



Every Story Counts A Guide





Introducing Every Story Counts

Every Story Counts gives people a platform to share, in their own words, why eye health matters.

By capturing stories from glasses wearers, patients, caregivers, parents, children and eye health professionals, it turns individual experiences into a powerful collective voice — one that makes the value of vision impossible to ignore.

This year, we're building the world's largest collection of eye health stories. A new submission platform makes sharing easier, and a Story Map in the Vision Atlas will place each story on the map. Every story feeds the global movement in the lead-up to World Sight Day and the Global Summit for Eye Health.

THE THREAD THROUGH LOVE YOUR EYES

From 2026–2027, we're building the world's largest collection of eye health stories.

Every Story Counts captures the personal experiences behind the Love Your Eyes campaign—showing why eye health matters to everyone, everywhere. Rather than a single campaign activation, it is a continuous storytelling movement that grows.



GOAL

**3,000 stories by
World Sight Day 2027**

A CAMPAIGN THAT BUILDS OVER TIME



- **World Sight Day 2026** accelerates story collection worldwide.
- **The Global Summit** showcases powerful stories to world leaders and decision-makers.
- **2030 IN SIGHT LIVE** drives collection and showcases stories
- Story collection continues throughout 2027, culminating on **World Sight Day 2027**.

WHAT'S NEW FOR 2026?

Built into campaign actions

Every Story Counts is now integrated into both the World Sight Day Photo Competition and Love Your Eyes pledge forms, ensuring every photo and pledge includes the story behind it.

A challenge for partners

IAPB Members and Bloomberg Philanthropies Vision Initiative partners are encouraged to collect 10 or more stories between 1 July and World Sight Day (8 October 2026), mobilising staff, volunteers and communities.

Designed for easy storytelling

A simplified submission platform, improved guidance, and new Every Story Counts guide help partners capture stories at conferences, screenings, school and work place programmes and community events.

Story Map in the Vision Atlas making it easier to share and showcase stories from around the world.

KEY MESSAGE

Love Your Eyes inspires action. Every Story Counts captures the human impact behind that action. Together, they create the evidence, emotion and advocacy needed to drive change for eye health worldwide.



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.

THE CHALLENGE

CAN YOUR TEAM COLLECT 10 STORIES?

We're asking every IAPB member and partner to submit or collect a minimum of 10 stories between 1 July and 8 October 2026.

Rally your staff, volunteers and communities. Ten stories each, from partners around the world, helping us build the largest collection of eye health stories ever gathered, and gives the movement its most human evidence yet

3,000

first-person stories
collected worldwide

10+

per member
& partner

1 Jul-8 Oct

the collection window

THREE WAYS TO COLLECT STORIES

Every touchpoint is a story waiting to be captured, you don't need to run an event to take part. Here are three ways you can collect stories:

1 TELL YOUR OWN STORY

Believe it or not, you have one, a quiet moment that shifted your perspective, or a lightbulb moment that changed your life. Your view brings depth to a movement that too often leaves the personal out of the picture.

2 SHARE SOMEONE ELSE'S STORY

Know a patient, colleague or community member with a story that shows why vision matters? Help them share their story using the prompts on the next page. Or point them to the submission form to share it themselves.

3 COLLECT STORIES AT YOUR EVENTS & SCREENINGS

Every screening, conference, school visit or workplace activation is a story waiting to be captured. Turn the moments you already run into collection points, often the fastest route to ten and beyond.



PROMPTS TO UNLOCK A STORY

Not sure where to start a conversation? Do you know someone with a powerful story that shows 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.



