



VISION

Eliminate Glow-Related Preventable Childhood Blindness Globally

GLOBAL STRATEGIC PLAN

KTG S.E.E.S. - Sharing Early Education Seamlessly
- Promoting Early Detection in Ages 0 to 5 through Simple Glow Related Messaging

MISSION

Increase Public Awareness about Glow-Related Eye Diseases and Drive Action to Prevent Childhood Blindness

Sharing Information Freely Regarding the Importance of Glow Detection

National And International Audiences

Families & Community Members In The US & Abroad

Doctors, Nursing And Medical Students, Leukocoria Researchers And Healthcare Workers

Childhood Blindness Prevention And Childhood Services NGOs

Who We Serve

Early Detection Emphasized and Vision Care Improved for ages 0-5, Preventing Childhood Blindness

Avoid Missed and Inaccurate Diagnoses

Diagnose the more than 20 Childhood Blinding Conditions from One Common Symptom, the Glow

Often Overlooked 0-5 Age Group Safeguarded Through Early Informed Detection

Three Small Words, Know The Glow, and a photo translated into 100 Languages Worldwide

Know The Glow's Role

Educated World Aware Of The Dangers Of Finding The Glow In Flash Photos Of Children

Education For All - A World Where All People Everywhere Know The Glow

Share Success Stories of Children Worldwide, Providing a Pathway and a Network of Support for the Children of Tomorrow

Creating Hopeful Informative Messaging That Resonates With The Audience Through Short Simple Messages And Images

Highlight Research Breakthroughs And International Outreach Via Social And Traditional Media

Our Programs & Outreach

Seamless Transition And Universal Access To Care Through Worldwide Partners

Build Relationships With Doctors And Researchers, As Well As Parent Groups, Disease Groups And NGOs Worldwide

Develop Partnerships Encouraging Universal Awareness And Access To Childhood Vision Screening Aimed At Seamless Transition To Treatment

Seamless Universal Early Access to Care from Awareness to Early Intervention to Proper Diagnosis and Treatment

Create Feedback Loop With Local And International Partners Developing A Framework On Which To Build And Evolve

Worldwide Partners