YOUR EYES by IAPB

WORLD SIGHT DAY

CAMPAIGN WRAP REPORT – 2025

FOREWORD

Love your eyes. What began as a simple call to action in 2021 has become one of the most powerful movements for eye health. A campaign that has united a sector, reached millions, and inspired communities to prioritize their eye health and the eye health of those around them.

From workplaces and classrooms to parliaments and city streets, the message has been clear: eye health matters. Together, we have built a movement that has not only changed how people think about vision but also made it impossible for decision-makers to ignore. Each campaign activation, and each conversation has been part of a collective effort and a step towards something bigger.

In 2025, that collective effort has taken on even greater importance. As we head towards the Global Summit for Eye Health in 2026, the five years of campaigning has helped lay the foundation for this pivotal moment. The Summit will bring together governments, industry leaders, and advocates to turn our shared vision into action. It is our opportunity to secure eye health as a cornerstone of global development, education, health and equality.

The Love Your Eyes campaign has never been about a single day or year, it has always been about building momentum for change. And now, standing on the threshold of the Global Summit, I can say with absolute conviction: our moment is here. We have shown what's possible when passion meets purpose, when collaboration meets courage.

To every partner, member, and supporter who has believed in this mission from the beginning, we thank you. Together, we will make eye health impossible to ignore.

Caroline Casey
IAPB President

FIVE YEARS OF LOVE YOUR EYES

Over five years, Love Your Eyes has grown from a spark into a global force.
Our shared efforts make eye health impossible to ignore.

25,371,388

Pledges to ♡ YOUR EYES

1,013,511,226
Social media Impressions

$223,500,000
US Advertising Value

1,172,920,030
Media Impressions

1,054,948
Website Visitors

48,735
Articles Published

122,238
Resource Downloads

2025 IN NUMBERS

In 2025, the Love Your Eyes campaign achieved incredible reach and engagement.

224,388
website visitors

42,396 campaign resource downloads
(a 5% increase from 2024)

World Sight Day was covered in
15.5k
articles worldwide
(a 417% increase from 2024)

Media coverage reached over
2.5 million
readers

$125 million
Advertising Value Equivalent
(172% increase from 2024)

158 million
social media impressions

#WorldSightDay & **#LoveYourEyes**
used in **millions** of social media posts globally

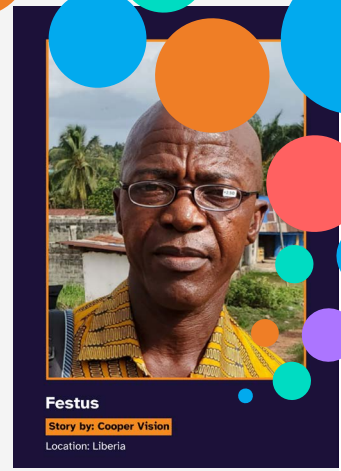
EVERY STORY COUNTS

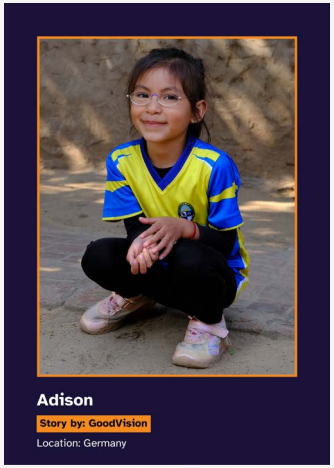
We wanted to put people at the heart of this year's campaign, remembering that behind every data point is a person with an eye health story. From a teacher wearing glasses, who can see her students' faces, a CEO inspired to prioritize workers' eye health, a caregiver searching for a solution and everyone in between, every story counts.

We were driven by the fact that stories are powerful and can inspire, enlighten, and inform. When stories are shared with others, we all benefit from an invaluable, unique perspective.

Utilising social media, these stories reached millions, reminding everyone that eye health is not an abstract issue, but one that touches every life and livelihood. By amplifying human experiences, Every Story Counts helped the campaign deepen understanding and amplified the global call to love your eyes.

