

Chile Campaign Summary



KnowTheGlow

Our Vision: We aim to eliminate preventable early childhood blindness globally. **Our Mission:** We raise public awareness for glow-related eye diseases and drive action to prevent childhood blindness. **Our Purpose:** We help parents see their child's vision in a new light, because no child should go blind from a preventable eye disease.



KnowTheGlow Chile Campaign Summary

The [KnowTheGlow Chile Campaign](#) ran from **October 15th through December 15th 2025**. With your help, we have built relationships, met wonderful doctors, families and NGOs while spreading awareness of “The Glow” and the great work each of you are doing!

As we conclude the formal awareness media push phase of the Chile Campaign, all of these assets are available on our permanent KTG Chile page. They will reside online for your use, ready for perpetual downloading and sharing should they be helpful in any awareness or educational efforts that arise. Our family, doctor, and NGO posts and stories will reside there as well as a constant resource. Should you have other ideas on how we can work locally to build awareness or wish to talk with us about how we can help you incorporate any of the KTG materials into your programs please do not hesitate to reach out to us!

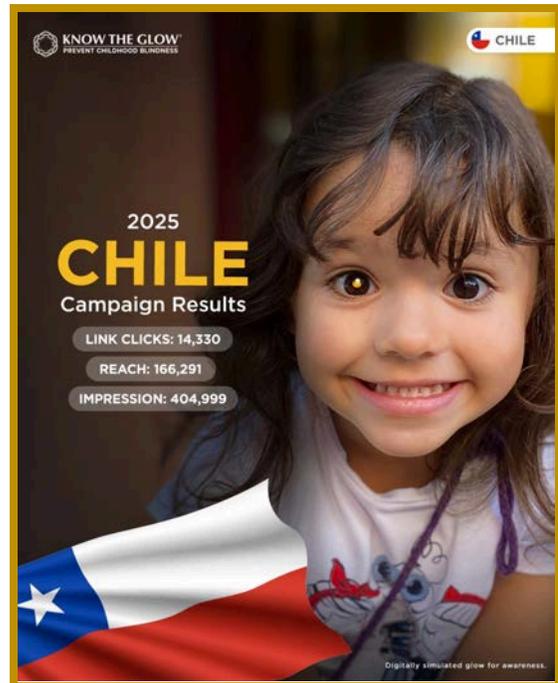
This is just the beginning of KTG’s long-term plan to highlight the efforts, ongoing initiatives, and achieved successes of Chile patients, families, doctors, researchers, NGOs and partner programs, globally shining a light on your efforts in the hopes of extending your reach. If there are activities in your area that you’d like us to highlight please let us know! We’ll continue to cheer on all of our friends in Chile even as KTG shifts its focus to other campaign initiatives in neighboring countries.

Our media marketing team has placed infographic awareness ads and copy throughout Chile targeting new parents, influencers, eye health, Retinoblastoma and Coats’ Disease survivors, citizens, and educators. Those ads and images will continue to be shared behind the scenes via social media and we hope they will continue to build awareness all over Chile. A quick snapshot of the campaign with some of the most successful ads and the overall eight week social media marketing campaign results follows.



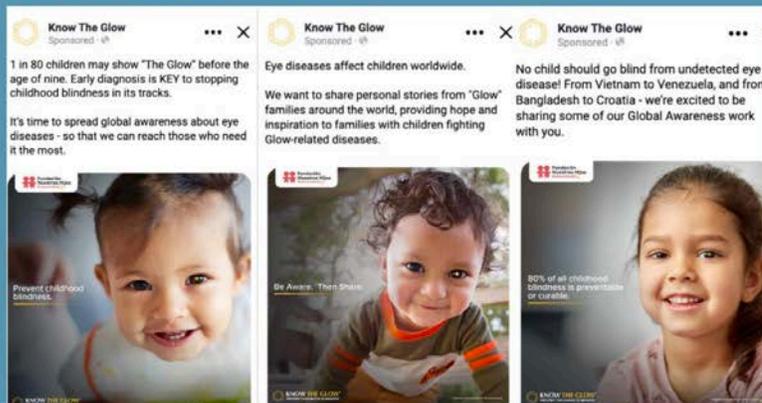
KTG Chile Campaign Social Media Data Results

Below are the total Impressions, Reach, and Link Clicks throughout the KnowTheGlow Chile Campaign. We had wonderful results and will continue to support your efforts in building awareness in Chile. We hope to keep the communication ongoing with all of our Chile contacts and welcome the opportunity to continue to work together to make a lasting impact.



