



# Eye Heroes: the UK's first child-led campaign to fight avoidable blindness

## A retrospective learning report

March 2023 | Written by Annie Barber | Designed by Scalegate

**Eye Heroes**

 **Vision Foundation**  
London's sight loss charity

# From the founders



Manjul



Yusrah

Timely eye tests can catch eye health problems early enough and help to prevent avoidable sight loss. In 2020, 65% of the population was found to be overdue for their routine eye screening test. It's heartbreaking to know that around 1 million people in the UK are suffering from sight loss that could have been prevented with hard-to-reach communities being disproportionately affected, and this is estimated to double by 2050. Sight loss is known to result in a major downturn in quality of life for affected individuals, and costs the UK economy approximately £25 billion a year. Several communities are considered hard-to-reach even through mainstream channels.

As a team with an ophthalmologist working on the frontline and an impact-driven innovator committed to people-centric design, we believe that the key to ensuring timely eye tests is to tackle the challenge of lack of awareness of the relevance of timely eye tests.

Since 2013, we've been working hard to create and deliver the UK's first child-led public health initiative to encourage eye tests by empowering people at every level - children, adults, communities and volunteers.

Nine years on and a world-changing pandemic later, we are taking stock of our journey, sharing key moments, achievements and what we've learnt. This report looks back and ahead as we build on our decade-long experience and explore the evolution of the Eye Heroes model to adapt to the post-pandemic world. It is designed to be an easy to read document.

If you'd like further details on any aspect of our work then please email us on: [info@eyeheroes.org.uk](mailto:info@eyeheroes.org.uk)

We'd like to thank all of our volunteers, children who fulfilled the role of 'Eye Heroes', partners, funders and well-wishers who have supported us so far.

We appreciate the forward-looking outlook, encouragement and support that the Vision Foundation have provided to us in realising this report.

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# Executive Summary

Eye Heroes is the UK's first child-led campaign to fight avoidable blindness - a significant and growing issue that persists despite efforts to date.

10  
Drivers of Success

We've been operating for nine years. During this time, we are proud to have:



8,913

Trained a total of 8,913 children about eye health through creative, interactive workshops.



76,913

Informed an estimated total of 76,652 people with crucial messages about eye health, through children trained in our workshops.



32,193

Led to an estimated 32,193 people accessing eye tests as a result of our 'Eye Heroes'.

There have been many highlights during the past nine years. We've completed a successful pilot project to prove the viability of our unique model. We have been delighted to accept multiple awards, including the Prime Minister's Points of Light Award, the Nesta and The Observer New Radical Award and a Vision UK 2020 Award. We've successfully demonstrated our impact through an innovative independent impact evaluation. We've leveraged this evidence of impact to access crucial funding and have used this to scale our reach and impact across the UK.



## AWARDS

- Prime Minister's Points of Light Award
- 
- Nesta and The Observer New Radical Award
- 
- Vision UK 2020 Award

Throughout all of this, we have been busy learning. We've identified our **top ten drivers of success** and share these in detail in this report, including:

- 01 A human-centred, evidence-based approach is crucial.
- 02 An innovative solution requires specific and complementary skills.
- 03 Engage influential stakeholders from the outset.
- 04 Combine hands-on experience with strategic leadership.
- 05 Prioritise a clear and impactful volunteer engagement strategy.
- 06 Ensure budget for sustainability.
- 07 Continuous improvement and adaptive management is key.
- 08 Digital transformation must be deliberate and driven by human-centred design.
- 09 Working through schools is a highly effective way to reach young people.
- 10 Decision-makers are encouraged to prioritise action-focused solutions to tackle avoidable sight loss.



## About Eye Heroes

We know that the Eye Heroes model works. It has been highly effective in reaching and retaining volunteers, engaging schools and inspiring young change-makers. Workshop content and materials are impactful and engaging - they have been successfully implemented by a wide range of volunteers across many different areas of the UK. The model has successfully spread information and awareness of eye health around the country. It has spurred action, leading many thousands of people to attend for eye tests. It provides exceptional value for money.

The current model is highly successful in reaching young change-makers through their schools in hard-to-reach communities. However, we are now operating in a post-pandemic world. In light of our experience during the recent lockdowns and school closures, the key question we now seek to answer is how to reach these children and young people digitally, and outside of schools.

Eye Heroes is optimistic and excited to address this new challenge. We are ready to implement the extensive learning gathered through nine years of highly effective implementation at scale as we move into our next chapter.

Through this report we hope to take stock of all our progress over the last nine years. Most importantly, we hope to share our learning.

**Our goal is to inspire and encourage others to take practical action and join us in tackling avoidable blindness.**

Over two million people in the UK are living with sight loss. **RNIB** research predicts that there will be more than 4 million people living with sight loss by 2050 (RNIB, 2017). For half of those affected, their sight loss could have been prevented. The poor uptake of regular eye tests is a major contributor to avoidable blindness, especially amongst hard-to-reach communities in the UK. There are several reasons why people do not have regular eye tests. For example, people may simply be fearful of an eye test or think their vision is fine. Other factors include language barriers, having low socio-economic status or poor understanding of eye health. Eye Heroes has specifically been designed with this in mind.

