current knowledge
- Packaging research into bitesize communications to be seeded through a global parenting influencer campaign
- Working with broadcasters/ channels to collate child-friendly content focused on eye-sight and sight screenings for amplification during the week of World Sight Day



EYES OF THE FUTURE

Objective:

- Engage kids with the issue of eye health with an easy to access campaign mechanic and resources to help them learn more about their eyes.

Tactics:

- Fun, informative resources
- The Sneaky Snellen Challenge, The ABCs of vision, Eye-Q quizzes etc.
- Engaging competition – Glasses of The Future
- At global challenge screenings, via our Global Partners and through our membership and the media we will encourage kids everywhere to design their glasses of the future.



RESOURCES

Objective:

- Building on the success of last year's workplace assets, we will build a helpful bank of resources to help engage education providers, parents and kids themselves in the importance of caring for young eyes.

Tactics:

- Fun packs for kids – colouring sheets, fact sheets etc.
- Screening packs – easy toolkits for members and education settings to host their own kids screening.
- Schools pack – informative, easy to digest posters and assets to help teachers and those in the education system to spot the signs of poor eye health and practice good eye hygiene at school.



PHOTO COMPETITION

Objective:

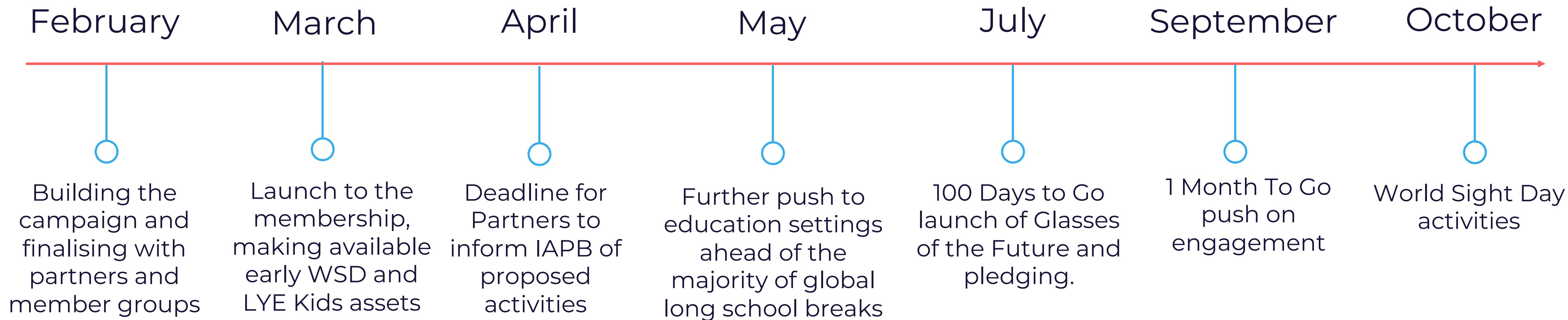
- To use the IAPB World Sight Day Photo Competition as an engagement opportunity.
- Collect images that serve as an invaluable resource for IAPB and the wider sector.

Tactics:

