



**WORLD
SIGHT DAY**
2024



CAMPAIGN WRAP REPORT 2024



Photo submitted by Abdullah Almajed to the IAPB World Sight Day Photo Competition

FOREWORD

It is with immense pride and excitement that I share the incredible achievements of this year's Love Your Eyes campaign. Our focus on child eye health for World Sight Day 2024 has driven a powerful and far-reaching movement, helping to ensure that children across the globe receive the eye care they need to succeed in school, in life, and in the future.

The significance of eye health, especially in children, cannot be understated. With new research showing the profound impact that poor vision has on a child's ability to learn, it is clearer than ever that addressing eye health issues is essential to unlocking the full potential of our youngest generation. The energy and support for this year's campaign have been inspiring, and the results speak for themselves.

I had the privilege of being in New York at the United Nations and UNICEF offices, where I met face to face with key decision-makers. It was a powerful opportunity to connect with those who shape global policy and personally explain why eye care is essential. Engaging directly with these leaders helps them connect with the profound impact that eye care has on education, poverty reduction, and overall health—making it clear that eye health must be a priority for all.

As we reflect on this year's achievements, it is essential to remember that these successes belong to all of us—our Love Your Eyes Global Partners, members, supporters, and advocates around the world. Together, we are driving lasting change and creating a future where every child can see clearly, learn fully, and reach their greatest potential.

Let us acknowledge with pride these incredible milestones and continue pushing forward with our collective efforts to make eye care a global priority for all, especially for our children.



Caroline Casey

IAPB President



Photo by IAPB

THE REACH OF LOVE YOUR EYES

The campaign continues to attract attention and reach important audiences.

4 years of campaigning has generated



25,377,385

Pledges to Love
Your Eyes



\$249 million

Advertising Value
Equivalent (USD)



World Sight Day has
been covered in almost

60k articles
worldwide



1.28 billion

Media Impressions



2024 IN NUMBERS



1,720,224
Pledges to Love Your
Children's Eyes
(exceeding one million target)



World Sight Day
was covered in
3k articles
worldwide



176.3 million
Media Impressions



185,011,226
Social Media
Impressions



334,161
Website Visitors
(a 65% increase
from 2023)



40,712
World Sight Day
Resource Downloads
(a 46% increase from 2023)



Media coverage
reached over
3.81 million
readers



\$46 million
(USD) Advertising
Value Equivalent



A CAMPAIGN FOR KIDS

The terminology for this age group varies around the world — kid, barn, bachcha, criança —but one universal constant unifies them: the escalating risk to their eye health. We know that children are more likely to excel when they have clear, healthy vision. Therefore, in 2024, we expanded the Love Your Eyes campaign to focus on this critically important audience.

We used the World Sight Day platform to inform caregivers, and generate a

groundswell of young people who are inspired to make their eyes a priority. A generation of children who have the information they need to protect their eyes and take the steps needed to look after their vision – from reducing screen time and placing importance on being outside through to seeking help for any ailments and discomfort.

IAPB created a suite of fun, educational resources designed specifically for children.

These activity pages provided children, their caregivers, and teachers with eye health educational materials, reference materials, fun facts and activities.

The Love Your Eyes Kids campaign also introduced Artie. Artie allowed us to speak directly to children and their families, making eye care concepts approachable and fun. A character representation of the Love Your Eyes heart, Artie was the star of our child eye health resources.



Photo submitted by LRBT to the IAPB World Sight Day Photo Competition

BETTER EDUCATION IN SIGHT

New research conducted with the Seva Foundation revealed the indisputable links between healthy vision, education attainment, lost school years, lifetime earnings and economic gains.



Children with poor vision **learn approximately half** as much as those with good or corrected vision.



6.3 million years of **schooling being lost** globally.



Early intervention to correct a child's vision can **boost their lifetime earnings** by up to 78%.

The research, released on World Sight Day, reinforced the importance of early intervention and the inherent knowledge that children who can see clearly are more likely to reach their potential.