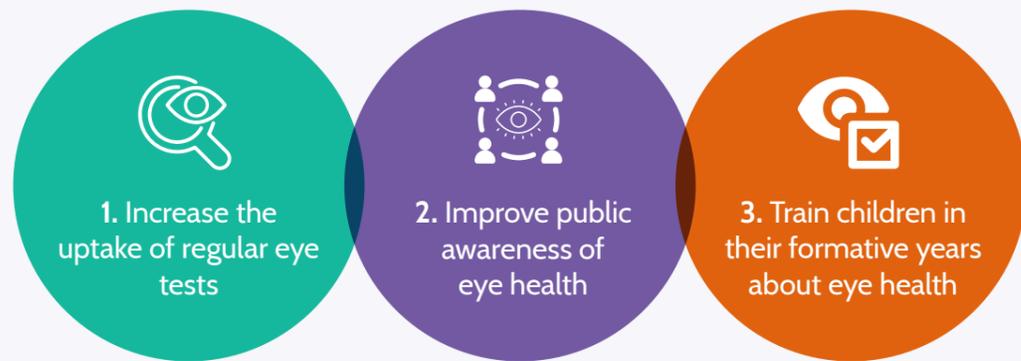
Founded in 2016, Eye Heroes is a volunteer-run intervention designed to raise awareness about eye health. Children aged 8-12 are trained through short, interactive volunteer-led workshops in schools to become champions of eye health and inform people in their communities about the importance of regular eye tests. Our workshops are run for free by local volunteers, marrying the science of eye health with the pressing need to raise awareness in a cost-effective, fun and memorable way.

The model is based on the premise that children are uniquely placed in society to spread messages. They have the ability to overcome barriers such as language, mobility, perceived costs associated with eye tests, anxiety, and the stigma that can be attached to sight loss. Harnessing this potential to spread powerful messages within diverse communities, Eye Heroes trains children to inform hard-to-reach individuals about eye health. These people are at greater risk of avoidable sight loss.

There has long been a concern that inequality exists in the level of access to eye care services. Prior campaigns have failed to demonstrate lasting impact on general eye health awareness or altered health-seeking behaviour in vulnerable groups including older people and migrant ethnic communities. Our unique approach using volunteers and school children provides an effective solution.



## The three core goals of Eye Heroes



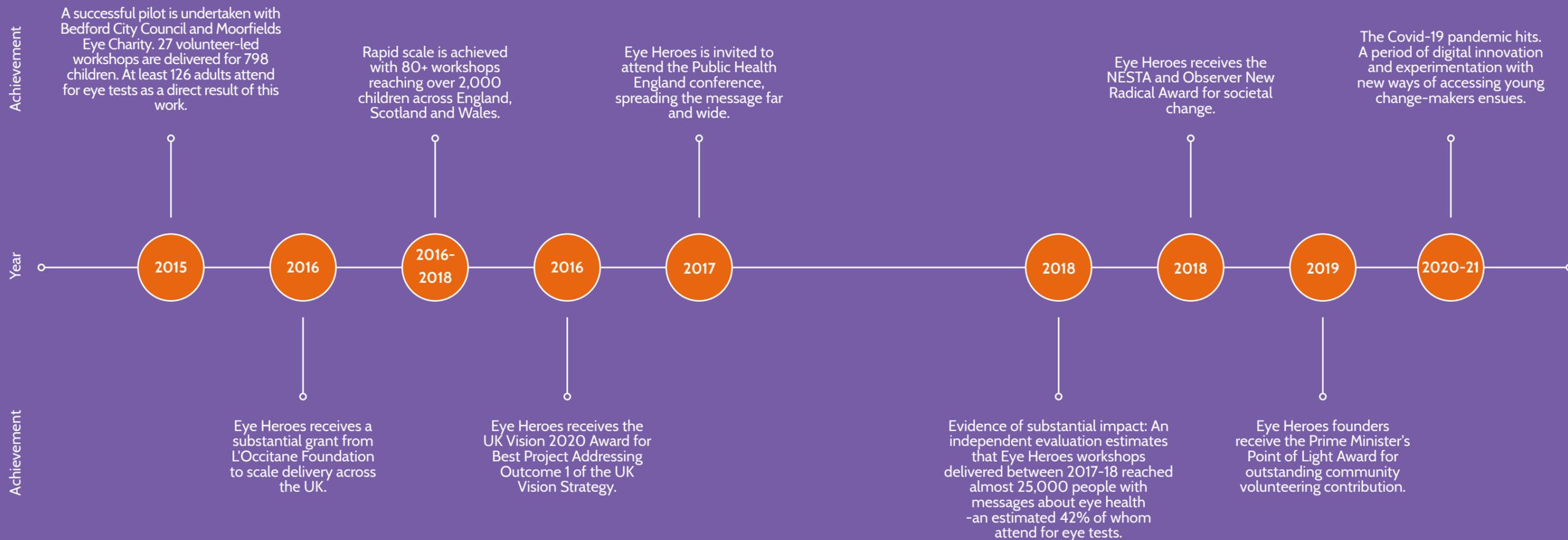
The Eye Heroes model is based on the following logical assumptions

- 1 Children are perfectly placed to spread messages about eye health to those who are typically 'hard-to-reach', including people living in areas of greater socioeconomic deprivation, non-English speakers and those with limited mobility.
- 2 Children have the ability to break down the perceived barriers to getting an eye test, such as language, anxiety and perceived cost. They are uniquely placed to act as eye health champions ('Eye Heroes') to tackle avoidable blindness.
- 3 The information disseminated by children starts to spread through word of mouth.
- 4 Volunteers who run Eye Heroes workshops also become aware of the need to promote eye health and recommend participation in the Eye Heroes initiative to colleagues and others in their networks.
- 5 Staff members in schools and after school clubs hosting Eye Heroes workshops also learn about eye health as a by-effect and spread the message further.

## Our sustainable impact model



# Our Timeline



Eye Heroes has achieved significant scale since inception, engaging substantial numbers of volunteers to deliver effective workshops across the UK. Eye Heroes have successfully:

 **198**

Delivered a total of 198 entirely volunteer-led workshops across more than 36 schools.

