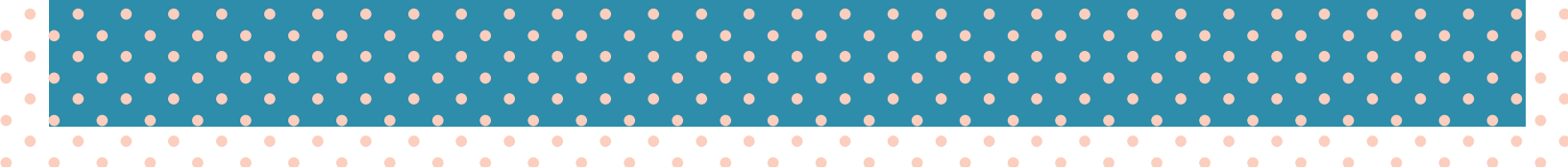




World Sight Awareness Week

October 10-16, 2021





PURPOSE

To bring awareness to Delta Gamma's philanthropy Service for Sight, to educate the public on the impact of vision impairments across the world, and share the importance of vision preservation and conservation.



GOAL

Collegiate chapters and alumnae groups will share posts on social media throughout the week of October 10-16 and will engage in Do Good Service for Sight activities as groups or individuals.



In coordination with World Sight Day (WSD) and White Cane Day, Delta Gamma Foundation celebrates October 10-16, 2021 as World Sight Awareness Week. A special toolkit has been created to spread awareness of these two significant days along with information about healthy vision, preventable blindness and advocacy for people with visual impairments. The toolkit includes social media post suggestions for each day and outreach activities that chapters may choose to do as a group or as individuals.

Individual members may receive one Do Good Service for Sight Hour by participating in posting on social media throughout the week. A maximum of two hours may be received during the 2021-2022 academic year from any social media awareness campaign.

Service Ideas During World Sight Awareness Week

Please take adequate precautions and strictly follow government guidelines for your location when planning events. Plan for online events and try to engage media with resources that can be accessed without risking crowding, contact or any potential to spread COVID-19. Take care!

On Campus

- Get your school's mascot or a local celebrity to post a video on social media sharing why it is important to #LoveYourEyes.
- Distribute candy with [an eye fact](#).
- Blindfold important statues on your campus to draw attention to the issue of avoidable blindness and visual impairment, including a table or posters highlighting the many ways to prevent blindness and keep your eyes healthy. This can be a great media opportunity! (Get permission from university officials prior to participating in this activity.)
- Contact your school or community newspaper or local media outlet for press coverage of your activity.

In Your Community

- Raise awareness of the issues of avoidable blindness and WSD through public education
- Organize an eye screening. [Create a poster](#) to highlight your event.
- Hold a group Zoom call organized by your chapter or join forces with other like-minded organizations and organize an online event to highlight Service for Sight.
- Host a podcast with an eye care professional talking about eye care. Share it on [SoundCloud](#) or on [Anchor.fm](#) – these are free podcasting platforms that should work across mobile platforms. You can also share inspiring stories from local Service for Sight organizations to share their story and how they support WSD.
- Encourage your local government to issue a [White Cane Awareness Day Proclamation](#).
- Invite your local county elections office to discuss the opportunities for accessibility to vote without sight.



Online

- Share photos of your event, activities, promotional material on social media or other channels with the hashtag #WorldSightDay #LoveYourEyes #WSD2021.
- Hold a musical concert on Facebook or Instagram – and black out the screen.
- Spread the word and get people to post photos showing “What do I see?” using the hashtags.
- [Pledge to get you eyes checked](#) and join the International Agency for the Prevention of Blindness to reach 1 million pledges.
- Help raise awareness of audio descriptions in film and media by participating in the [blindDANCE Challenge](#) and audio describe yourself (or a group) dancing for 10-30 seconds.

Social Media Posts and Graphics

Review American Foundation for the Blind's [social media accessibility guidelines](#) for tips on making sure your social media posts are accessible to all!