GROWING AWARENESS AMONGST DECISION MAKERS

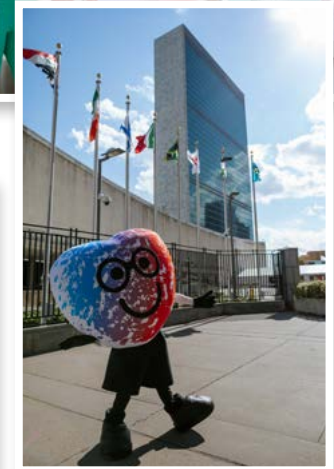
The 2024 campaign was designed to also grab the attention of governments and decision-makers - helping them recognise that early intervention is critical to unlocking education opportunities and economic potential.

The UN Friends of Vision conducted vision screenings in New York at the United Nations Headquarters and UNICEF head office. These screenings, while an opportunity to screen the vision of UN staff members of all levels and functions, also served as an awareness platform for the profound impact of child eye health policies and practices.

“

Eye health is an agenda that is so positive, it's so achievable, so doable across the globe. Yes, today is about eye health, but it's also about education, sustainable development, gender, but above all it's about unleashing the potential of so many people..”

H.E Ambassador Fergal Mythen
Permanent Representative of Ireland
to the United Nations & UN Friends of
Vision Group Co-Chair



LOVE YOUR CHILD'S EYES IN THE MEDIA

World Sight Day and Love Your Eyes made a remarkable impact on global media. The new research, released by IAPB and the Seva Foundation created a powerful hook for media outlets worldwide.

In key markets like Brazil, Kenya and India, the research was filtered to reveal country specific increases in education

attainment in terms of school years, increases in lifetime earning potential and the substantial gains to the national economies. These figures along with local case studies proved to be a powerful hook for journalists.

Utilising the voices of regional IAPB members across key markets, such as Dr

Victor Opiyo, President of the Optometrists Association of Kenya, Caio Abujamra, President of Instituto Suel Abujamra, as media spokespeople amplified the research findings and helped make national stories more tangible.



In the UK, World Sight Day was invited into millions of homes through the popular UK television programme, CBeebies Bedtime Story. HRH The Duchess of Edinburgh read Specs for Rex, written by Yasmin Ismail. The story is about a young lion who embraces his new glasses, helping children understand that wearing glasses is fun and essential for school, play and safety. This special episode aired on World Sight Day.



Over **1.3 million** views on social media



Nearly **70k** views on YouTube



Approx. **600,000** viewers on World Sight Day

“

Millions of us need glasses to see the world clearly. World Sight Day is a reminder to all of us to take care of our eyes, whether we need glasses or not. Our eyes are precious, and our sight is something to cherish and look after. So, let's remember to take care of our eyes this World Sight Day.”

HRH, The Duchess of Edinburgh on CBeebies Bedtime Story

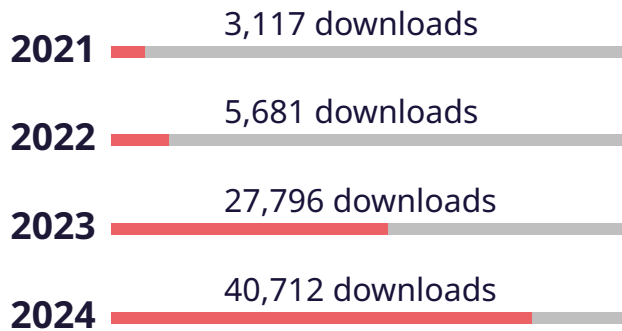


GLOBAL ENTHUSIASM FOR LOVE YOUR EYES

Throughout 2024, IAPB released dozens of campaigning tools and assets. From a fresh, child focused logo to a suite of resources designed to engage children, caregivers, and educators alike. Assets were made available as early as April and continued to be downloaded after World Sight Day.

IAPB audiences participating in the campaign were encouraged to download the materials to help them amplify their efforts in a way that best fit their organisation.

Campaign assets provided by IAPB continue to be a valuable resource for building the global campaign and creating big impact.



With the use of Nationbuilder, for the first time, IAPB was able to capture personal information from people who downloaded campaign materials and add them to our growing database. During the campaign, the database grew by **2,413** new contacts from every corner of the world.