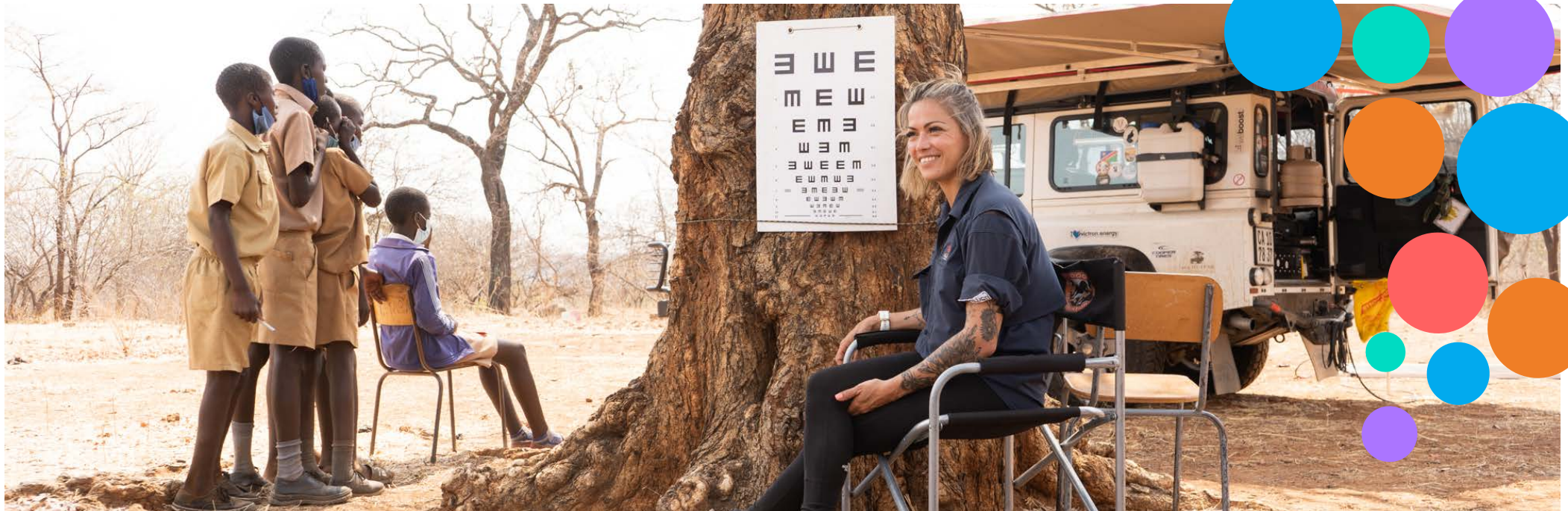
Seek the stories of people who have a condition that can be treated, and how their quality of life or access to education will improve as a result.



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 if you would like further help developing a case study for World Sight Day.

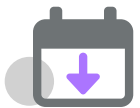


WHAT MAKES A STRONG SUBMISSION

A great story doesn't need to be long or polished. It needs to **be real, specific and human**. These principles help every submission land.



Lead with the person, not the programme. Start with who they are and what changed for them.



Focus on one moment. A single turning point, the day the blackboard came into focus, the first pair of glasses, the diagnosis.



Less “why”, more “what happened”. Concrete detail carries the meaning on its own.



Keep it short. Aim for 150–400 words, long enough to move someone, short enough to share.



Include a quote in the storyteller's own words. It becomes the pull-quote on social and the story wall.

EVERY SUBMISSION CHECKLIST

Storyteller details: Name and a signed consent form

Location: Country / community

Story Text: 150–400 words

One pull-quote: One short quote in their own words

Media: A high-resolution image or video

Photo caption: Up to 200 characters + credit

Submitting organisation: For attribution and credit

IMAGE & VIDEO SPECS

Images: Upload the highest-quality JPEG or PNG available. Original files are strongly preferred; avoid screenshots or heavily compressed images. Ideally, images should be at least 3,000 pixels on the longest edge.

Video: Submit the highest-quality video file (MP4 format) available directly through the submission form.

PERMISSIONS & CREDITS

Please ensure all media includes a descriptive caption and a proper credit line. You must verify that you have permission to use the submitted media and that the storyteller's consent covers publication across both digital and print materials.

TIPS ON SUBMITTING STORIES

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

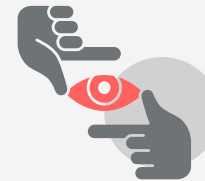
Therefore, we ask that you;



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

We use these stories year-round across our channels to highlight the human impact of eye health. They will also play a key role in our World Sight Day campaign and in the lead-up to the Global Summit for Eye Health.

Our goal is to showcase stories from our Global Partners and members, celebrating them across our channels in the lead-up to, and on, World Sight Day.

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

THE SELF PORTRAIT PROJECT

A simple, engaging and highly scalable activity inviting members, partners, schools, teachers, and parents and children to celebrate child eye health, through children's own portraits and their appreciation of their eyes.

Children of any age draw a self-portrait and complete two sentences, connecting the value of vision to a brighter, more possible future.