The social media post examples provided below are all created in Canva to make it easy for chapters and groups to edit and customize the posts. Please reach out to fdncomms@deltagamma.org with any questions.

Hashtags

#DoGoodSisterhood #ServiceForSight #DeltaGammaFoundation #LoveYourEyes #WSD2021 #WorldSightDay #WhiteCaneDay

October 10: World Sight Awareness Week Kickoff

[Instagram/Facebook post graphics](#) | [Facebook cover photo](#)

In coordination with World Sight Day and White Cane Day, the Delta Gamma Foundation celebrates October 10-16, 2021 as World Sight Awareness week. Join us this week as we highlight our philanthropy, Service for Sight, raise awareness around sight preservation and share ways you can advocate for the blind and visually impaired community.

October 11: Prevent Blindness Fact vs. Fiction

[Instagram story graphics](#) | [Instagram/Facebook post graphics](#)

It's important to separate fact from fiction, especially when the topic is eyesight. Delta Gamma's philanthropy Service for Sight works to educate others about the steps we can take to preserve vision.

This information from Prevent Blindness helps separate fact from common myths when it comes to your eyes. Learn more at preventblindness.org/common-eye-myths.



October 12: Guide Dog Education

[Instagram/Facebook post graphics](#)

Guide dogs are a vital tool for many people in the blind and visually impaired community. Working with a guide dog can provide confidence and independence for people who would otherwise rely on others to live their daily lives. Check out these tips from Guide Dogs for the Blind to learn how to interact with guide dogs and their handlers and learn more at bit.ly/GuideDogTips.

October 14: World Sight Day

[Instagram/Facebook post graphics](#) | [World Sight Day Instagram story graphics](#)

This World Sight Day, find out what you need to do to prevent sight loss, and to protect, preserve and prioritize vision. #LoveYourEyes is all about being aware of your own eye health and if you are able to, get a sight test or recommend others do the same.

October 15: White Cane Awareness Day

[Instagram/Facebook post graphics](#)

For people who are blind, the white cane is an essential tool that gives the ability to achieve a full and independent life. It allows people to move freely and safely from place to place — whether it's at work, at school, or around our neighborhoods. White Cane Awareness Day is a way to emphasize the critical role that the tool plays.

When you see someone using a white cane, remember that the cane is their tool to safely and independently navigate the environment. There's no need to shout warnings or try to physically steer them. If they need any help or direction, they will ask! If you are driving or cycling and see someone using a white cane, you must follow the law and stop to give that person the right of way.

Learn more about how white canes work and White Cane Awareness Day at <https://nfb.org/programs-services/blind-equality-achievement-month/white-cane-awareness-day>.

Additional posts to use throughout World Sight Awareness Week and the month of October (Vision Awareness Month):

- 1.2 billion people need #glasses to see better.
- More than 75% of visual impairment is avoidable. Share a photo and help get the word out: #LoveYourEyes #WSD2021 #WorldSightDay #ServiceForSight
- Over 146m people are living with #DiabeticRetinopathy. #COVID19 has made access to care a lot harder. #LoveYourEyes #ServiceForSight
- A picture is better than 280 characters! Include a photo of #WhatDoISee? #LoveYourEyes
- An eye exam is the 1st step towards healthy vision. #LoveYourEyes #WorldSightDay



- #Cataract & #VisualImpairment are # 1 causes of sight loss today. In 10 years? #Diabetes #WSD2021 #ServiceForSight
- Good #EyeCare begins at the workplace! #LoveYourEyes #ServiceForSight
- #GuideDogs can make a big difference – eye health includes assistance #LoveYourEyes #ServiceForSight
- Can you see this tweet without glasses? 1 billion others can't, either. #LoveYourEyes #ServiceForSight
- Let's work together to eliminate avoidable blindness #LoveYourEyes #ServiceForSight

These posts are set up for Twitter but can easily be adapted for other social media platforms — feel free to get creative!

