



# GLOBAL CHALLENGE 2025

## TOOLKIT

# THE GLOBAL CHALLENGE 2025

The Global Challenge is a core feature of the World Sight Day campaign — an opportunity for IAPB members to turn advocacy into action.



Over the years, these challenges have brought sight screenings to iconic landmarks, workplaces, schools, and public spaces around the world. This year, we're returning to one of our most powerful and symbolic acts by challenging members to host **vision screenings in parliamentary buildings, government ministries, presidential palaces and other corridors of power.**

This Global Challenge is about more than offering eye tests. It's about placing eye health at the centre of political attention — reaching legislators, advisors, and civil servants with a message that's hard to ignore that everyone deserves access to quality eye care.

Whether you're working with local, regional, or national decision makers, this toolkit outlines how to plan and deliver an impactful screening event — from logistics to messaging.



Photo by IAPB

# PLANNING YOUR GLOBAL CHALLENGE

Thank you for taking part in the Global Challenge — your involvement helps ensure that eye health is seen and heard in the spaces where it matters most.

To support you, we've outlined things to consider helping you plan an impactful screening event and ensure it features in IAPB's World Sight Day campaign communications.

## **CHOOSE YOUR DATE**

We ask that your event(s) take place between 1 July and 1 October 2025.

This is so you have time to plan and execute an excellent event as well as provide photos and videos from your event so we can help promote your efforts on World Sight Day.

## **CHOOSE A STRATEGIC VENUE**

The Global Challenge is about bringing eye health inside the corridors of power.

Consider screening locations such as:

- National or regional parliaments or assemblies.
- Government departments or ministries.
- Intergovernmental organisations.
- Offices of influential decision-makers (e.g. MPs, Congress Members or Royalty).

Screenings of this nature can be impactful when they take place in areas of high traffic in the building. By hosting screenings in the lobby or canteen, everyone will have the opportunity to have their vision checked.

Aim to include staffers, advisors, and decision-makers.

## **AMPLIFY YOUR MESSAGE**

World Sight Day materials are available to help you create impact – including:

- Customizable posters
- Social media tiles
- Love Your Eyes Glasses
- T-shirt designs
- And more...

These tools are designed to help draw attention, start meaningful conversations about the need for accessible, available and affordable eye care for all.

You can access a full suite of campaign materials [here](#).



## CAPTURE THE MOMENT(S)

To help amplify your event and create amazing content to celebrate your screening event, have a photographer and/or videographer on site to ensure important moments are captured.

When screening larger groups of people, we can often be surprised by the stories that we hear. Consider how you can capture these experiences.

For example, people who have never had their sight tested or someone with a condition that might have otherwise gone untreated? What does intervention mean to them?

### REMINDER

It is always important to make the best possible effort to obtain consent for images and stories. Our sample consent release form is attached [here](#).



## CALL FOR ACTION ON EYE HEALTH

When planning your event, consider the people you can speak to about the issue, and how they can help make a difference in their local area or region, becoming a champion for eye health for all.

The IAPB team is on hand to help support conversations you may have in and around the event that might help influence support.



Photo by IAPB



### CONSIDER

If you find a great story. Consider sharing it at Every Story Counts. An opportunity to build a global collection of impact stories that shout about the value of vision.



# SHOWCASING YOUR SCREENING – SOCIAL MEDIA & LOCAL PRESS

On World Sight Day, we want to flood social media and press with stories from around the world.

Holding back any content you may have from screenings to post them on World Sight Day and embargoing any press releases until 9 October 2025 will help ensure we are collectively making as much impact as possible.

Making use of the Love Your Eyes glasses at your event will also help for an impactful cover image. You can download them [here](#).

## ENGAGING KEY STAKEHOLDERS

Leverage the momentum of **World Sight Day** to engage high-level stakeholders as spokespeople and amplify your impact.

Use the campaign as a compelling reason for decision-makers, ambassadors, and influential partners to get behind the **global movement for eye health**.





## TIPS

- **Use World Sight Day as your hook:** Explain how their involvement helps highlight the importance of accessible eye care and positions them as part of a global effort to make eye health a priority.
- **Invite them to attend your screening:** High-profile guests (e.g. ministers, MPs, ambassadors, celebrities, or respected health leaders) help draw attention to your event and elevate its visibility.
- **Encourage them to share the story:** Ask stakeholders to post about the event and share photos or messages of support across their channels on World Sight Day (9 October 2025) to amplify your message.
- **Provide ready-made content:** Equip them with quotes, hashtags (#LoveYourEyes), and campaign messages to make it easy to show support.

