



PLEDGE YOUR SUPPORT

TOOLKIT

ACT NOW ON EYE HEALTH PLEDGE

#LoveYourEyes is about valuing your vision, taking the steps necessary to protect it and encouraging others to do the same. Over the past four years, more than 25 million people around the world have pledged to prioritise their eye health by getting their vision tested. That action remains at the heart of the campaign – encouraging everyone to get a sight test and #LoveYourEyes.

This World Sight Day, we are going a step further. While millions have loved their eyes along with the campaign, too many still live without access to even the most basic services. That's why we are turning personal pledges to #LoveYourEyes into collective action. Together, we will put one million pledges of support to global leaders to **act now on eye health**, to keep their promises and to invest in the systems and services so everyone can #LoveYourEyes.



Photo submitted by Atif Khan to the IAPB World Sight Day Photo Competition

ONE MILLION PLEDGES OF SUPPORT

From 9 October 2025 to 11 October 2026 (World Sight Day), we are collecting one million pledges, because when you #LoveYourEyes and pledge your support, you're standing up for everyone's right to see clearly.

One million ACT NOW ON EYE HEALTH pledges + #LoveYourEyes & World Sight Day campaigning + Research = World leaders taking action

Ahead of a World Sight Day 2025 launch, we invite you to consider how you can collect pledges, promote pledges and capture the visual story of support.

Here are some ideas:

- Use the ACT NOW ON EYE HEALTH materials and capture high-resolution imagery of groups of people 'signing' their support for global action on eye health.
- During a school screening use the ACT NOW ON EYE HEALTH materials and have the children sign their names. Capture high resolution images to share.
- Use the LOVE YOUR EYES GLASSES at events and have the audience shout to camera "ACT NOW ON EYE HEALTH."
- At a workplace screening use the ACT NOW ON EYE HEALTH materials and ask staff to sign their support, while capturing footage and images.



Photo submitted by Jheny Valdez to the IAPB World Sight Day Photo Competition

- Ask a person to hold the ACT NOW ON EYE HEALTH cards at sight screening or corporate event.
- Organise for your CEO and colleagues to sign the ACT NOW ON EYE HEALTH materials, at the office.
- A celebrity or influencer affiliated with your organisation speaking to camera, asking to “ACT NOW ON EYE HEALTH.”
- Use the ACT NOW ON EYE HEALTH materials across your social media channels to call for pledges of support.
- At your next staff meeting encourage everyone to make a pledge of support.

We kindly ask that you send us your pledge images and footage by 24 September 2025. This will ensure we can include your contributions on World Sight Day.

We will continue to maintain momentum for pledges through to World Sight Day 2026 and ask that you keep them in mind when planning your activities. We are always on hand to lend support and ideas. If you have any questions or require support, contact us at communications@iapb.org.



Photo submitted by Jesselle Pulvera to the IAPB World Sight Day Photo Competition

ADD YOUR PLEDGES TO THE GLOBAL TALLY

Track the number of people who sign your boards, give verbal pledges, or otherwise show their support, and calculate the total number your organisation has engaged. Then, submit your pledge count to IAPB and be part of the global movement to ensure **eye care for all by 2030**.

You can share you pledge numbers in two ways:

For pledges
under 1,000

Please submit these to the online pledge tracker, which will open on 9 October 2025 and close on 11 October 2026.

For pledges
over 1,000

Please submit your pledges to communications@iapb.org, these will be added to the tracker by an IAPB team member.



Photo submitted by Lupote Ndangababi to the IAPB World Sight Day Photo Competition

World Sight Day is coordinated by IAPB
and supported by over 250 member
organisations globally.

**Thank you to our Love Your Eyes
Global Partners.**



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WORLD
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#WorldSightDay #LoveYourEyes

Find all other **World Sight Day** toolkits [here](http://www.iapb.world/world_sight_day)
www.iapb.world/world_sight_day

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