



 WORLD  
SIGHT DAY



# Every Story Counts

## A Guide





The background image shows three elderly individuals sitting outdoors against a white, textured wall. On the left, a woman wears a red knit hat and a dark vest over a light-colored sweater, smiling. In the center, a man wears a grey knit hat and a teal jacket over a green sweater, also smiling. On the right, a woman wears a brown headscarf, sunglasses, and a dark jacket with floral patterns, looking towards the camera. They are all wearing traditional beaded necklaces. The scene is brightly lit, suggesting a sunny day. Overlaid on the image are numerous semi-transparent circles in various colors including blue, orange, red, purple, and white, of different sizes, scattered across the lower half and right side of the frame.

## Introducing Every Story Counts

Stories, told from a personal perspective, have a heart that can inspire, enlighten and inform. So, at the heart of this year's Love Your Eyes campaign sits Every Story Counts - an opportunity to ensure the person doesn't get lost in the facts. It is our chance to create a complete picture of the value of vision, in all its aspects, that is impossible to ignore.



# WHAT KIND OF STORIES?

We are looking for all kinds of stories.

We know that nearly everyone will experience a vision issue at some point in their life – and if not, they will likely know someone who has. Which means we all have a story to tell.

Whether a person is living with a vision condition, a caregiver, an advocate, a parent, an eye health practitioner, or a professional who have dedicated their career to ending avoidable sight loss or anyone in between. They all have something special; a unique and powerful insight.

We encourage you to share stories that:

## **Evoke emotion.**

The most memorable stories make people feel something – hope, joy, pride.

## **Relatable and honest.**

Authentic, human stories that include challenges and vulnerability.

## **Diverse perspectives.**

Stories from all regions, demographics and any reason to love your eyes.

## **Positive.**

This is a celebration. Stories should ultimately highlight why eye care is worth protecting and prioritising.

# TELL US YOUR STORY.

Believe it or not, you have a story. Whether it is a quiet moment that changed your perspective or a 'light bulb' moment that changed your life – we want to hear about it.

Every Story Counts also shows the why behind what we do. Your perspective brings depth, experience, and insight into a global movement that often leaves a professional perspective out of the picture.

Submit your story via the campaign [website](#).





# SHARE SOMEONE'S STORY.

Do you know of someone with a great story or experience that demonstrates why vision matters? Encourage them to share their story with you.

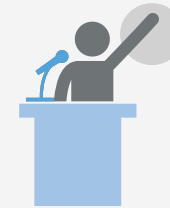
## Here are some sample questions to help prompt a person's story:



What has your experience of avoidable sight loss impacted your life? If your vision has been corrected, how has that improved your life? What do you wish more people understood about vision loss.



As a caregiver, what can you tell me about your experience caring for someone with sight loss? What have you learned?



You are passionate about eye care for all, as an advocate for universal eye health tell me where your passion comes from. What inspires you to keep pushing for change?



As an eye care professional, if you could tell me one thing about why you love your eyes, what would it be?



What drew you to work in eye health? Was it a personal connection, a defining moment, or a cause that sparked your interest?



If you have one message to share with the world about why eye care matters, what would it be and why?

Alternatively, you can direct your networks to submit their own story [here](#).

*\*Always ensure you have the appropriate permissions in place.*

### 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 how their quality of life or access to education will improve as a result.



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

We are looking for case studies to use in our global media outreach for World Sight Day.

Please get in touch with us at [communications@iapb.org](mailto:communications@iapb.org) if you would like further help developing a case study for World Sight Day.



# TIPS ON SUBMITTING STORIES.

We want to make sure stories submitted are representative of the subject, truthful and shown in the best possible way.

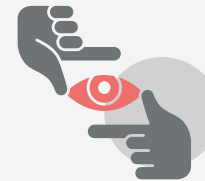
**Therefore, we ask that you;**



Complete all of the fields on the [online submission form](#).



Always include a high-resolution image, video or piece of artwork.



Ensure the story is from a personal perspective. We are not looking for a corporate history, or a press release.



You have been granted permission to share the story. If you need a sample permission release form, you can download a version [here](#). Please note that **IAPB will not be able to use unauthorized stories in our communications**. See the below FAQs for more information on obtaining permission(s).



