



Painting the World Green: Awareness and Early Detection Can Save Your Sight from Glaucoma

Amsterdam, The Netherlands, February 2023

The World Glaucoma Association (WGA) launches the “The world is bright, save your sight” campaign; a global awareness initiative on glaucoma spanning across all continents.

Glaucoma is the leading cause of preventable irreversible blindness, and the figures are staggering. One in 200 people, aged 40, has glaucoma, and the number rises to one in 8, aged 80. As the world ages, and the population increases as well, glaucoma is becoming more and more common. Currently, an estimated 78 million people are diagnosed with glaucoma on a global level. This number is forecasted to skyrocket in the coming years, as over 111.8 million people will be impacted by glaucoma by 2040.

Although vision can't be regained once lost to glaucoma, damage due to glaucoma can be prevented. Regular eye - and optic nerve - checks are the number one rule for sight preservation, since glaucoma can be asymptomatic in its early stages. Thus, the earlier it is diagnosed, the less damage is done.

For over a decade, the WGA has been working to raise global awareness on glaucoma and the importance of prevention. The “The world is bright, save your sight” campaign urges everyone around the world to take action for a better future for sight.

Neeru Gupta, President of the World Glaucoma Association, remarks, *“World Glaucoma Week is a unique initiative that puts a spotlight on glaucoma as the leading cause of preventable irreversible blindness worldwide. The prompt diagnosis and treatment of glaucoma can prevent needless vision impairment, however, so many are unaware they have the disease or may not have access to much-needed care. As the numbers are expected to increase exponentially, it is a growing public health concern that needs more attention and effective eye health systems. The active coming together of the international community with colleagues and key stakeholders through events to stimulate awareness and dialogue is a show of our shared commitment to improving glaucoma care for patients around the world.”*

World Glaucoma Week

March 12 - 18, 2023

Internal Use



The message of the campaign spreads beyond glaucoma patients. Even family members of people with glaucoma have a ten-fold risk of getting glaucoma themselves, with a one-in-four life-time risk.

Ivan Goldberg, Co-Founder World Glaucoma Week, comments, *“To be effective, community awareness projects need to be relevant. That means they need to be based locally and thus rely on individuals in each place to be involved actively, adopting the unifying global message into local culture”*.

The 2023 theme reflects the hope that with regular testing, people continue to see the world around us: full of beauty, charm, and adventure.

How to be a part of the campaign

We are counting on each individual to take action! Join us in our mission to eliminate glaucoma-related disability and prevent as many people as possible from going blind from this preventable and treatable disease. Browse through all the activities around the world and help us spread the word by submitting your own activity.

1. Visit www.worldglaucomaweek.org
2. Click ‘Find an activity’ to find out what others are doing worldwide
3. Register and submit your activity
4. Download the artwork to promote your activity
5. Use #glaucomaweek on your social media channels to spread the word

Media inquiries

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About the World Glaucoma Association

The World Glaucoma Association (WGA) is an independent, impartial, ethical, global organization for glaucoma science and care. WGA’s core purpose is to eliminate glaucoma-related disability worldwide. The WGA is the largest international glaucoma association, encompassing a network of 91 Glaucoma Societies worldwide and 23 Glaucoma Industry Members reaching over 16,000 eye care professionals.