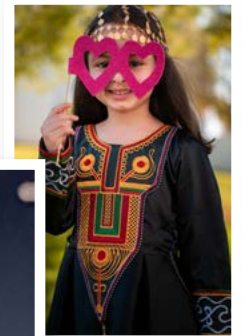


CHALLENGE ACCEPTED

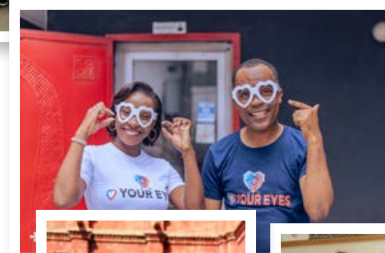
The Global Challenge is a vital part of World Sight Day and the Love Your Eyes campaign. Each year the challenge IAPB sets offers members and partners a tangible activity that raises local awareness while contributing to the global narrative of eye health. By conducting vision screenings, members create impactful local action, generating widespread attention and amplifying the campaign's message worldwide.



2021 – From locations like the pyramids of Egypt to Bondi Beach in Australia, hundreds of vision screenings and events were held at famous landmarks across the globe.



2022 – IAPBs network took eye health to over 20 parliaments, influential spaces and corridors of power around the world.



2023 – The eye health of the world's workforce took centre stage with millions of members of the global workforces having their vision checked for World Sight Day.



2024 – Together, we shouted from the playgrounds, classrooms and youth clubs that child eye health matters. Millions of children had their eye health prioritized.



GLASSES OF THE FUTURE COMPETITION

IAPB launched the Glasses of the Future competition, as part of World Sight Day engagement opportunities. The competition was designed to inspire children around the world to rethink eyewear. The competition invited children aged 5 to 12 to design their vision of what the glasses of the future could look like, tapping into their creativity and raising awareness about the importance of eye care.

From around the world, children submitted their designs, showcasing their ideas that reflected their cultures, innovations, and personal experiences. The competition also served as a powerful educational tool that encouraged children to think about the role of glasses in improving sight, boosting confidence, and supporting their learning and play.

The promotion of the competition was supported by a host of social media influencers from India, Kenya and Brazil, with a combined reach of over 1.64 million followers. Their content, which ranged from original songs, personal stories and art demonstrations, was viewed by over 237.5k people.

The winning designs, selected from over a thousand entries, will be celebrated on International Day of the Child and showcased across IAPB platforms.