IAPB members from around the world shared their personal stories, stories from their staff and beneficiaries to truly capture the diverse perspectives that form one collective voice that is impossible to ignore.





Over 120 stories shared

Scan to view the story wall

THE VALUE OF VISION – THE CASE FOR INVESTING IN EYE HEALTH

As part of World Sight Day, new research released by IAPB, in collaboration with Seva Foundation and the Fred Hollows Foundation, firmly placed eye health as a socio-economic issue that can reap enormous economic benefits for governments who invest in an prioritize eye health interventions.

Global figures, released at the United Nations General Assembly in New York at a UN Friends of Vision event, show that delivering six priority eye health areas will see a $28 return for every $1 invested. Putting eye health, alongside nutrition, as one of the most powerful and cost-effective opportunities to boost global development.

To further impress the significance of the findings, on World Sight Day, additional data was released that explored the case for investment in 111 low- and middle-income countries, demonstrating how eye health investment strengthens national economies and communities.

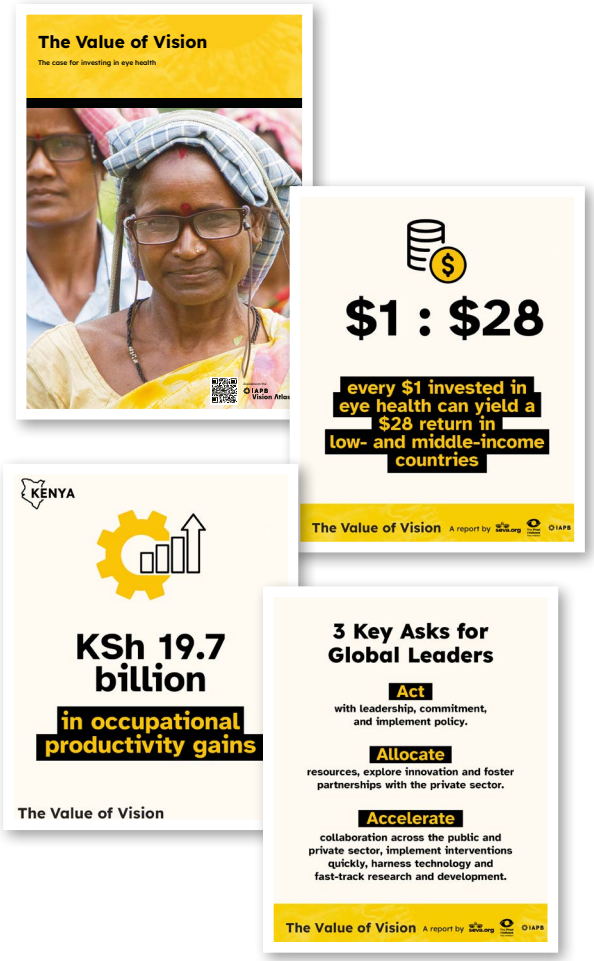
Over 400 report downloads
Over a two-week period between launching the report and World Sight Day.

Covered in 182 media articles globally

Over 69.5 million media impressions

2.5 million social media impressions

800 Vision Atlas visitors
Over a two-week period between launching the report and World Sight Day.



> Unlike some difficult and complex policy issues, eye health already has solutions that are affordable and implementable. What is needed now is action to get these solutions to the people who need them."