 **8,913**

Trained a total of 8,913 children about eye health through creative, interactive workshops.

**“Eye Heroes is a fantastic programme. It allows children to learn really useful knowledge not covered in the curriculum.”**

Teacher, Birmingham.

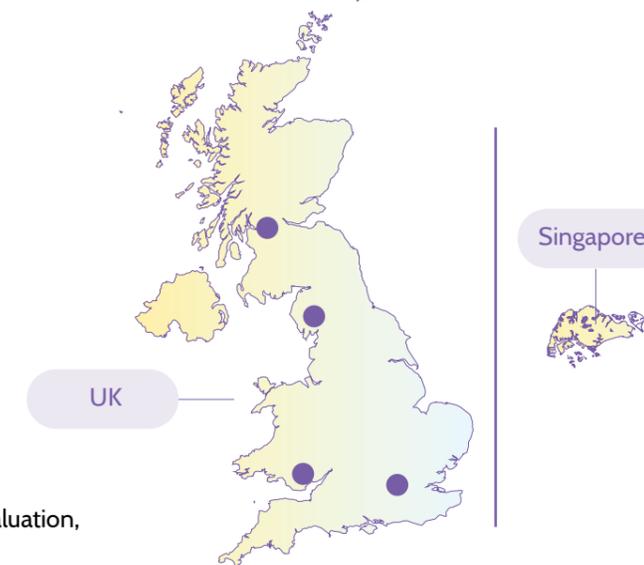
**“Eye Heroes is a fresh approach to tackling a major issue and the technique is getting recognition around the country.”**

Saima Begum, Naroo, Optometrist and Local Lead.

I learnt that being a  
eye hero is important.  
Being a eye hero  
is BRILLIANT!

**32,193** people have accessed eye tests as a direct result of Eye Heroes so far.

Workshops have been delivered across the UK, from London to Cardiff, the North West of England to Glasgow and even in Singapore.



According to an independent impact evaluation, **each child participating in an Eye Heroes workshop informs 8.6 people about eye health.**

This indicates that **Eye Heroes has successfully informed an estimated total of 76,652 people** with crucial messages about eye health. People informed by children include parents, friends, other immediate family members, neighbours and even club members and sports teams.

 **42%**

The same independent impact evaluation found that as many as 42% of those informed went on to get an eye test as a result of Eye Heroes.

This means that an estimated total of 32,193 people have accessed eye tests as a direct result of Eye Heroes so far.

The independent evaluation also found evidence that messages about eye health were spread far beyond the areas in which Eye Heroes workshops initially took place - with eye tests reported far from the initial 'catchment area'. That the Eye Heroes message and impact can spread so far geographically is testament to the success of the initiative.

This level of impact has been achieved through an entirely volunteer-led model, demonstrating exceptional value for money and the significant potential of this unique model.

### Eye Heroes in Action

After an Eye Heroes workshop with the Girl Guide Group in the Midlands, two Guides convinced their friends to go for an eye test. One of their friends had never been before, and discovered she needed glasses. Another friend already had glasses but after going for her test, she discovered her prescription had changed and that she needed updated glasses.

**“One kid at the end told us that his parents didn’t want him to have an eye test but now as an Eye Hero he would go convince them to have a check-up.”**

Vaish Ravi, Local Lead Volunteer.

The volunteers at Eye Heroes often listened to their own messages and went for eye tests themselves after delivering workshops. Student volunteer Jack, who had never been for a eye test before, discovered he has astigmatism – where the light entering the eye is focused in more than one place on the retina, due to the lens or cornea being unevenly curved. Astigmatism is a refractive error (like long- or short-sightedness), and Jack experienced eye strain and headaches. While he didn’t need glasses, Jack now understood why he was getting headaches and knew to take regular breaks from screens to prevent it happening.



## Our Highlights

Within just over 2 years, we had engaged hundreds of new volunteers, delivered over 80 workshops and trained more than 2,000 children in eye health.

To understand and achieve the considerable impact outlined in the previous section, we undertook a wide variety of activities. This section celebrates our main highlights since inception in 2016.



### Successful growth and expansion

Eye Heroes was able to build significant momentum over the years following the pilot project. The small, volunteer-led team ran highly effective marketing, school outreach and volunteer recruitment campaigns. Within just over 2 years, we had engaged hundreds of new volunteers, delivered over 80 workshops and trained more than 2,000 children in eye health.

### Demonstrating impact and value for money

The innovative Eye Heroes model presents several inherent challenges for impact measurement. Eye Heroes is not a service provider, rather it aims to increase the uptake of services already implemented by other providers in the community. A preventative campaign of this nature is challenging to evaluate due to a lack of ability to directly verify each eye test, coupled with the unpredictable ways by which information is spread, and the reliance on both optometrist and school participation.

### Proving the viability of the model

Accessing vital set-up funding from Moorfields Eye Charity and undertaking an effective pilot project in 2016 was pivotal to success.

**During this three-month period, Eye Heroes successfully delivered 27 workshops training a total of 798 children, and demonstrated that at least 126 adults attended for eye tests as a direct result of this work.**

This pilot proved the viability and significant potential of the Eye Heroes model. The successful launch of the pilot generated media attention, with an article released in the Evening Standard, and enabled us to unlock crucial funding from the L’Occitane Foundation.



Eye Heroes received the NESTA and Observer New Radical Award for societal change in 2018.



We worked with an independent evaluation specialist to trial a variety of approaches to these challenges, resulting in a creative solution to impact assessment using interactive children's sticker activities and reporting via schools. Through this evaluation, Eye Heroes built solid evidence of the scale and impact of the model, proving that it is highly effective while providing exceptional value for money. More information can be found in the [Impact Report on our website](#). We were then able to successfully leverage this robust demonstration of impact to unlock further funding, directly boosting the sustainability of the initiative.

