

Member Activation Guide

Today, your child joined classmates in learning about the importance of looking after their eyes as part of the Love Your Eyes Assembly.



What you're activating

The Love Your Eyes Kids pack is a free, ready-to-deploy set of resources that helps children learn to look after their eyes — delivered through one whole-school assembly, classroom follow-up, and a take-home for parents.

- Animated assembly film (Artie-led, ~8 min)
- Talking points + how-to guides for staff
- Classroom activities, posters & teacher resources
- Parent take-home + Family Challenge
- Love Your Eyes School badge & certificate

Free | multilingual (EN/FR/ES/AR/Swahili) | no specialist knowledge

How to position it

When you approach schools, lead with the value to them — not the campaign. Key messages that land:



It's easy:

reach every child in one 15-minute assembly, the highest-impact, lowest-effort moment.



It's zero-cost:

free, ready to run, and needs no specialist knowledge or prep.



It matters:

450 million children need glasses; 1 in 4 has an undetected vision problem. Early action changes school outcomes.



It's recognised:

schools get a Love Your Eyes School badge & certificate to celebrate taking part.

Frame it as helping their pupils thrive, eye health is a learning issue, not just a health one.

Your activation in three

1

Plan & position

- Download the pack and the sample outreach letter from the campaign assets page.
- Pick your Back to School window.
- Decide your target markets and shortlist schools in your network.
- Localise the outreach letter

2

Who to reach out to

Use the editable outreach letter template. Send it to whoever makes the call in your setting:

- School districts / education authorities
- Head teachers & principals
- School nurses & wellbeing leads
- Existing partner schools & networks

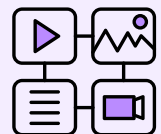
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Where to activate

- School networks & multi-academy trusts
- Community & after-school groups
- Clinics/hospitals with school outreach programmes
- Partner NGOs already working with children

We're here to help

- Partner briefing with key messages, timelines & localised assets
- A named IAPB contact for questions
- Social media suite to promote your activation
- Love Your Eyes School badge to offer schools
- IAPB tracks outreach and follows up with you.



NEXT STEP

Download the pack & outreach letter, then get in touch to tell us which schools you're targeting.