Gaston Brown,
Prime Minister of Antigua and Barbuda

Scan to download the report

Scan to watch the launch of the report

Scan to watch the Value of Vision

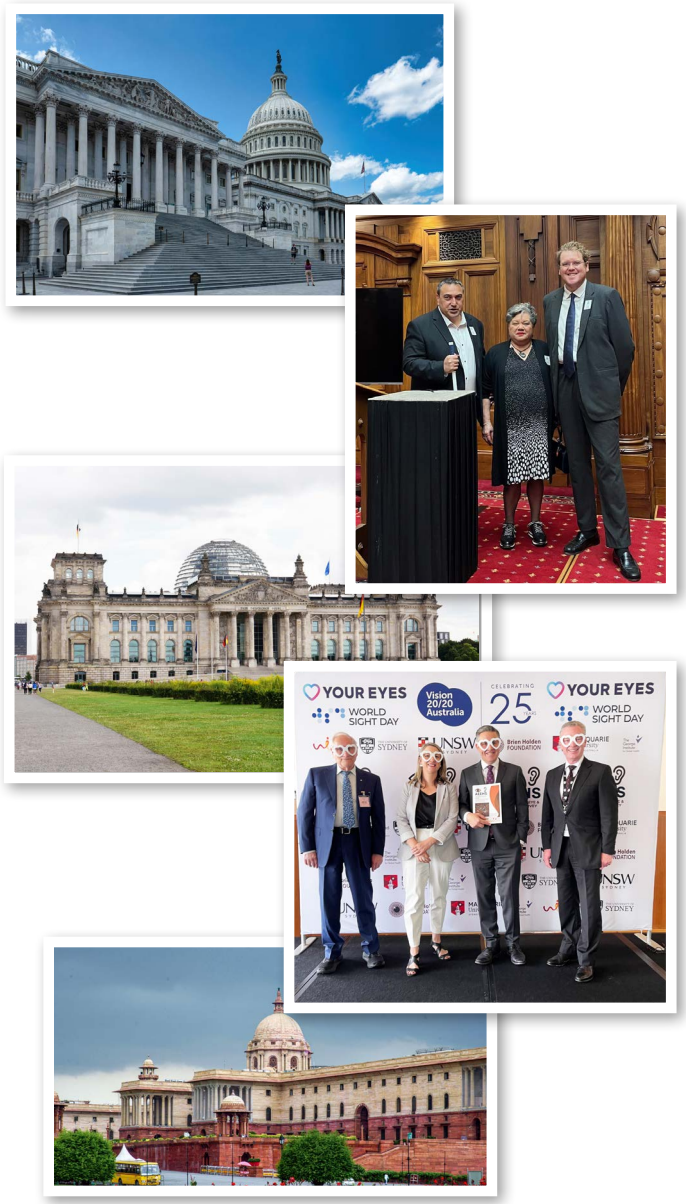
AWARENESS TO INFLUENCE

The past five years have shaped the Love Your Eyes campaign from a public awareness platform into a global advocacy moment. A campaign that can speak directly to those shaping policy, funding, and development priorities.

In 2025, the campaign momentum was used to ensure eye health was seen not as a standalone issue, but as essential to achieving health, education, economic, and equality targets.

As we look toward the Global Summit for Eye Health in 2026, our focus has been to put eye care in front of decision-makers at every level and make investing in eye health interventions an irrefutable, just, and politically compelling choice that strengthens families, communities, economies, and societies.

Around the world, from New Zealand to Nepal, IAPB members and partners hosted events for governments, health ministries, and more to push national progress, and call for investment in eye care. This coordinated global effort has strengthened political will and built a unified message ahead of next year's Summit.



"I join you in calling for bold, sustained investment in national eye health systems and encourage us to match the worlds to research with our commitment to resources. As we move forward with this mission, let us do so with political will and purpose that every citizen deserves the right to see the world clearly."

Terrance Drew,
Prime Minister,
Saint Kitts & Nevis

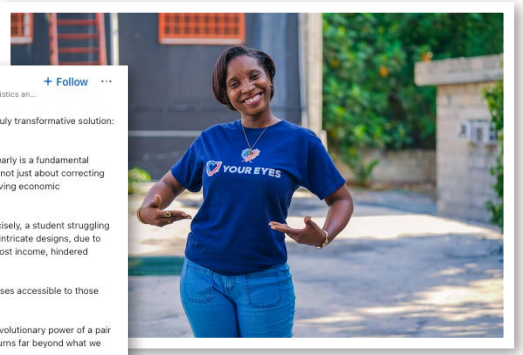
"Excellencies, we meet not only as advocates but as stewards and with that role comes a responsibility. A responsibility to place eye health firmly within global development and to ensure that no one is left behind for lack of the most basic right, the right to sight...we must keep eye health high on political agendas."

