
IAPB
WORLD
2024 SIGHT DAY
YOUR
EYES
BE PART OF THE
1 MILLION PLEDGES

HOW YOU CAN GET INVOLVED

1 MILLION PLEDGES

Add your screening numbers and sight tests for children and young people, under 18, to our call to achieve one million pledges to #LoveYourEyes.

For three year, we have called on the IAPB network to pledge sight test in the lead up to World Sight Day. This has proven to be a powerful tentpole for the campaign, reaching millions of individuals globally.

In 2024, we are excited to shine the spotlight on children and young people, reminding them and those around them to access the care that is available and driving demand from the ground up.

We invite you to get involved and help the collective effort to reach one million pledges by 10 October, World Sight Day.

ADD YOUR PLEDGES

Calculate, approximately, how many sight tests or screenings you conduct for under 18's ahead of World Sight Day and pledge that figure.

Consider if you are doing any additional screenings or outreach during October for World Sight Day or consider hosting a specialist screening for young people and factor those numbers into your pledge.

You can pledge your number in two ways;

For pledges over 50,000 please submit your pledges to communications@iapb.org, these will be verified and added to the tracker by an IAPB team member.

For pledges under 50,000 please submit these to the online pledge tracker, which will open in July.

Please contact communications@iapb.org for any queries.



Photo submitted by Arpan Chowdhury to the IAPB World Sight Day Photo Competition

GETTING THE STORY

During the screenings and outreach activities, we encourage you to capture stories from the young people you meet. Hearing stories from the people who have been impacted is incredibly powerful. Share with us stories of impact from patients, parents, caregivers and eye care personnel using the tips below.

TIPS FOR A GREAT IMPACT STORY



Seek the stories of young people who have never had their vision checked before.



Seek the stories of young people who have a condition that can be treated, and how their quality of life or access to education will improve as a result.



Get quotes from a young person and their parent or caregiver you have met about how poor vision has impacted their life.



Get quotes from a young person and their parent or caregiver about how good vision has impacted their life.



Ask details about their schooling or home life and how clear vision will help them.



Capture a photo of your subject, smiling, bright images are usually best.

We are looking for case studies to use in our global media outreach for World Sight Day 2024. Please consider the above when meeting patients under the age of 18 and contact us with any compelling people and stories we may be able to use as part of the wider campaign.

Please get in touch with communications@iapb.org if you have a case study or beneficiary you would like us to spotlight.

World Sight Day is coordinated by IAPB and supported by almost 200 IAPB Member Organisations globally.

Thank you to our Love Your Eyes Global Partners.

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#WorldSightDay #LoveYourEyes

Find all other **World Sight Day toolkits** here

www.iapb.world/world_sight_day



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