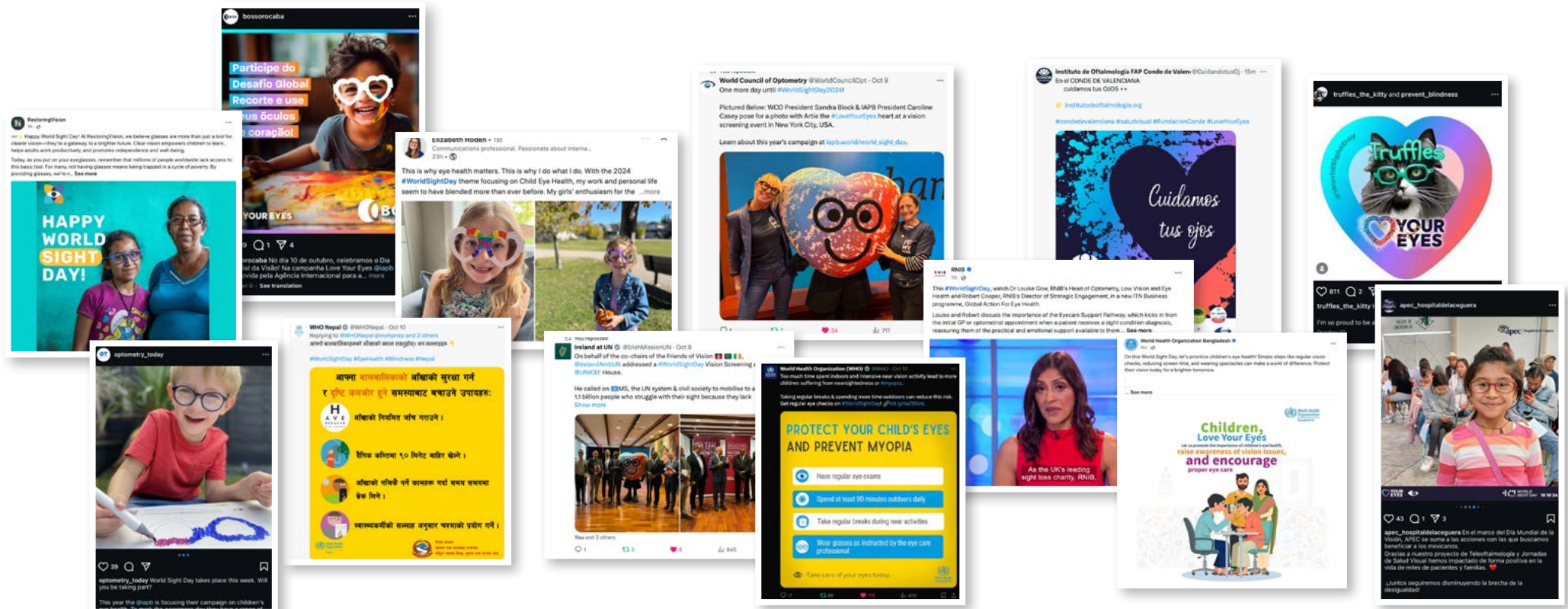


WORLD SIGHT DAY ON SOCIAL MEDIA

Starting in May 2024, IAPB social media channels pushed World Sight Day and Love Your Eyes messages to our thousands of followers.

- 316 World Sight Day posts across IAPB channels
- Over a million impressions on IAPB World Sight Day posts
- 14.7k engagements with IAPB World Sight Day content

With voices from Global Partners, members, and millions of supporters around the world #WorldSightDay trended in 41 countries, with over 48 thousand mentions.



WORLD SIGHT DAY PHOTO COMPETITION

Since its inception in 2015, the World Sight Day Photo Competition continues to be an important opportunity for photographers around the world to share the eye care stories they capture with their cameras. The work of these photographers highlights the importance of eye health by shining a light on the social and economic impact of sight loss, while celebrating the tireless efforts of those who work to ensure healthy vision for all.

This year, over 600 images from around the world were submitted to be named our Photo of the Year.

“

The World Sight Day Photo Competition is important because raising awareness of the importance of eye health is essential and this is such a lovely visual way of doing so.”

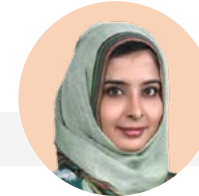
Lowri Moore
Author, Ambassador, Activist &
IAPB Campaigner of the Year 2022

The World Sight Day Photo Competition is made possible by the support of Bayer.

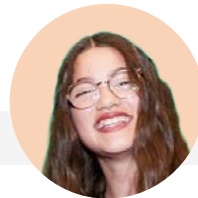
THE JUDGES



Busisiwe Mzyece,
Zimbabwe Council for the Blind,
Head of Programmes



Fatima Zehra,
Layton Rahmatulla Benevolent
Trust (LRBT), Pakistan,
Programme Manager, Inclusive
Eye Health Programme



Lowri Moore,
Author, Ambassador,
Activist & IAPB Campaigner
of the Year 2022



Emily McCormick,
Editor,
Optometry Today



Michelle Sylvanowicz,
Global Advocacy Director,
Ophthalmology for Bayer

PROFESSIONAL PHOTO OF THE YEAR



We Love Our Eyes, by Abdullah Almajed

Story behind the image

“ The boys really enjoy the paper eyeglasses. I captured their moment after they were examined at screening provided to children on World Sight Day at the hospital.”

AMATEUR PHOTO OF THE YEAR



Post Op Visual Test, by Namkhen Lama

Story behind the image

“ At Upper Dolpa, Nepal - 4,000 meters above sea level. This photo was taken while examining visual acuity after cataract surgery. The Ruit Foundation organised the vision checks.”

“ The quality of this year’s submissions was tip top! Always impressed with each year’s submissions, the competition grows stronger each year.”

Michelle Sylvanowicz

Global Advocacy Director, Ophthalmology for Bayer and World Sight Day Photo Competition Judge

LOVE YOUR EYES GLOBAL PARTNERS

We are grateful for the backing of some of the world's top companies, whose leaders and teams who champion Love Your Eyes and World Sight Day. Their unwavering dedication to advancing eye health is both commendable and deeply valued.