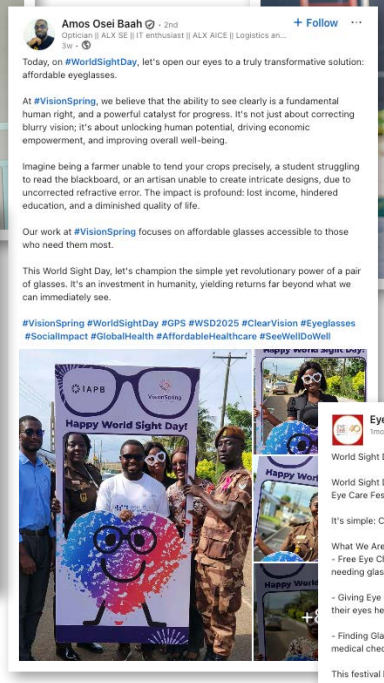
H.E Rabab Fatima,
UN-OHRLLS

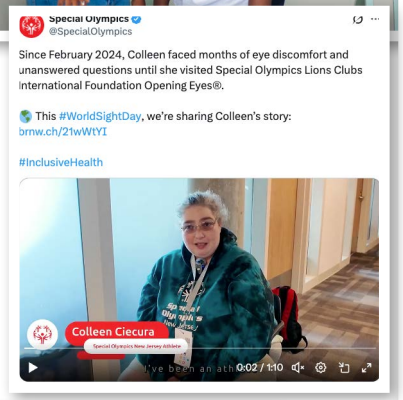
ACT NOW ON EYE HEALTH

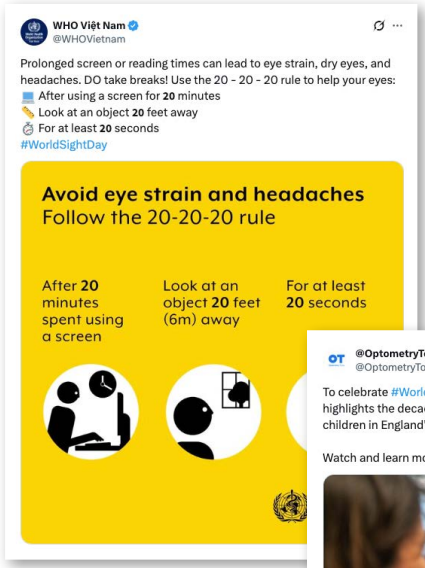
At the heart of every World Sight Day is for everyone to #LoveYourEyes. We are adding a new element to that call by launching a year-long petition to turn everyone into campaigners and make each personal pledge into a call for action on eye health.

From one World Sight Day to the next, we invite everyone to help us campaign, by adding their name to the Love Your Eyes petition to show leaders that our eyes are on them, and we demand action on eye health!