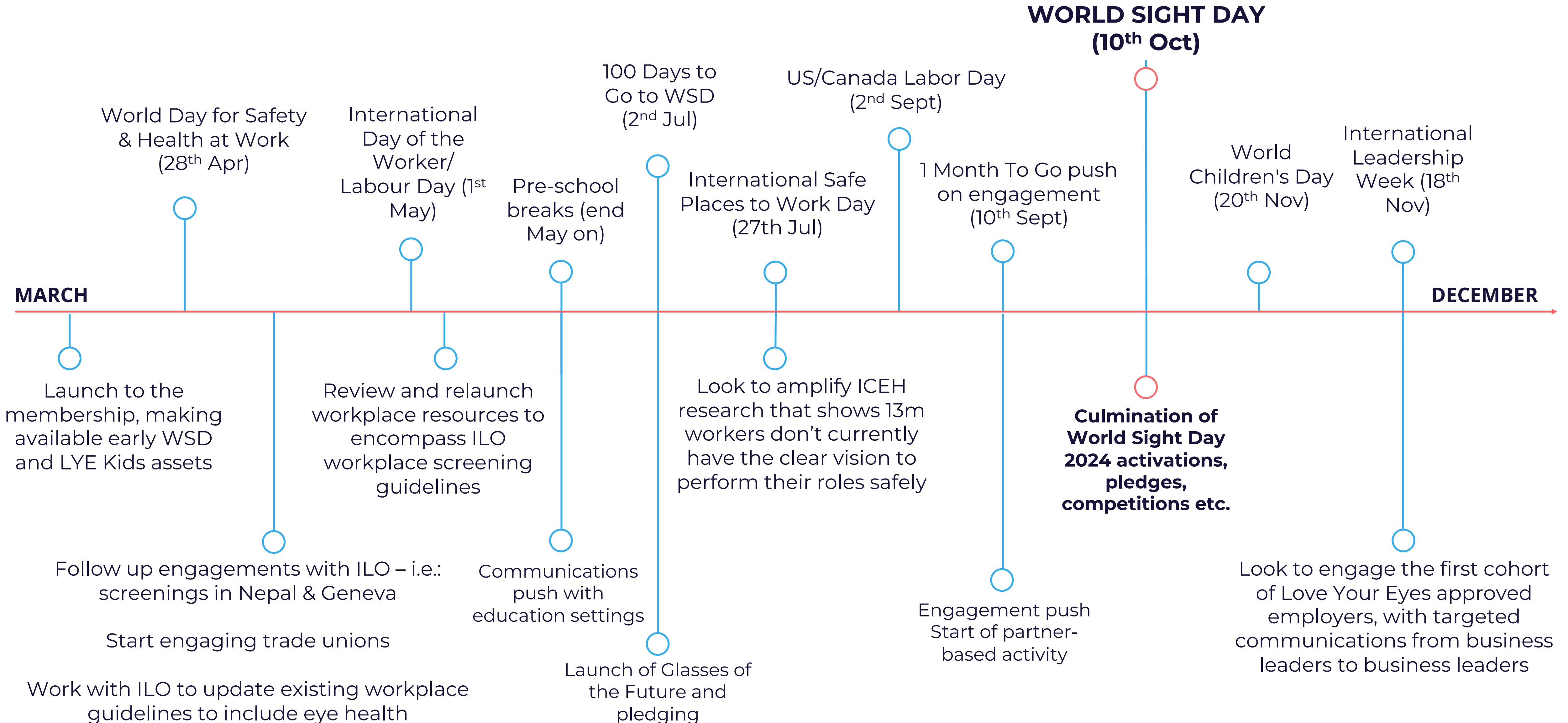
- Retain the format of the competition as this has worked well over the past three years and caliber of photography has vastly improved.
- Introduce a new category that supports eliminating the stigma associated with children wearing glasses and recognises the importance of eye health in children, at all stages of development.
- Introduce a 'Voters Choice' prize category where viewers can vote for their favourite image.
- Introduce new judges including children and young adults.