### An award-winning initiative

Eye Heroes quickly started to gain recognition. We attracted media coverage and were delighted to receive the following high profile awards:



2016: UK Vision 2020 Award for Best Project Addressing Outcome 1 of the UK Vision Strategy.

2017: Visionary Together we are Stronger Award – in partnership with Henshaws.

2018: The NESTA and Observer New Radical Award for societal change.

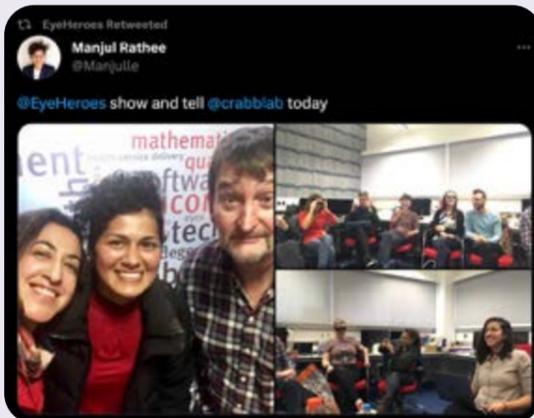
2019: Founders receive the Prime Minister's Point of Light Award.

### Raising Awareness

To achieve the substantial reach outlined above and meet our goal of improving public awareness of eye health, we undertook a variety of awareness raising activities. This includes an impactful social media campaign across Instagram and Facebook, presentations at a range of major conferences and exhibitions, reaching out across Twitter, producing an Eye Heroes newsletter, and coverage in industry newsletters with nationwide reach and in local papers.

A few examples of these wide-ranging awareness raising activities include:

- » Presenting at the Public Health England annual conference.
- » Publication of a peer reviewed article on the Eye Heroes model and impact evaluation in the Journal of Community Medicine and Health Education.
- » Talks at the Association of Students and Trainees in Ophthalmology at the Royal Society of Medicine, London.
- » Articles in the London Evening Standard.
- » Presentations at the Youth Health Movement Conference at the Google Campus.
- » Coverage in the nationwide Schools Week newsletter.
- » Presentations at the National Association of Head Teachers in Birmingham.
- » Features in the nationwide Primary Health Net Optinews.
- » Links on the Team London and Do It Volunteering webpages.
- » Attendance at the EyeFocus Eye Care Innovation Conference.
- » Articles in local papers ranging from Dundee to Birmingham.



## International interest in the Eye Heroes model

The wide-reaching impact of the awareness raising activities undertaken by Eye Heroes is demonstrated by the significant international interest registered in the approach. Requests were received for the Eye Heroes model and materials from countries including **Nigeria, Singapore, Jordan, China and Brazil**. We were also chosen to attend the World Association of Eye Hospitals in China as part of a select delegation from Moorfields Eye Hospital. Eye Heroes founders gave presentations and were selected to lead two roundtable discussions about the global issue of avoidable blindness.

Despite the numerous requests to take the Eye Heroes model and implement it on a global scale, we were very aware of cultural considerations. Ultimately, we made the decision to limit delivery to contexts where access to primary eye care services is available - something which is central to the integrity and viability of our approach.



# Our Top Ten Drivers of Success

10

Drivers of Success

When Eye Heroes initially set out on this journey nine years ago, we were the first initiative to attempt to tackle the issue of avoidable blindness in the UK through an entirely volunteer-run, child-led health campaign. As a “first of its kind” initiative, Eye Heroes has gathered a great deal of learning along the way. This report seeks to share the most important drivers of success to spur further effective action to address this urgent issue.

## 1. A human-centred, evidence-based approach is key to success

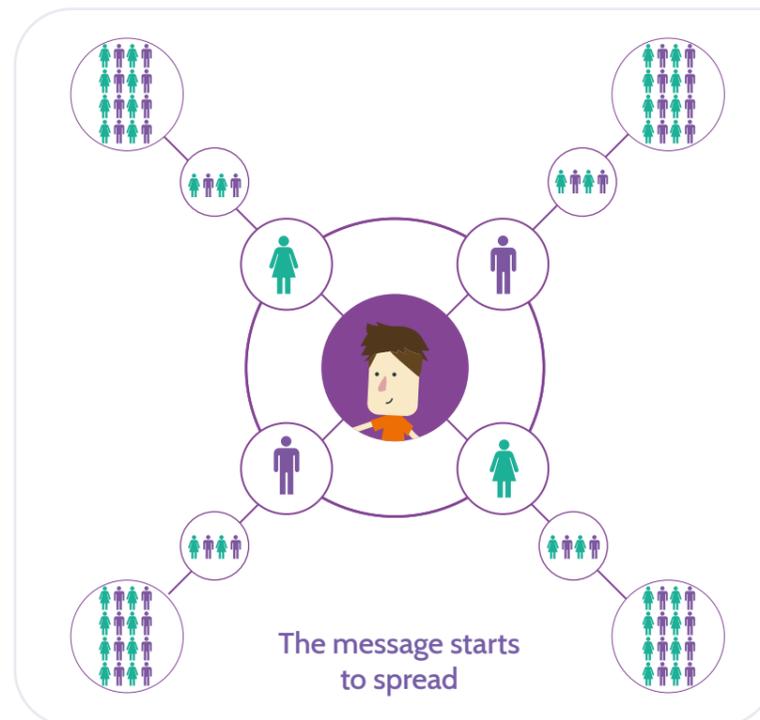
Our roots lie in a human-centred design approach. Human-centred design can be defined as a “creative approach to problem solving” (Design Kit, 2017). “It’s a process that starts with the people you’re designing for and ends with new solutions that are tailor made to suit their needs” and is “all about building a deep empathy with the people you’re designing for” (Design Kit, 2017).