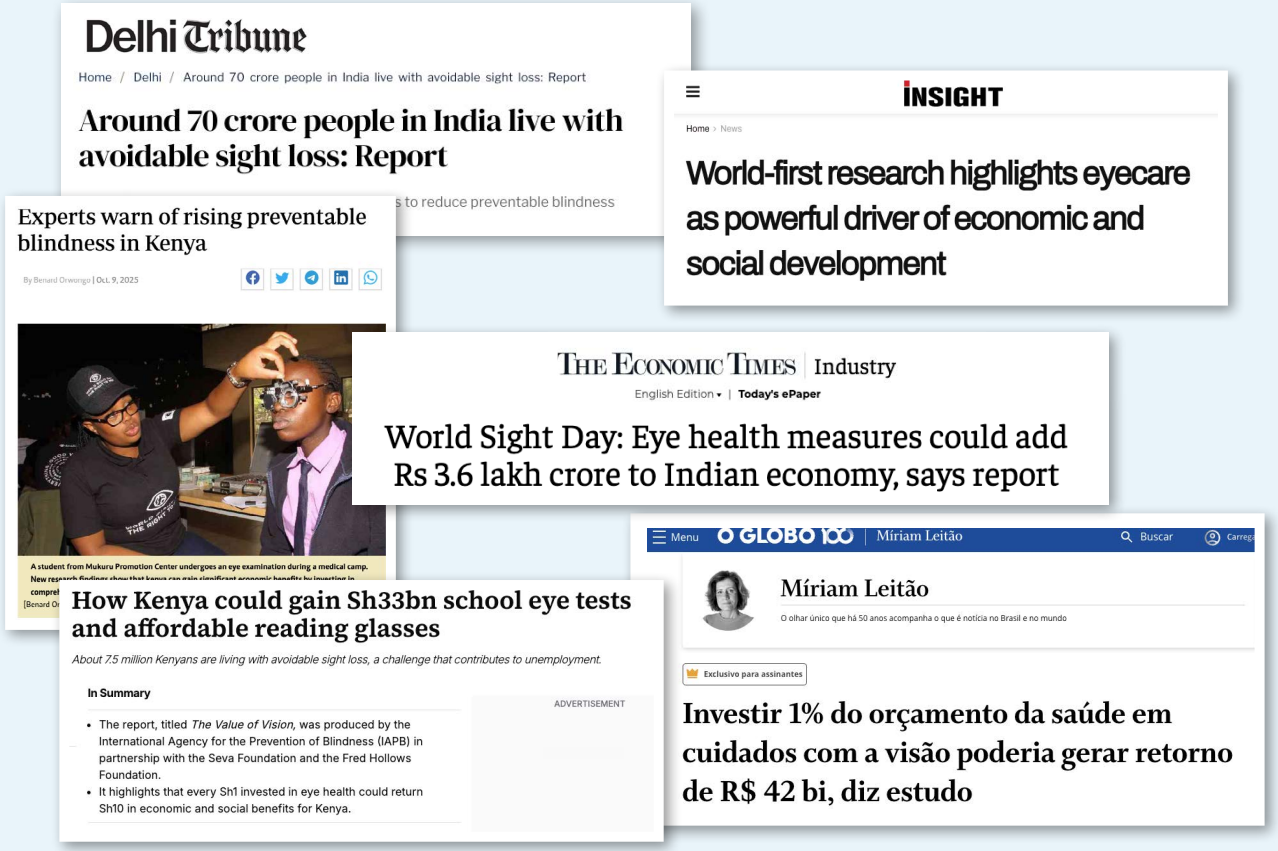


LOVE YOUR EYES IN THE MEDIA

Love Your Eyes captured the world's attention, reaching millions through global, national, and regional media. From broadcast features to digital storytelling and major press coverage, eye health was at the forefront of media conversations.

New data from the Value of Vision report continued to serve as a powerful foundation for media engagement. Outlets in key markets, Kenya, India and Brazil, explored the economic and social case for investment, and ran in-depth features linking eye health to productivity, inclusion and education.

The campaign also received attention through the voices of IAPB's members and partners. Regional spokespeople once again played an essential role in shaping local narratives, ensuring the message to love your eyes resonated within communities. Their contributions made the coverage authentic, helping amplify regional and global data.