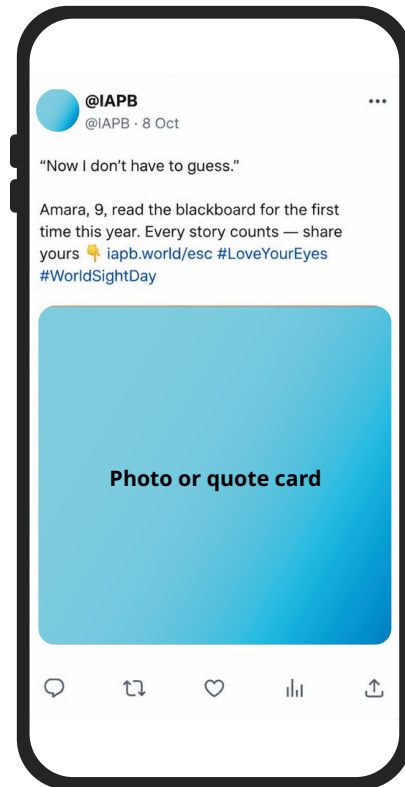
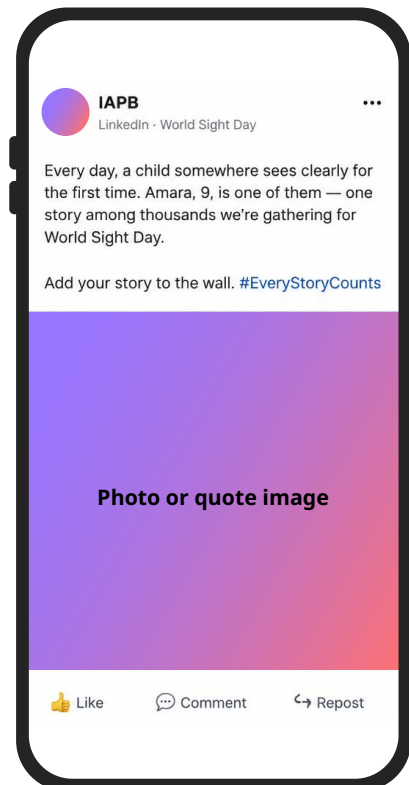
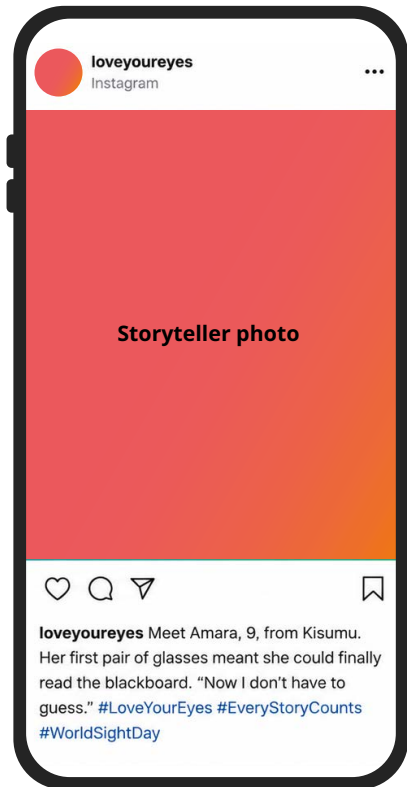
HOW IT FEEDS EVERY STORY COUNTS

Child draws their portrait and completes the sentences. Parents upload the activity sheet to the Every Story Counts submission form, the IAPB team, will log and add it to the Story Wall (first name, age, country and their sentence). Artwork may also feature on social media, in exhibitions, advocacy materials, partner communications, and future campaign assets and animations.



SHARE IT ON SOCIAL

Once a story is submitted and live on the story wall, amplify it. Here's how the same story travels across channels.
(Example content, swap in your own storyteller and image.)



CAPTION TEMPLATE

Meet [Name] from [Place]

[One line of story + their quote]

Every story counts - share yours [link]

ALWAYS INCLUDE

Hashtags:

#LoveYourEyes, #EveryStoryCounts, #WorldSightDay

Tag:

@IAPB

tag the storyteller only with permission
credit the photographer

SIZING

Square: 1080 × 1080 px
for social media feeds

Portrait: 1080 × 1920 px
for Stories and Reels

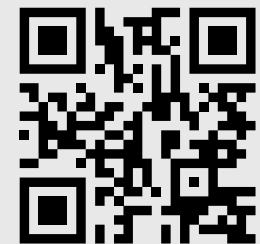
Landscape: 1200 × 675 px
for LinkedIn and X

DISCOVER STORIES

Caregivers and clinicians, patients and advocates - voices from across the global eye health community are already adding their stories to the wall.



Explore what's
been shared so far.



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?

