

Global Summit for Eye Health

Communications Guidelines

The Global Summit for Eye Health is an important opportunity to elevate eye health to the highest political, economic and development agendas, and to drive commitments that accelerate progress towards ending avoidable sight loss.

The Summit's success depends not only on what happens on 2 November in Antigua and Barbuda, but on how momentum, visibility and leadership are built into the months leading up to it.

Through your networks, platforms and influence, we invite you to use this guide to:

- Demonstrate leadership and position your organisation as part of this important event.
- Amplify the collective call to Act. Allocate. Accelerate.
- Reinforce the urgency of action on eye health.

This guide is designed to ensure consistency and coherence, while allowing flexibility to tailor messaging to your audiences, regions and priorities.

KEY MESSAGES for the Global Summit for Eye Health

Please use the following key messages to support your communications about the Global Summit for Eye Health. These messages will help ensure consistency, reinforce our shared voice, and strengthen our collective narrative.

- The Global Summit for Eye Health is making the world see the value of vision.
- Sight is foundational to economic and societal participation. It results in healthier workforces and higher productivity at work, better attendance and educational outcomes at schools as well as healthier and happier communities.
- The Government of Antigua and Barbuda, in technical collaboration with the World Health Organization (WHO), and support by IAPB, will co-host the first ever Global Summit for Eye Health on 2 November 2026 to focus on the value of vision to countries, communities and individuals.
- Five years on from the UN Resolution on Vision, the Global Summit for Eye Health will be an opportunity to secure a new wave of ambitious commitments and transform a shared vision into action.

- The Global Summit for Eye Health will convene senior leaders from government, private and public sectors, NGO's and funding institutions to help reach the 1billion people living with avoidable sight loss.
- The Global Summit for Eye Health will ask leaders to Act, Allocate and Accelerate – securing a new wave of ambitious commitments to reach the 1 billion people living with avoidable sight loss.

KEY FACTS that underpin the Global Summit for Eye Health

Like the key messages, key facts are available for you to use to support your communications. Our two primary facts are as follows:

- New research proves that if action was taken to reach the 1 billion people living with avoidable sight loss, the boost to the world economy would be \$447 billion annually. It would result in 13 million extra years of schooling, 22 million more people employed, and 304 million people relieved of unpaid caregiving, predominantly women.
- Over 2 billion people are living with poor sight and for over 1 billion of these people, this sight loss could have been avoided or treated. This represents a significant and rapidly growing public health challenge – but one that can be effectively addressed given that over 90% of sight loss cases are preventable or treatable through low-cost interventions such as glasses and cataract surgery.

For additional value of vision facts please visit the [IAPB Vision Atlas](#) and browse The Value of Vision: the case for investing in eye health.

The Do's and Don'ts of Talking About the Global Summit for Eye Health

There are some general 'rules' when talking about the Global Summit for Eye Health. Please review the table below.

Do	Don't
Use "Global Summit for Eye Health" in full, at all times.	Use the acronym "GSEH". Using GSEH in communications alienates unfamiliar audiences and hampers understanding. Please never assume that everyone understands the acronym.
Use neutral, diplomatic language when referencing governments and global institutions.	Frame the Summit as confrontational, activist-lead or in a way that could be perceived as aggressive or adversarial.

Use the Summit tagline, “Making the world see the value of vision.”	Introduce alternative taglines, competing campaign language or unofficial themes that dilute the Summit’s positioning.
Refer to the Summit as a high-level leadership platform focused on commitments and measurable progress.	Describe the Summit as a conference, workshop, awareness event or general discussion forum.
Emphasise tangible commitments, accountability and trackable progress.	Describe the Summit as a onetime moment in time without future facing measurable impact.
Highlight Antigua and Barbuda’s leadership role and the Caribbean’s convening power.	Position the Summit as “owned” by any single organisation or campaign.
Frame the Summit as a defining global moment for eye health.	Refer to it as a “the first step”.
Use credible data from the IAPB Vision Atlas in The Value of Vision: the case for investing in eye health.	Use outdated, irrelevant data that could confuse the issue.
Direct people to the website globalsummitforeyehealth.org - always providing a direct pathway to the official Global Summit website.	Don’t assume audiences will know where to find more information. Avoid leaving communications without a clear next step.

Collab on Instagram

The Global Summit for Eye Health now has an official Instagram account, @GlobalSummitforEyeHealth. Please follow the account from your organisations account, as well as send the account to your organisations leaders to follow.

Instagram Collab posts allow multiple accounts to co-author a single post that appears in both profiles, increasing reach and shared engagement. We invite High Impact Partners to use Collab posts with @GlobalSummitforEyeHealth when posting Summit aligned content.

How to send a Collab Request

1. Create your Instagram post as normal (photo, carousel, or reel).
2. On the final screen before publishing, tap Tag people.

3. Tap Invite collaborator.
4. Search for and select @GlobalSummitforEyeHealth and @IAPB.
5. Tap Done, then Share to publish.
6. The Summit account will receive an invitation to accept the collaboration.
7. Once accepted, the post will appear on both accounts.

Tip: Tag @GlobalSummitforEyeHealth in the caption as well, and use “Global Summit for Eye Health” in full along with the hashtags #GlobalSummitforEyeHealth #ValueofVision.

How to Accept a Collab Request

1. Open Instagram and go to your notifications and messages.
2. Look for the collaboration invitation. There will be a message saying you’ve been invited to collaborate on a post.
3. Open the request and review the post content.
4. Tap Accept to publish the post on both accounts. *If needed, tap Decline (the post will remain live only on the Summit account).*

Best practice

- Use Instagram Collabs for commitment announcements, and participation promotion.
- Avoid Collabs for unrelated organisational announcements or content not connected to the Summit.
- Coordinate timings with the IAPB Communications Team.