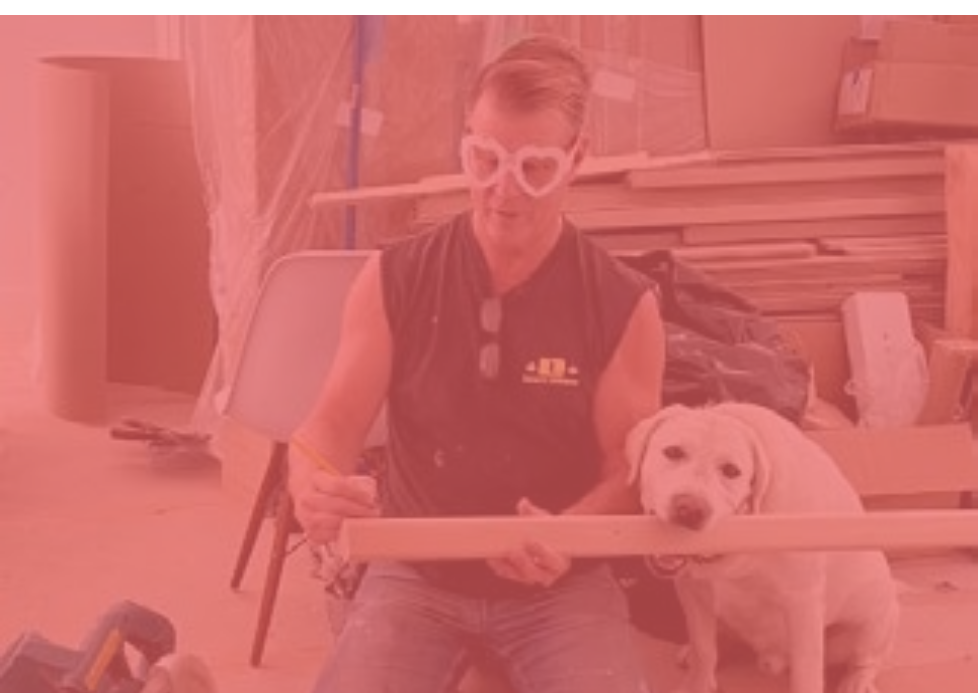
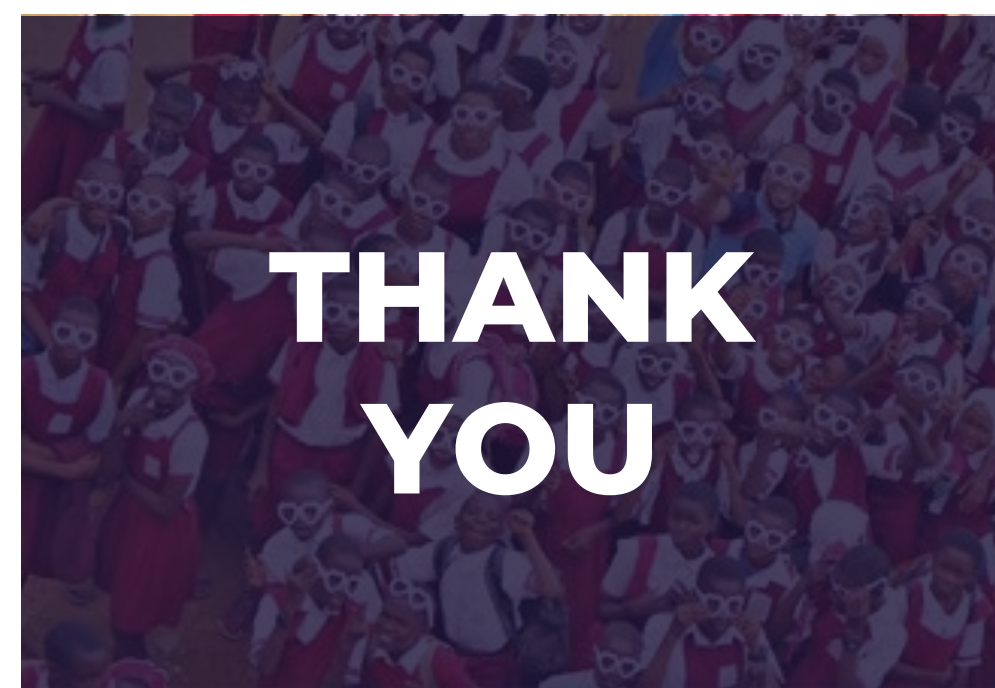
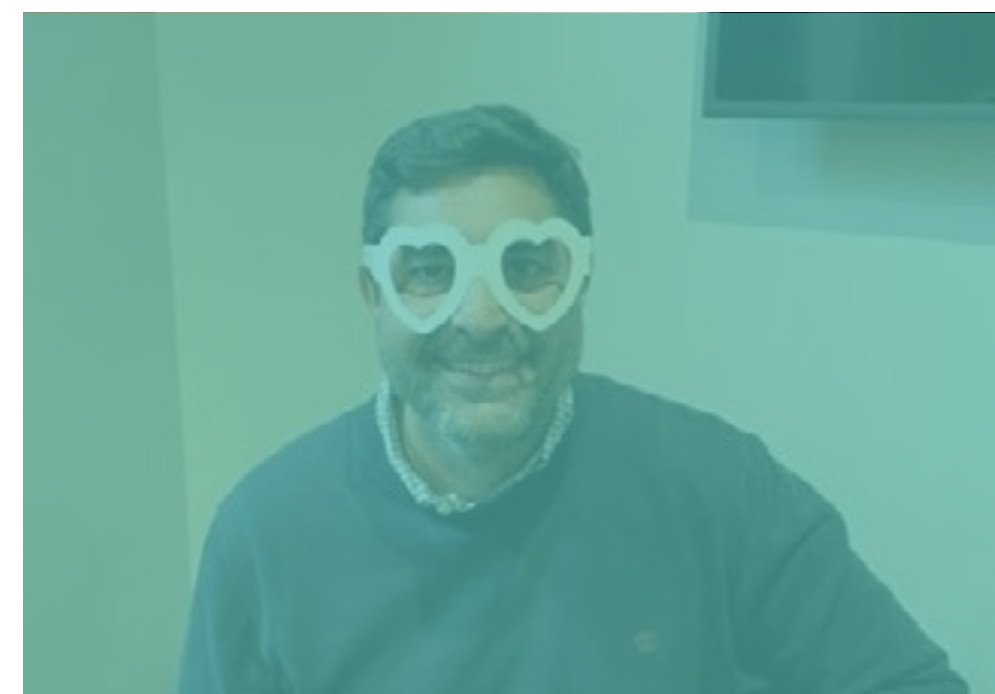