We began by working to identify the pressing problem that we were best placed to address, based on our unique context, knowledge and skills. We then engaged in a human-centred design process to develop, prototype and test a selection of low-fidelity solutions in the real world. This process led us towards our current workshop-based model.

The next step was to design workshop content. We tested and iterated our approach over 12 months. Workshops draw on a fun and engaging mixture of media, games and role play to help students understand the impact of sight loss and to allow them to practice speaking to their community about eye health.

We outlined clear goals, rooted firmly in the strengths of the communities we were aiming to work with, created a clear Theory of Change and

made our logical assumptions explicit. This meant that the model was highly relevant, that it could be accurately evaluated, and that it was ultimately as effective as possible in contributing a solution to the targeted problem of avoidable blindness.



Eye Heroes

## 2. An innovative solution requires specific and complementary skills

Yusrah and Manjul, the founders of Eye Heroes, possess very specialist and complementary skill sets. Yusrah is an eye surgeon who specialises in glaucoma. Manjul is a health-tech entrepreneur and is an expert in human centred service design. We brought our unique experience together to create Eye Heroes, combining an in-depth knowledge of the issue and the eye healthcare landscape with expertise in creating innovative and human-centred solutions to complex problems.



## 3. Engage influential stakeholders from the outset

Thanks to the founders’ intimate knowledge of the eye health landscape, Eye Heroes was able to engage Public Health England stakeholders very early on in our journey. We were also able to identify influential individuals within the eye health sector and win their endorsement in the early stages of development - in this case Professor Annegret Dahlmann-Noor, a prominent Consultant Ophthalmologist heavily involved in research at Moorfields Eye Hospital NHS Foundation Trust. This was crucial in unlocking pivotal pilot funding with Moorfields Eye Charity. A key reflection from the Eye Heroes team is that it would have been beneficial to engage with education sector stakeholders from the beginning to help overcome the inevitable challenges relating to gaining access to schools, given the heavy workload burden and competing demands they are currently facing in the UK.



Eye Heroes

#### 4. Combine hands-on experience with strategic leadership

As founders, we have been hands-on since the start. Both of us have regularly delivered workshops ourselves as volunteers. This enabled us to incorporate important learning from on-the-ground delivery and continued interaction with the people and communities we aim to support into effective strategic leadership and high-quality service design.



#### 5. Prioritise a clear and impactful volunteer engagement strategy

We were clear from the outset that it would not be possible to realise our unique vision at scale without strong, committed volunteers. We were therefore very intentional when it came to both recruiting, engaging and retaining volunteers in a very competitive landscape. It was important to define exactly who the targeted volunteers were from the beginning, and to identify the best ways to reach them based on an in-depth understanding of this information.

Eye Heroes employed a number of methods, resulting in a strong volunteer strategy: If you are in the process of creating a volunteer-led initiative, our top tips include:

- » Create an impactful and attractive brand and messaging.
- » Recruit a skilled Social Media Manager to establish a presence on Instagram, Facebook and Twitter and undertake digital outreach to potential volunteers.
- » Ensure a very clear and easy process for Disclosure and Barring Service (DBS) checks - overcome any perceived barriers to participation.
- » Employ a Local Lead Volunteer model where the Local Lead takes on responsibility for recruiting additional

place-based volunteers, encouraging group activity and continued engagement.

- » Maintain a strong presence at relevant Ophthalmology Trainee events, at Public Health England conferences and giving talks at events and conferences in targeted areas.
- » Ensure that volunteer resources, such as the Volunteer Handbook, are easily accessible and designed to be read by someone with limited time, capacity and motivation.
- » Design workshop content and materials to be easy and enjoyable to deliver, regardless of the individual experience level and skill-set of the volunteer.
- » Ensure thoughtful consideration of volunteer capacity. In the case of Eye Heroes, this resulted in a 60-minute workshop - a length of time that even the most busy volunteer is likely to be able to spare.
- » Recognise volunteers and celebrate their achievements, award certificates and recognise 'star volunteers' through upgraded certificates and events.



Eye Heroes has been passionately led by its founders for over seven years on an entirely voluntary-basis.

#### 6. Ensure budget for sustainability

A key learning from the Eye Heroes journey is the need to budget upfront for founder time. This is crucial for sustainability. Eye Heroes has been passionately led by its founders for over seven years on an entirely voluntary-basis. An initiative of this nature requires significant investment of personal time and would be more sustainable with a modest but clear budget for ongoing founder and leadership time over the long term. Alongside this, a small budget for essential support staff, such as an overarching Project Manager is important to ensure smooth day-to-day functioning and volunteer support. This supports the ongoing formalisation of the initiative, while retaining exceptional value for money.

#### 7. Continuous improvement and adaptive management

We have implemented an annual review and rapid improvement cycle since the outset. This has been central in ensuring that the approach and materials remained relevant and impactful over the 7-year delivery period. We held feedback sessions each year in December while schools were closed, allowing for regular iteration and rapid improvement without impacting delivery schedules. We applied this approach of continuous adaptation and improvement when the Covid-19 pandemic hit in 2020, and this allowed us to quickly experiment with the provision of digital workshops, generating crucial learning for the future.

## 8. Digital transformation must be deliberate and driven by human-centred design

We remained committed to achieving our targeted impact throughout the Covid-19 pandemic, despite many barriers.

Eye Heroes quickly transitioned to the provision of digital workshops during lockdowns and school closures as a way to continue to reach young change-makers.