Business Standard

ET THE ECONOMIC TIMES

98.4 Capital FM

Daily Mail KE

The Standard SINCE 1902

THE STAR

24x7 India Daily

LOVE YOUR EYES VISIONARIES & INFLUENCERS

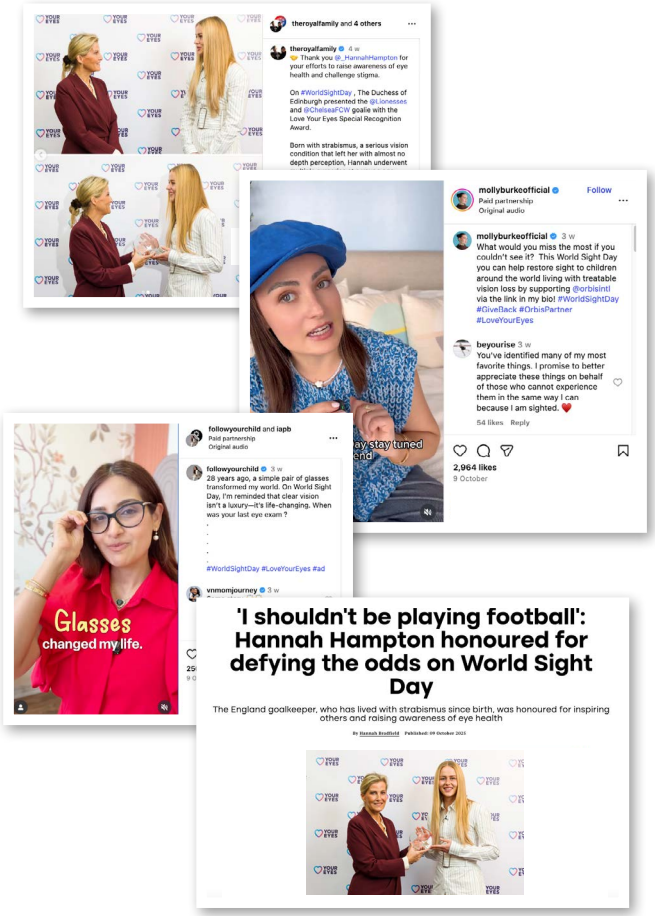
In the UK, Love Your Eyes reached national audiences in a special way. To mark World Sight Day, HRH The Duchess of Edinburgh presented a 'Love Your Eyes Special Recognition Award' to England Lioness and Chelsea goalkeeper Hannah Hampton. The award acknowledges Hannah's efforts to raise awareness, challenge stigmas, and inspire others with her eye health story.

The story was shared with an audience of over 22.5 million people, including fans and supporters of Hannah Hampton, the Chelsea Football Club, the England Lionesses, Women's Health Magazine and The Royal Family.

To add to the gravitas of World Sight Day, Mike Bloomberg and Bloomberg Philanthropies used World Sight Day as a platform to announce their $75 million commitment to eye health. A landmark investment that will foster innovation, scale interventions, and expand access to eye health services across the world.

The campaign successfully engaged several social media influencers across key markets in India, Kenya and Brazil. Influencers were a key in helping Love Your Eyes reach nearly two million new audience members in a unique, fun, and relevant way.

These high-profile individuals helped drive record levels of campaign exposure and engagement. Proving that the power of Love Your Eyes lies in the number of voices that come together to say that eye health isn't an optional extra.



> I am open with my eye condition because I want a younger generation to go follow their smiles and do what makes them happy in life. I did that, and I think everyone else can too."

Hannah Hampton,
Chelsea Football Club Goalkeeper, Lioness Goalkeeper and winner of the inaugural Yashin Trophy.

> No one should have to suffer through an affliction like vision impairment, which in many cases is both treatable and preventable... #WorldSightDay."

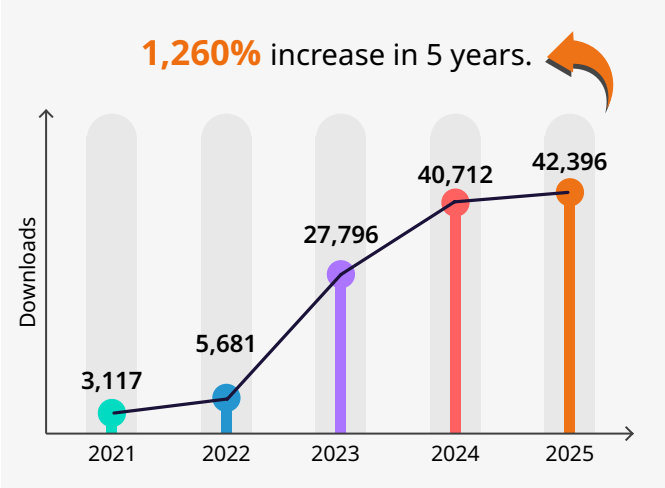
Michael R. Bloomberg,
founder of Bloomberg L.P. and Bloomberg Philanthropies, WHO Global Ambassador for Noncommunicable Diseases and Injuries, and 108th Mayor of New York City.