Ask for advice. If you are unsure of a story submission. Please reach out and we can offer some guidance.

## FOR WORLD SIGHT DAY.

Our goal is to showcase a suite of stories submitted by our Global Partners and members that we can celebrate across our channels on World Sight Day.

The IAPB Communications Team invites you to work alongside us to identify and produce stories that celebrate why every story counts.

We encourage you to start this process as soon as possible. Please get in touch at your earliest convenience.



# FAQs.

## ● What happens once I've submitted a story?

Once you've submitted a story, it will be reviewed by our team. In the short term, stories will then be posted on our digital story wall for audiences to enjoy. On World Sight Day your story may be selected to be featured across IAPB channels. In the long term, your story may be featured at the Global Summit for Eye Health, used to promote the value of vision, and/or included in an exhibition.

## ● Will other parties have access to the stories I share?

No. Third parties are **not permitted to use, reproduce, or share submitted stories** without prior written consent from both the original storyteller (or their legal guardian) and the submitting organisation.

All stories submitted to IAPB remain the intellectual property of the original storyteller, and usage is governed by our **Terms of Use**, which state:

*"Stories remain the property of the original storyteller and may not be used, reproduced, distributed, or adapted by any third party without prior written permission. Any third-party requests for access must be directed to IAPB, who will liaise with the submitting organisation and/or storyteller to determine next steps."*

If IAPB receives an external inquiry regarding your submitted story — whether from media, partners, or collaborators — we will **immediately refer that request back to you**. We will not grant access, license, or forward materials without your knowledge and approval.

This ensures that you retain full control over how your stories are shared beyond the original campaign purpose.





## ● What about permissions?

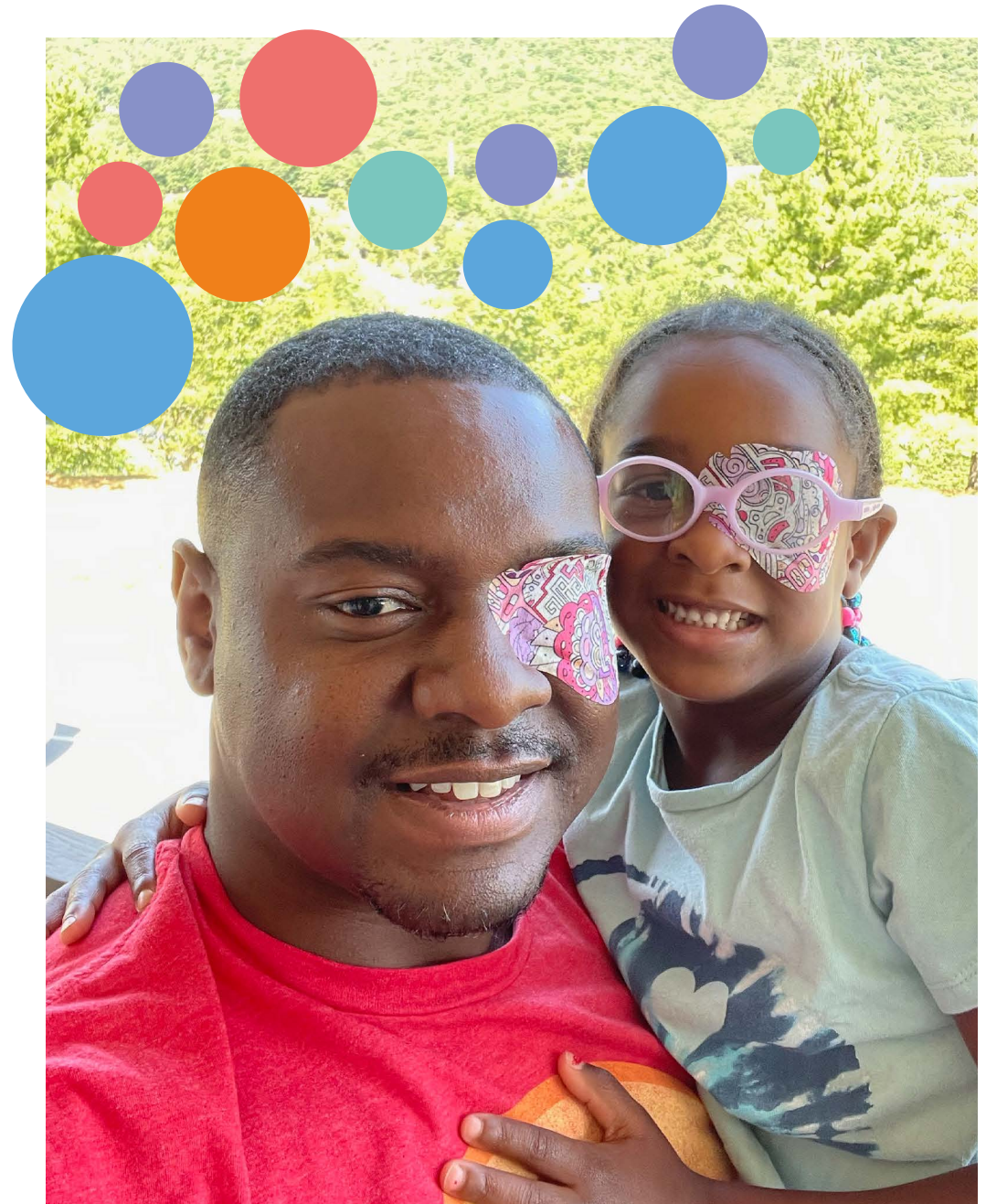
It depends on the language of your organisation's approval policy and consent process. However, when an individual or parent/guardian provides written permission for their story, image, or case study to be used, this generally includes consent for reasonable use across relevant campaign materials.