The more visible your event is in the corridors of power, the louder our collective call becomes.



# GLOBAL CHALLENGE CHECKLIST

## CHECKLIST:

- ☐ Inform IAPB if you are planning a screening this year.
- ☐ Choose a date.
- ☐ Book a strategic venue.
- ☐ Produce banner stands, t-shirts, stickers and other event collateral.
- ☐ Produce boards for people to hold in photos.
- ☐ Print heart glasses for photo opportunities.
- ☐ Print consent forms for those in attendance to complete.
- ☐ Engage a photographer to capture the event.
- ☐ Engage a videographer to produce content from the event.
- ☐ Engage with those you are screening to find the best stories.
- ☐ Send all content and stories to IAPB ahead of World Sight Day – by 1 October 2025 or earlier.
- ☐ Share compelling stories on Every Story Counts.

To explore and download the resources listed below visit our campaign materials library [here](#).



Photo by IAPB

# MEDIA TIPS

Getting media onside is an important part of building awareness and making World Sight Day a success. We have put together a list of our favourite tips.

## 1. What is the story you are trying to tell?

- In this case, your story is an eye health screening for children at, for example, a school. We have drafted a sample press release to help get you started.

## 2. Who is your spokesperson?

- Have an internal spokesperson. Suggested internal spokesperson for a vision screening event could be, Head of Communications/Campaigns.
- Ensure your spokesperson is available for additional comment if requested.
- Make sure you have their contact details so you can source additional comments if they are requested outside office hours.

## 3. Who is the media in your area that you can contact and what is the best way to reach them?

- If your organisation has a Communications Team or Media Officer, contact them first. Let them know what you want to do, and they should be able to support your efforts.
  - If not and you're unsure, who to contact here are some good places to start:
    - Start with Google. Googling media outlets and publications is a great way to find contacts for journalists. Ask for the name and email of the person your press release should be sent to and remember to give your contact details.

- Call your local paper and ask for the news desk.
- Call your local radio station (outside of broadcast times) and ask for the forward planning desk. Ask for the name and email of the person your press release should be sent to and remember to give your contact details.

- Find out what their lead time is. Do they need to press release a week out or the day before? Be sure to not target media too early or too late – timing can be everything. For example, monthly magazines often have a three-month lead time.
- Make sure you follow up every press release sent with an email or a telephone call. Let journalists know that interviews, photographs or site visits are available.
- Invite journalists and photographers to attend your programmes or World Sight Day activities.
- At World Sight Day events, make sure you make the World Sight Day logo or the #LoveYourEyes icon visible in photographs, whenever possible.
  - [World Sight Day logo](#)
  - [Love Your Eyes logo](#)

## 4. Include event images with the press release.

- A story is great but when accompanied by an image, they are fantastic! Make sure you have a good quality, high resolution image to send with your media release.



# RELEASE FORM – ADULT (18+)

IAPB (International Agency for the Prevention of Blindness) requests your permission to use your story, including quotations, photos, videos, and eye-health information, in any and all media platforms to support our advocacy, campaigning, and awareness efforts. IAPB will make every reasonable effort to protect your identity by avoiding the use of full names, specific locations, or detailed health histories in published materials.

## SECTION A - SUBJECT INFORMATION

Subjects Name:

Date of Birth:

Address:

Email / Phone Number:

## SECTION B - RELEASE CONTENT

- I confirm that I am 18+ and the sole owner of the rights to this content.
- I grant IAPB and its agents the perpetual, worldwide right to use, edit, reproduce, distribute, and display my story, image, and voice in all media formats, for any purpose.
- I understand I will not receive payment or royalties.
- I waive any right to inspect or approve finished works using my content.
- I release IAPB from liability regarding defamation, privacy, or other claims arising from permitted uses.
- I can revoke this consent in writing; IAPB will stop future dissemination but may continue to use already-released materials.

## SECTION C - SINGATURE

Subjects Signature:

Print Name:

Date:

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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#WorldSightDay #LoveYourEyes

Find all other **World Sight Day** toolkits [here](#)

[www.iapb.world/world\\_sight\\_day](http://www.iapb.world/world_sight_day)



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