Bloomberg Philanthropies | Vision Initiative

GLOBAL DEMAND FOR LOVE YOUR EYES RESOURCES

A key driver of success each year is the release of campaign materials. From social media tiles and activation toolkits to creative resources and logos, this impressive suite of resources enabled campaigners everywhere to amplify Love Your Eyes and make it their own.

IAPB audiences are invited to download materials and use them in a way that best supports their campaigning objectives and ultimately add to the global conversation about accessible eye care.



Utilizing Nationbuilder, for the second year in a row, IAPB was able to capture information about users accessing campaign resources – adding them to our growing database and learning more about recurring visitors. During the campaign the database grew by 1,608 new contacts.

DRIVING MOMENTUM & ENTHUSIASM

Through consistent communication, storytelling, and digital engagement, IAPB kept the Love Your Eyes message front and centre throughout the year. From blogs and newsletters to social media and meetings, every channel worked in harmony to inform and inspire IAPB audiences around a common purpose.

500 World Sight Day social media posts with **385K+** impressions & **8.4K+** engagements

26 sequenced emails, tailored for different audiences, distributed to over **2,000** people

Advertisements in **13** IAPB newsletters to more than **9,700** subscribers

Hundreds
of campaign materials produced, including videos, blogs, presentations, social media artwork and more

Dozens of meetings with various stakeholders

1 campaign focused session held at **2030 IN SIGHT LIVE Nepal**

WORLD SIGHT DAY PHOTO COMPETITION

THE JUDGES

Samit Sakib Gore,
Director of Operations & Innovation, Vision Friend Sakib Gore

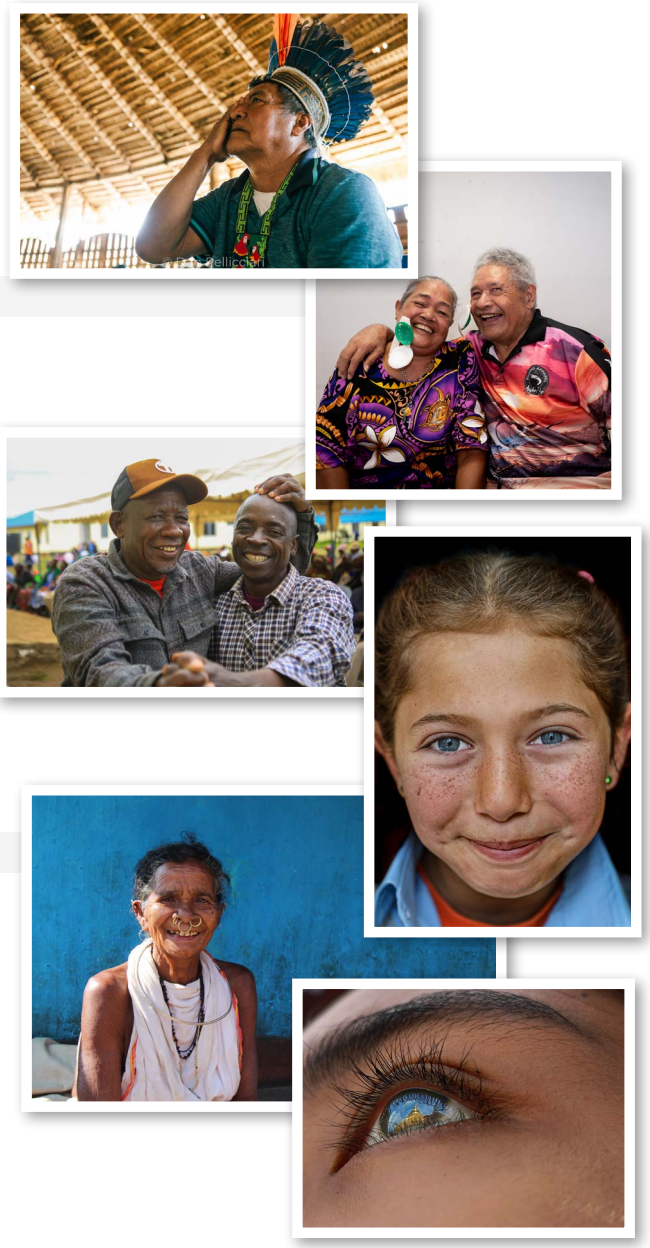
Anne Cooper,
Editorial Director, 20/20 Magazine and Vision Monday, Jobson Optical Group