WORLD SIGHT DAY TIMELINE



2024 LOVE YOUR EYES - indicative campaign timetable





**2030
IN SIGHT
LIVE
MEXICO**

2030 IN SIGHT LIVE, Mexico



EVENT OVERVIEW

2030
IN SIGHT
LIVE
MEXICO

Hosted at APEC:



24 June
Board & Exec



25 June
Work Groups

LEARN

NETWORK

Camino Real Hotel, Polanco:



2030
IN SIGHT
LIVE



Hospital de la Ceguera

TRANSFORM

26 & 27 June



PROGRAMME HIGHLIGHTS

**2030
IN SIGHT
LIVE
MEXICO**

CHALLENGES THAT WILL DEFINE OUR FUTURE

Join these sessions to deep dive into the challenges that will define our sectors future. These sessions are particularly designed to actively engage participants and encourage dynamic discussions.

TRANSFORMING NARRATIVES

To inform and promote collective action, we require participation from all quarters. This entails engaging in active discussions to transform the narratives surrounding the unique needs and challenges within eye health.

DRIVING PROGRESS FOR 2030 IN SIGHT

How can we navigate and propel advancement towards the ambitious objectives outlined in the 2030 In Sight Strategy? Delve into the mapping tools and strategy indicators, our initiatives in sector leadership aimed at catalysing systemic transformation and engaging in discussions.



APPLY TO SPEAK AT 2030 IN SIGHT LIVE

**2030
IN SIGHT
LIVE**
MEXICO



Have you or someone you know thought about speaking at 2030 IN SIGHT LIVE? Share your work, experiences and knowledge at this year's event and apply to speak!