This was trialled both via schools, as well as outside of schools, using the EventBrite platform to promote free workshops. At the same time, we remained committed to continuous learning and maintaining the integrity and effectiveness of the approach. It soon became clear that digital adaptations must be driven by human-centred design, they must be anchored in a deep understanding of the digital delivery context and need to be deliberate.

A key learning is that schools across the country have very different levels of digital access, as do students when in their own households. In addition, different education providers use different digital platforms to provide online classes, so digital initiatives must be created

with a thorough understanding of the variety of approaches in mind. There are also many competing priorities once you step into a digital landscape. For example, during lockdowns, schools were juggling both academic and safeguarding pressures, while the distraction and attraction of online gaming increased for children and young people across the country. Ultimately, Eye Heroes - along with many other newly digital interventions - had to compete with a wide range of demands and priorities.

The Eye Heroes model leverages community, with children and young people spreading information and awareness about eye health through interaction with the people around them. This isn't viable in a lockdown scenario where community contact is dramatically reduced. Eye Heroes believes that it is possible to adapt this model to a digital environment, for example using innovative and engaging gamification techniques, and that this would need to be driven through an evidence-based, human-centred design approach.

## 9. Working through schools is a highly effective way to reach young people

Working with and through schools to reach young change-makers is central to the current Eye Heroes model. It is an effective and low cost way to reach large numbers of children. Working with schools also brings specific challenges. It requires careful design alongside an understanding of the education sector context. Schools are busy places and staff are under significant pressure, balancing high workload burdens with many competing demands. This has only increased post Covid-19 lockdowns and school closures.

Eye Heroes incorporated this understanding into the design of the initiative from the outset. For example, the length of an Eye heroes workshop was designed to match the average length of one school period.

The volunteer-led model means that teachers and other relevant school staff can enjoy an hour's respite, knowing that their students are being engaged in a fun and educational workshop.

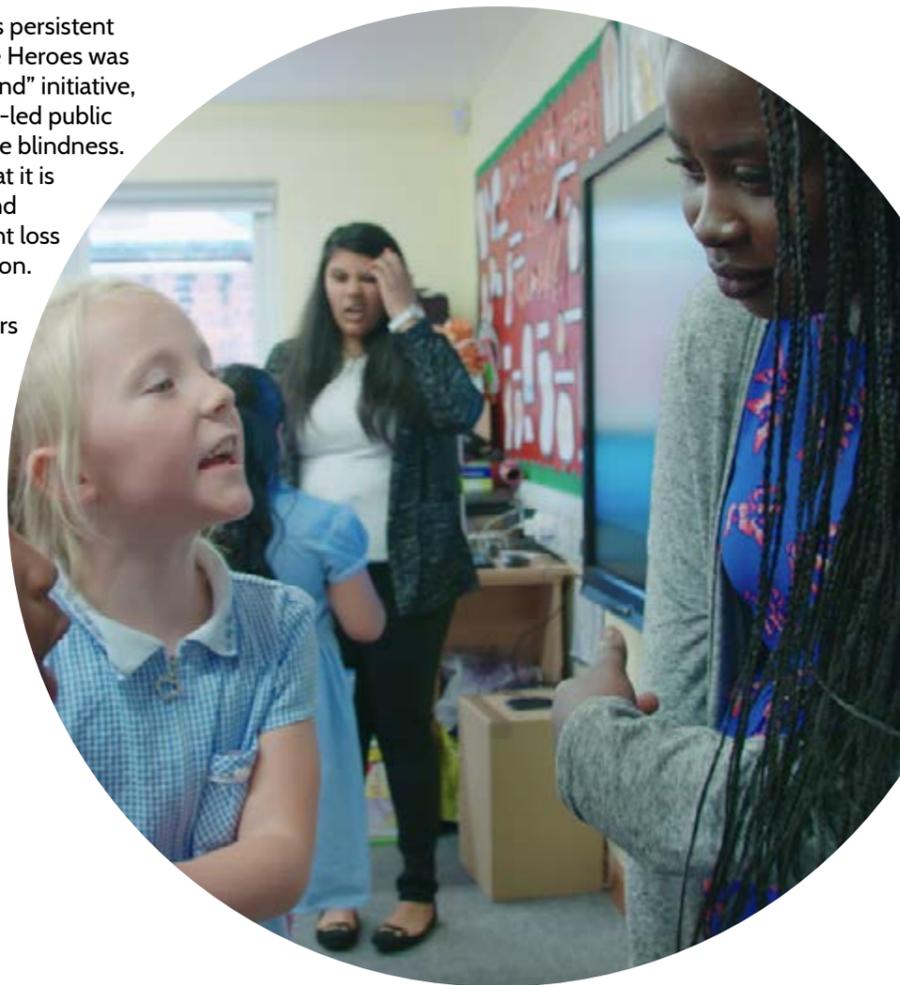
The independent impact assessment of Eye Heroes was also designed with these considerations in mind, with data collection activities designed to provide the dual purpose of a fun and interactive classroom activity for teachers to use.



# Our Next Chapter

## 10. Decision-makers must prioritise action-focused solutions to tackle avoidable sight loss

The issue of avoidable sight loss is persistent and growing in the UK. When Eye Heroes was first created, it was a “first of its kind” initiative, and it remains the UK’s only child-led public health campaign to fight avoidable blindness. Eye Heroes has demonstrated that it is possible to improve eye health and significantly reduce avoidable sight loss through high quality practical action. Eye Heroes strongly encourages funders and other key stakeholders across the public health and education sectors to invest in and prioritise practical, action-focused initiatives in this space.



We will take the successes and learnings shared in this report into the next chapter as the initiative continues to evolve.

