



 WORLD  
SIGHT DAY  
2023

**BE PART OF THE  
10 MILLION PLEDGES  
TO LOVE YOUR EYES**

World Sight Day 2023



# HOW YOU CAN GET INVOLVED

## 10 MILLION PLEDGES

When raising awareness around the importance of eye health, showing the scale of not only the problem but the available solution is a valuable campaign asset.

If we show the combined power of the IAPB Membership through proving how many sight tests and screenings can happen over 100 days, we are reminding people to access the care that is available and driving demand from the ground up.

It also helps us highlight the continued, incredible work happening every day across our sector.

Last year we surpassed five million pledges, by almost two million. So, this year, together let's set our sights on 10 million pledges!

## ADD YOUR NUMBERS

Calculate, approximately, how many sight tests or screenings you conduct over the course of 100 days and pledge that figure.

Consider if you are doing any additional screenings or outreach during October for World Sight Day and factor in that figure.

Add your number to the IAPB Pledge Tracker.

Pledges over 50,000 will be verified by an IAPB Team Member and added to the tracker on your behalf.

Social media assets are available to celebrate your pledge and involvement in 10 million pledges!

Please contact Saloni Nagpaul – [snagpaul@iapb.org](mailto:snagpaul@iapb.org) for any queries or support using the pledge tracker.

## GETTING THE STORY

During the screenings and outreach activities we encourage you to capture stories of the patients you meet. We would love to know how your efforts are impacting the people your programmes benefit.

## TIPS FOR A GREAT IMPACT STORY

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

Seek the stories of people who have a condition that can be treated, and their quality-of-life will improve as a result.

Get a quote from a beneficiary you have met about poor vision has impacted their life.

Get a quote from a beneficiary you have met about how good vision has impacted their life.

Ask details about their work and how clear vision will help them perform their duties.

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

Always ask for approval to use their image, quote or name.

Please share your stories and pictures with Saloni Nagpaul at [snagpaul@iapb.org](mailto:snagpaul@iapb.org).

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

Thank you to our World Sight Day Global Partners

 **WORLD SIGHT DAY** 2023

**GLOBAL PARTNERS**

  

 

 

 



#WorldSightDay #LoveYourEyes

Find all other **World Sight Day toolkits** [here](https://iapb.org/WSD2023)  
[iapb.org/WSD2023](https://iapb.org/WSD2023)



Find us on:    

Photo submitted by: Lia Marmelstein to the IAPB World Sight Day Photo Competition