Jessica Miller,
Deputy Online Editor at Amateur Photographer Magazine, Photographer and Curator

Anna Braeken,
Vice President, Global Ophthalmology Lead, Bayer

Abdullah Al-Majed,
Saudi photographer and winner of the 2024 World Sight Day Photo Competition

Lucy Miller,
Deputy Editor, Optometry Today (OT)



PROFESSIONAL PHOTO OF THE YEAR

Shakul's Eyes, by **Marijn Fidder**

Story behind the image

“Shakul, 9, has bright blue eyes that often surprise people in his community. Born with Waardenburg Syndrome, a rare condition affecting his eyes and hearing, his appearance sometimes makes others afraid. His grandmother says his eyes reveal both the challenges he faces and the special beauty that makes him truly remarkable.”

AMATEUR PHOTO OF THE YEAR

Makalika and her son after surgery, by **Darren James**

Story behind the image

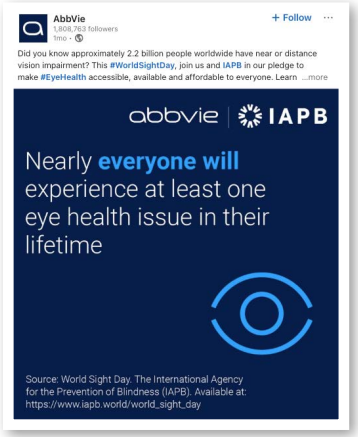
“Makalika and her son travelled to Samoa, a boat trip of over 24 hours, to seek eye care. The trip being as long and variable as it is, Makalika's son had to leave his job in order to escort his mother to the outreach.”

LOVE YOUR EYES GLOBAL PARTNERS

We are grateful for the backing of some of the world's top companies, whose leaders and teams who champion Love Your Eyes and World Sight Day. Their unwavering dedication to advancing eye health is both commendable and deeply valued.

WORLD SIGHT DAY GLOBAL PARTNERS

abbvie
AMGEN
BAYER
cbm christian blind mission
CooperVision Live Brightly
Cure Blindness PROJECT
The Fred Hollows Foundation
HOYA
Johnson & Johnson
national vision
Roche
Safilo SEE THE WORLD AT ITS BEST
Sightsavers



YOUR EYES | WORLD SIGHT DAY

IAPB

Find us on:

Photo Credits

Page 2 – Photo by IAPB

Page 3 – Photo by IAPB

Page 5 – “Every Story Counts” campaign website wall designed by IAPB

Page 6 – Photo by IAPB

Page 7 – Photo by Stephen Talas, Tom Radetzki and Zoshua Colah on Unsplash

Page 8 – Assets shared by organisations and individuals across various social media platforms

Page 9 – Various global and regional media outlets covering World Sight Day, including Business Standard, The Economic Times, Capital FM, Daily Mail Kenya, The Standard, The Star, and India Daily.

Page 10 – Assets shared by organisations and individuals across various social media platforms and media outlets

Page 11 – Photo by IAPB

Page 13 – Photo submitted by participants of the lAPB World Sight Day Photo competition

Page 14 – Photo submitted by Marijn Fidder and Darren James to the IAPB World Sight Day Photo Competition

Page 15 – Assets shared by Love Your Eyes Global Partners across various social media platforms