We know that the Eye Heroes model works. It has been highly effective in reaching and retaining vast numbers of volunteers, engaging schools and inspiring young change-makers. Workshop content and materials are impactful and engaging - they have been successfully implemented by a wide range of volunteers across many different areas of the UK. The model has successfully spread information and awareness of eye health around the country. It has spurred action, leading many thousands of people to attend for eye tests. It represents value for money.

The logical assumptions that we outlined at the outset have proven to be true, namely:

1. Children are perfectly placed to spread messages about eye health to those who are typically 'hard-to-reach' via traditional campaigns.
2. Children have the ability to break down the perceived barriers to getting an eye test.
3. The information disseminated by children starts to spread through word of mouth.
4. Volunteers who run Eye Heroes workshops also become aware of the need to promote eye health and recommend participation in the Eye Heroes initiative to others in their networks.
5. Staff members in schools and after school clubs hosting Eye Heroes workshops also learn about eye health as a by-effect and spread the message further.

Schools in the UK are now facing significant challenges and pressures post-Covid. There is also the ever-present and continued risk of a surge in Covid-19 cases, future pandemics and periods of lockdown. Given our experience during recent lockdowns, we've identified specific areas for iteration in the current model to address the challenges brought about by Covid-19.



# Acknowledgements

Looking to the future, we would like to explore alternative methods of reaching young change-makers, reducing reliance and pressures on schools in a post-Covid world.

To do this, Eye Heroes will take learning from the challenges encountered relating to digital adaptation during the pandemic. In line with the Eye Heroes approach, this will be achieved via a deliberate process, led by human-centred design, informed by evidence and a thorough understanding of the digital landscape.

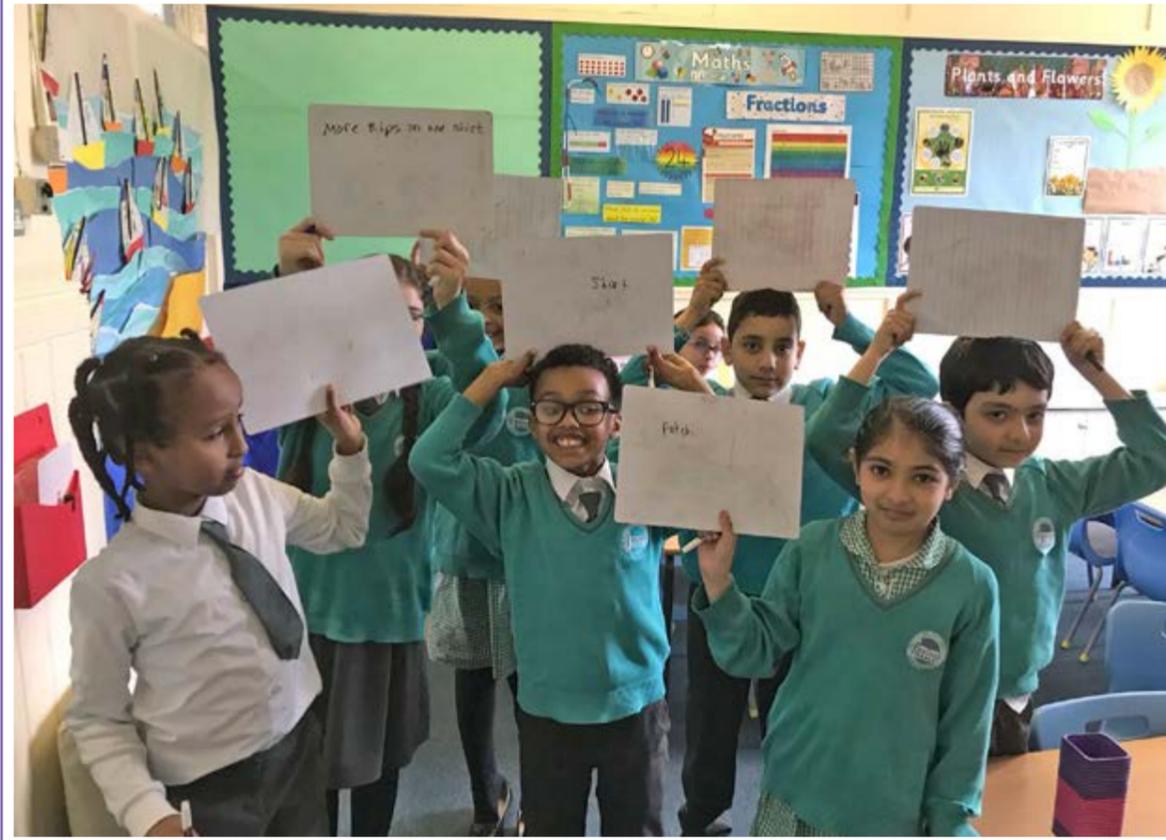
The current model is highly successful in reaching young change-makers through their schools in hard-to-reach communities. The key question that we now seek to answer is how to reach these children and young people outside of schools.

Eye Heroes is optimistic and excited to address this new challenge. We are ready to implement the extensive learning gathered through nine years of highly effective implementation at scale as we move into the next chapter.

Eye Heroes would like to thank everyone who supported this incredible journey. We extend a special thanks to every one of our wonderful volunteers and to our Eye Heroes team, including our Advisory Board over the last nine years. We will remain forever grateful for your support.