GLOBAL PARTNERS











CooperVision®
Live Brightly.™







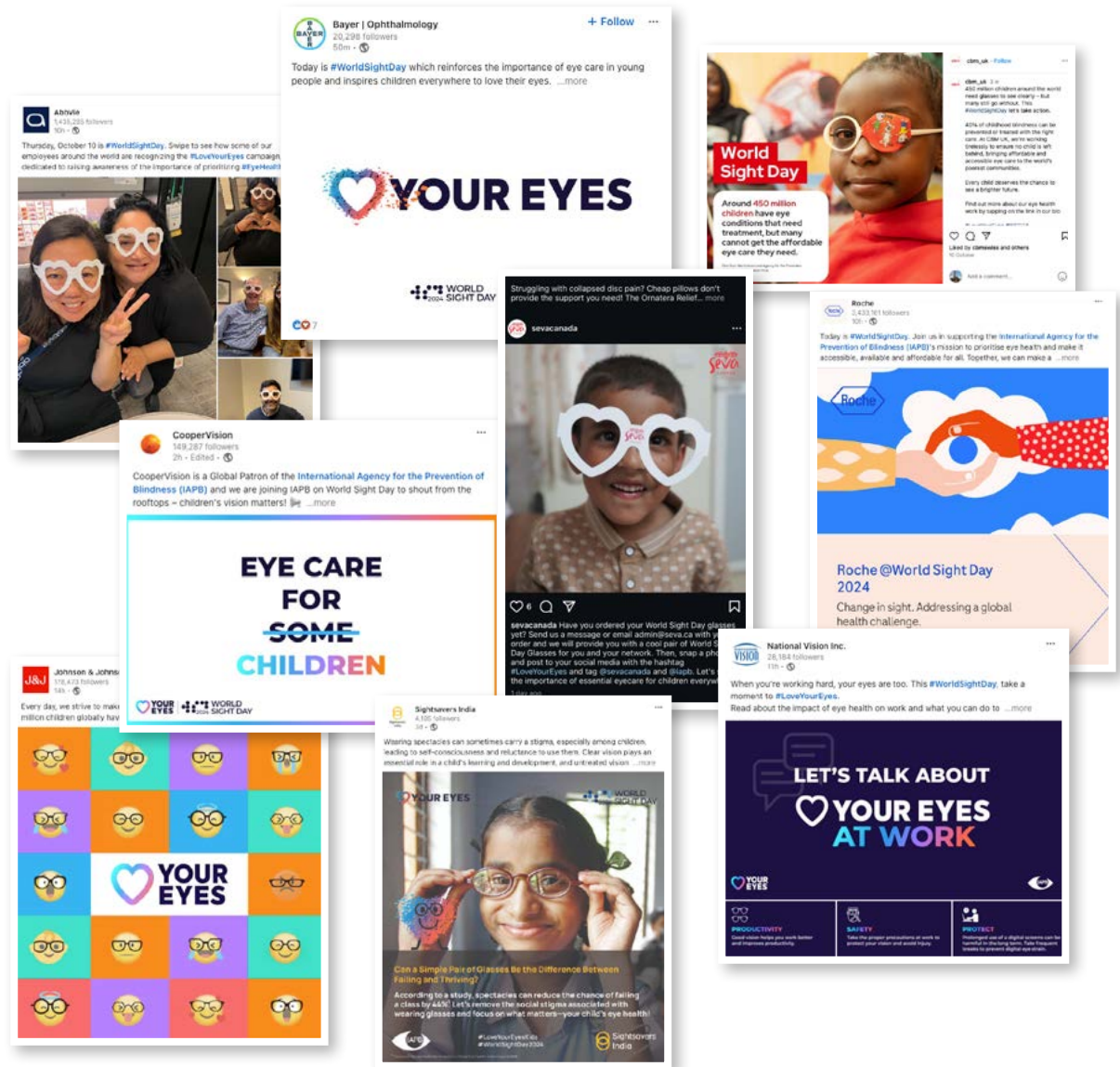




SEE THE WORLD AT ITS BEST









1 NO POVERTY

3 GOOD HEALTH AND WELL-BEING

2 ZERO HUNGER

2024
WORLD SIGHT DAY

 YOUR EYES

4 QUALITY EDUCATION

5 GENDER EQUALITY

6 CLEAN WATER AND SANITATION

IAPB

10 REDUCED INEQUALITIES



8 DECENT WORK AND ECONOMIC GROWTH

THANK YOU

11 SUSTAINABLE CITIES AND COMMUNITIES

13 CLIMATE ACTION

17 PARTNERSHIPS FOR THE GOALS

