# **World Sight Day 2022 - #LoveYourEyes**

## Key Messages

* World Sight Day is Thursday 13 October 2022.
* The theme for this year is #LoveYourEyes.
* Approximately 90% of vision loss is preventable or treatable if identified early.
* Eye tests are the early warning system for vision loss and can save your sight.
* In Australia, almost half a million people are blind or vision impaired.
* Aboriginal and Torres Strait Islander people are three times more likely to be blind or vision impaired than other Australians.
* The majority of vision loss and blindness can be attributed to five main conditions – refractive error, diabetic retinopathy, macular degeneration, cataract and glaucoma.
* By 2050, 1 in 2 people will require eye care services.

## Social Media

* Vision 2020 Australia is encouraging all Australians to “Take the Pledge to Love Your Eyes” and:

1. Have an eye test as soon as you can.
2. Don’t ignore changes in your vision.
3. Maintain your ongoing treatment if you have an existing eye condition.

* We would love it if you were able to get behind this important day by posting your support on social media.
* Images and social media tiles are available to download from [www.vision2020australia.org.au/our-work/worldsightday/](https://www.vision2020australia.org.au/our-work/worldsightday/)

## Hashtag/accounts to tag

#LoveYourEyes

#WorldSightDayAU

facebook.com/Vision2020Au

## Suggested social media messages

* Today is World Sight Day, and I’m taking the pledge to love my eyes. Please join me and pledge to: Have an eye test as soon as you can and not ignore changes in your vision.
* Around 90% of vision loss is preventable or treatable if it’s detected early enough. This #WorldSightDayAU, take the pledge to #LoveYourEyes and get an eye test as soon as you can.
* As a glasses wearer, I know how important is to look after my vision. Today is World Sight Day – and I’m taking the pledge to #LoveYourEyes. Around 90% of eye health issues can be avoided or treated if they’re diagnosed early enough, so make sure you get an eye test as soon as you can.

Links to share

* Vision 2020 Australia - <http://www.vision2020australia.org.au/>
* Factsheets and other resources - <https://www.vision2020australia.org.au/resources/?cat=fact-sheets>
* Details about common eye conditions - <http://www.visioninitiative.org.au/common-eye-conditions/eye-health-in-australia>

## Social media accessibility tips

* Include alt text for all images - especially infographics or GIFs. This functionality is available on [Instagram](https://help.instagram.com/503708446705527), [Twitter](https://help.twitter.com/en/using-twitter/picture-descriptions) and [Facebook](https://www.facebook.com/help/214124458607871).
* Use capital letters to differentiate individual words in hashtags so they are read correctly by screen readers - for example #WorldSightDayAU
* If you are posting a video, make sure the content and message is clear from the audio only - or include audio description.

## About World Sight Day

World Sight Day is an annual day of awareness to focus global attention on blindness and vision impairment and is held on the second Thursday in October each year.

## About Vision 2020 Australia

Vision 2020 Australia is the national peak body for the eye health and vision care sector, representing around 50 member organisations involved in local and global eye health and vision care, health promotion, low vision support, vision rehabilitation, eye research, professional assistance and community support.

For more information visit: [www.vision2020australia.org.au](http://www.vision2020australia.org.au)