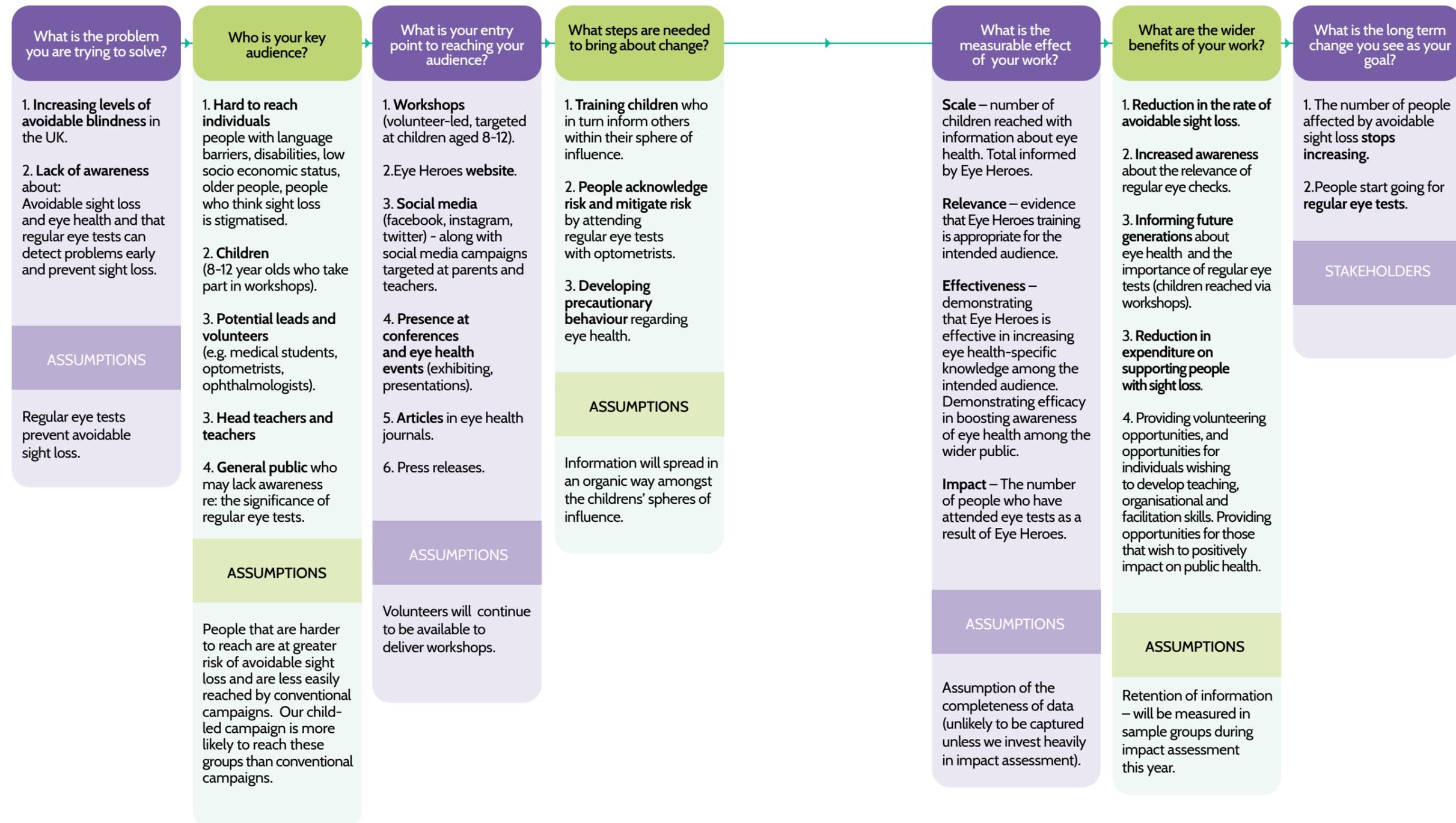
Thank you to Ailish Murray, Declan Flanagan, Professor Annegret Dahlmann-noor, Professor David Crabb, Margaret Eames, Sonia Szamocki, Thelma Mouque and Marley (guide dog - golden short hair). Your support, hard work, belief and advice have been invaluable.

Our work would not have been possible without the support of our generous funders and partners. We cannot thank you enough for believing in us.



# Appendix

## 1. Theory of Change



## 2. Our Sustainable Impact model



EMPOWERING CHILDREN TO  
INFORM OTHERS



CHILDREN ARE ABLE TO  
OVERCOME BARRIERS...

Language    Limited mobility    Anxiety & stigma    Perceived high costs of eye checks



...AND INFORM PEOPLE WHO MAY BE  
HARD TO REACH



At least  
**half**  
of all sight loss  
could have been  
**avoided**



THE 'BEST OF L'OCCITANE' GIFT  
SUPPORTING  
**Eye Heroes**

For every BEST OF L'OCCITANE Gift Collection sold, £10 will be donated to Eye Heroes UK, raising up to total of £50,000 this Christmas.

This will help to support the UK's first child-led campaign to tackle avoidable blindness, where children take on the role of eye health champions.

With the support of L'OCCITANE Foundation  
[www.fondation.loccitane.com](http://www.fondation.loccitane.com)

Eye Heroes UK is a community interest organisation.  
Registered Office: 100A Queens Crescent, London, NW3 4DY. [www.eyeheroes.org.uk](http://www.eyeheroes.org.uk)

**Spreading the word about eye health**

**Eye Heroes**

Bring us to schools in your local area

[eyeheroes.org.uk](http://eyeheroes.org.uk)

**I've been for an eye check**

Post this card to us if you've been for an eye check - it's free!

[eyeheroes.org.uk](http://eyeheroes.org.uk) UK's first child-led initiative to fight avoidable sight loss

**Eye Heroes**

**Regular eye checks**  
can help catch problems early

[eyeheroes.org.uk](http://eyeheroes.org.uk)



**Eye Heroes**

 **Vision Foundation**  
London's sight loss charity