

2030 In Sight: Ending avoidable sight loss



Photo by Gold Owen. Courtesy of IAPB.



Photo by Madi Apthorpe. Courtesy of IAPB.



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Over 2.2 billion people on our planet live with visual impairment or blindness with 1.1 billion unable to access affordable treatment. The 2030 In Sight sector strategy led by the International Agency for the Prevention of Blindness (IAPB) is an ambitious plan aimed at revolutionising global eye health and ensuring that no one on this planet experiences unnecessary blindness or sight loss. As the eye health world begins to get ready for World Sight Day on October 10th, it's important to delve into the purpose of 2030 In Sight.

2030 really is in sight

2030 In Sight is the sight sector's strategic plan and a call to action to embed vision as a fundamental, economic, social and development issue, incorporate eye health in wider healthcare systems, and drive patient, consumer and market change. The strategy is structured around three core objectives: Elevate, Integrate, and Activate. These pillars form a framework designed to tackle the complex issues surrounding eye health and drive global change.

1. Elevate: The strategy seeks to elevate vision as a fundamental, cross-cutting issue within the global health

agenda. By emphasising the societal and economic impacts of vision impairment, and the 2030 In Sight strategy highlights the importance of political and financial commitments.

- 2. Integrate:** Integration is key to sustainable change. The strategy promotes the inclusion of eye health within broader health systems and development policies. This approach ensures that eye care services are not standalone but part of comprehensive healthcare systems. Integrating vision health into primary care and other health services ensures that eye health becomes a standard part of medical care, reducing the stigma and isolation often associated with visual impairment.
- 3. Activate:** The final pillar focuses on mobilising resources and action at all levels. From grassroots community programmes to international collaborations, the 2030 In Sight strategy aims to activate global movements towards eye health for all. This includes fostering partnerships, driving innovation in eye care, and leveraging technology to improve access and quality of services.

Why World Sight Day is an opportunity to raise global awareness

World Sight Day, observed this year on 10 October 2024, serves as a key opportunity to raise awareness and drive action. Coordinated by IAPB and supported by their over-250 membership network and many more, World Sight Day encourages individuals to love their eyes and challenges governments globally to invest in eye health initiatives for their populations.

World Sight Day is a key moment each year in the Love Your Eyes campaign, which this year is focusing the world's attention on the importance of eye care in children and young people. Inspiring children everywhere to love their eyes and asking parents, carers, teachers and youth groups to prioritise eye health of children. The campaign ensures that children not only understand the importance of caring for their eye health but are also free from the weight of any social stigma associated with wearing glasses and other corrective treatments. The IAPB invites everyone to get behind World Sight Day and Love Your Eyes by visiting:

 www.iapb.world