IAPB will always credit your organisation when publishing or promoting shared stories. For example: *"Story submitted by Jane Doe Industries for Every Story Counts."*

By submitting a story, you are granting IAPB permission to use the content specifically in connection with our major public-facing campaigns, including **Every Story Counts, The Value of Vision, and Love Your Eyes** (including **World Sight Day**). These campaigns may include use across social media, reports, presentations, website content, and digital or physical campaign materials.

IAPB will **not use any submitted stories outside of these named campaigns without your express permission**. If your submission is selected for special features — such as inclusion in a photo exhibition, donor report, or major media opportunity — we will notify you in advance and seek any additional approvals required by your internal policies.

This ensures you retain oversight of how your content is used, while supporting impactful storytelling across the eye health sector.



- **I do not have a release form to request permission to use case studies/stories.**

No problem. We have a sample release form you can use as a template when requesting consent to share a person's story, image, or case details. This form is designed to support ethical storytelling and help ensure you have appropriate permission to use stories across media and campaign materials.

👉 You can **download the sample release form [here](#)**.

There are two versions available — one for **adults** and one for **parents/guardians of children under 18**.

If you need help tailoring the form to your organisation's policies or local legal requirements, please don't hesitate to do so.

- **Is there a limit to how many stories I can submit?**

No. Please submit as many stories as you'd like.

- **Do the stories need to be accompanied by an image or piece of artwork?**

Yes. Pictures help tell the story. Please be sure to submit a high-resolution image with your story.

- **Can I submit a video?**

Yes. Our submission form is designed to accept video files.

- **What are the benefits of submitting a story?**

Submitting a story will help raise the profile of your organisation. It will provide another opportunity for your brand to be promoted on IAPB channels and IAPB products. Your story will be part of the global narrative and inspire others to love their eyes. Your story will also support advocacy efforts at the highest levels.

- **What role does Every Story Counts play in the Love Your Eyes campaign?**

Every Story Counts is an important part of the Love Your Eyes campaign. In past years, we have asked audiences to pledge to #LoveYourEyes. Every Story Counts is a natural progression from a pledge to asking why you #LoveYourEyes.







Find us on:     

[www.iapb.org](http://www.iapb.org) | [iapb.world/love-your-eyes](http://iapb.world/love-your-eyes)

### Photo Credits

Page 1 – All images provided by IAPB Members, individuals and participants of the IAPB World Sight Day Photo competition.

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