Deadline 8 March 2024



POSTERS & RAPID-FIRE SESSIONS

2030
IN SIGHT
LIVE
MEXICO



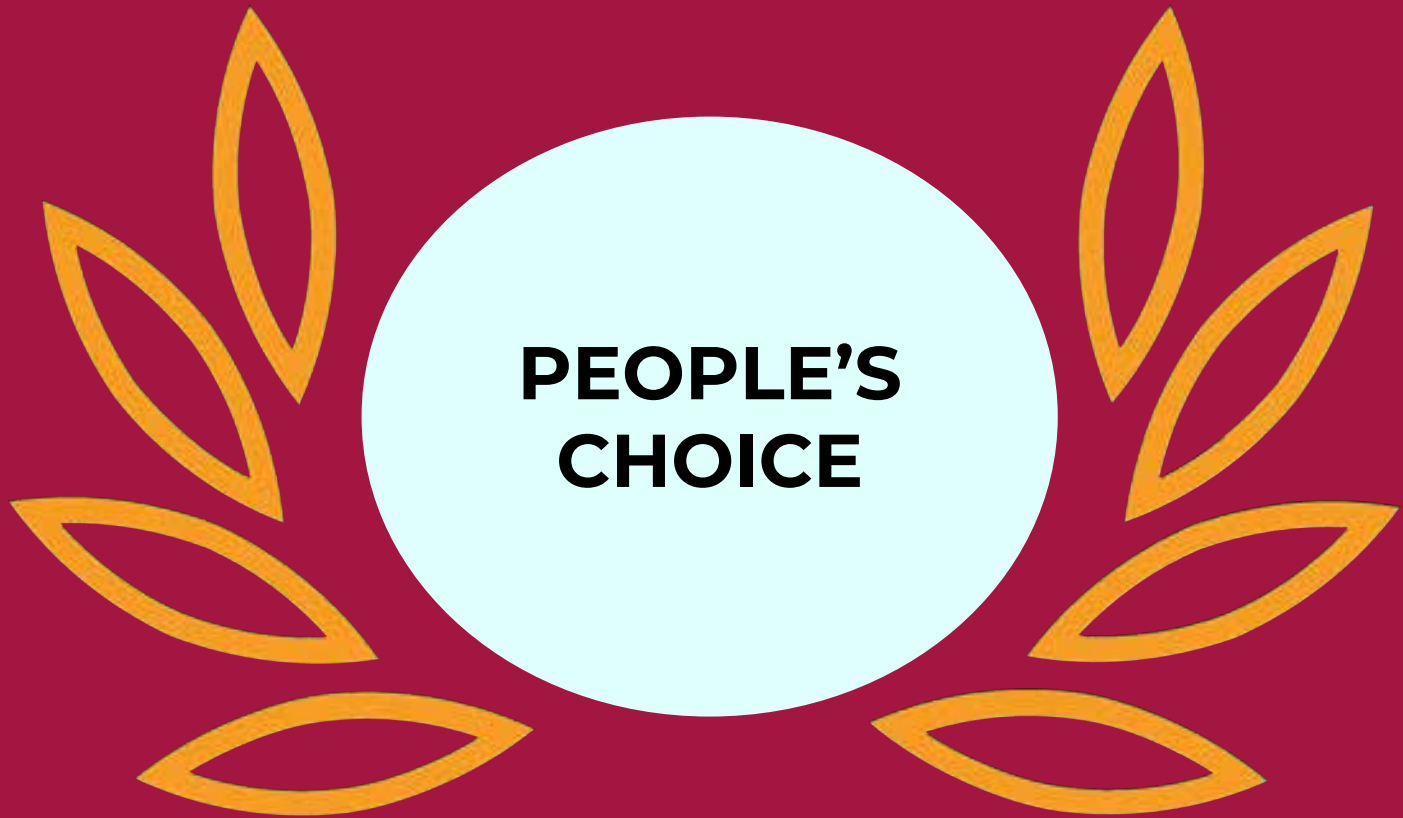
IMPACT



**HOST
REGION**



**VISUAL
COMMUNICATION**



**PEOPLE'S
CHOICE**



NETWORKING



PROMOTIONAL ASSETS

**2030
IN SIGHT
LIVE**
MEXICO

Access our promotional assets
and spread the word about 2030
IN SIGHT LIVE!





“ I have only been in the eye industry for a short time and the two days at IAPB are the two most valuable days I have had in the two-year period.

”

2030 IN SIGHT LIVE, Speaker

**YOUNG
SYSTEMS
LEADER**

**AWARDS
2024**

Nominations

OPEN



MEMBER UPDATES



**NEXT CALL
MONDAY 13 MAY 2024**