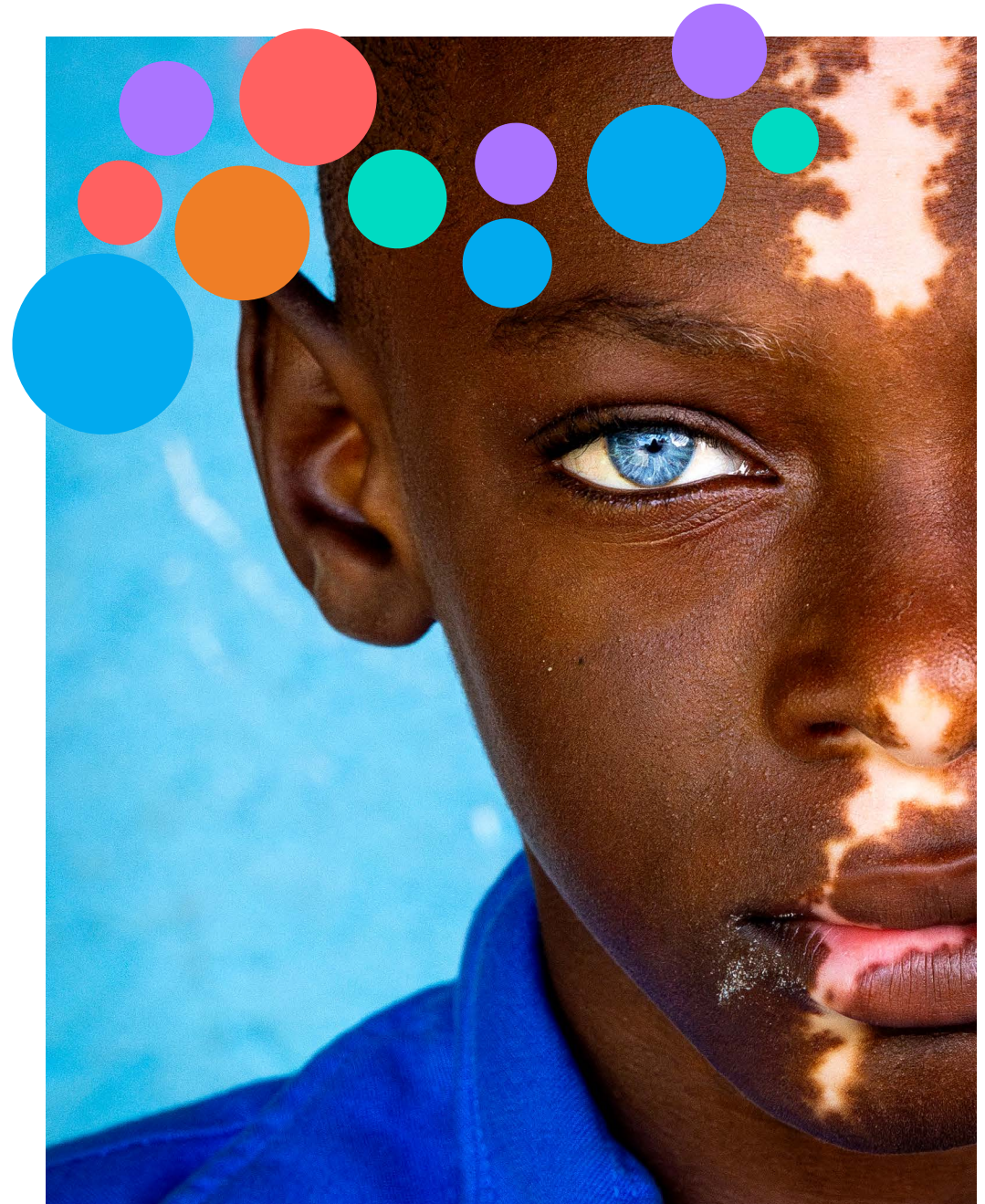
It depends on the language of your organisation's approval policy and consent process. However, when an individual or parent/guardian provides written permission for their story, image, or case study to be used, this generally includes consent for reasonable use across relevant campaign materials.

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.

● **Where can I access the stories that have already been submitted?**

Visit our Story Wall at iapb.world/every_story_counts_wall to browse published stories from the global eye health community.





by



Find us on:     

www.iapb.org | 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

Page 2 – Makalika and her son after surgery; by Darren James for The Fred Hollows Foundation NZ

Page 4 – Kids Are Spectacular; by Torian Wilson for AB Vision Eyecare

Page 5 - Cultivating Hope; by Shrikant Ayyangar for Mission for Vision

Page 7 - Vision of Empowerment; by Joy Saha

Page 9 - Photo by Lupote Ndangababi

Page 12 - Self-Portrait Project form and example; by IAPB

Page 13 - Social media example posts; by IAPB

Page 14 - All images provided by IAPB Members and individuals for Every Story Counts

Page 15 - A vendor at Bangkok's floating market; by Agustina Pages

Page 16 - Shakul's Eyes; by Marijn Fidler

Page 17 - Leadership and Vision; by Gregório Ramon for Juntos pela Visão