Chile International Campaign

October-December 2025



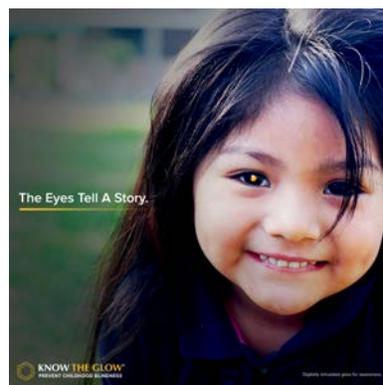
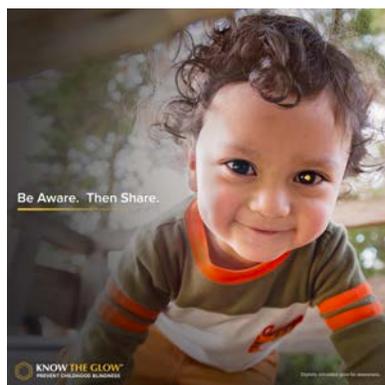
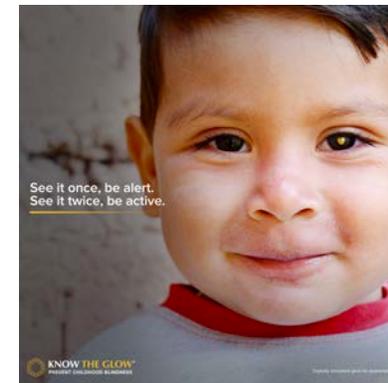
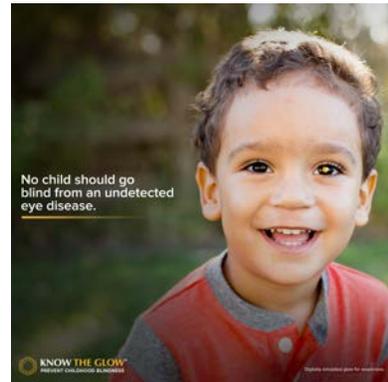
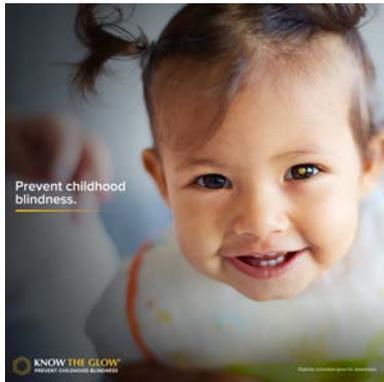
Walk gently and lightly on your path today...and leave a trail of lights so others may find their way.
- One Who Gathers Tribes

Impressions	404,999
Reach	166,291
Clicks	14,330



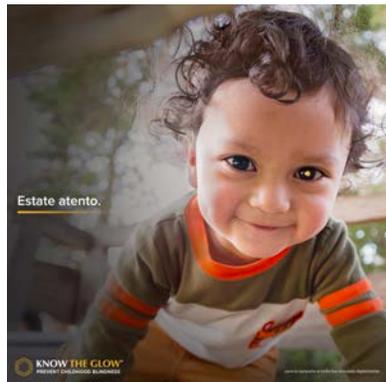
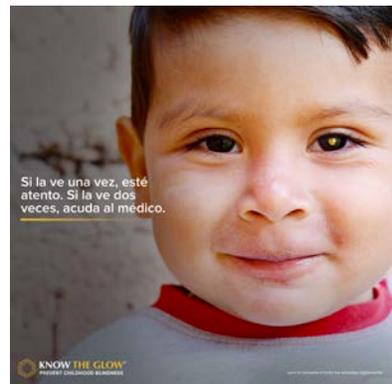
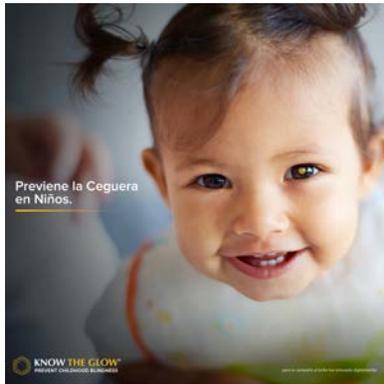
KTG Chile Images

The images below were used in the KTG Chile Campaign and are also available on the KnowTheGlow website. Please continue to share the KTG Campaign with your team's audiences and social media channels.





Spanish Translations:





KnowTheGlow Collaborations & Partnership

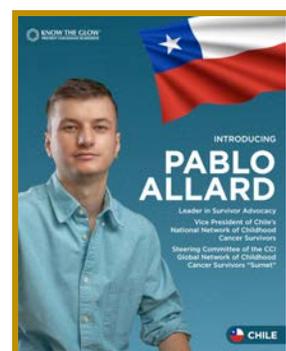
Dr. Marcela Zubieta - Dr. Marcela Zubieta was one of the most influential contributors to KnowTheGlow's Chile campaign, serving as a powerful connector between KTG and the broader childhood cancer community in Latin America. As Regional Chair of Childhood Cancer International (CCI) and founder of Fundación Nuestros Hijos, she has dedicated her life to improving pediatric cancer care, early detection, and family support across Chile and beyond. Her personal journey as a mother who lost her daughter to cancer shaped her lifelong mission and leadership in oncology advocacy. Through her extensive network, Dr. Zubieta introduced KnowTheGlow to key partners, including CCI, helping expand KTG's collaborations and creating meaningful pathways to reach more doctors, organizations, survivors, and families throughout the region.



Alejandra Méndez - Through Dr. Zubieta's leadership and introduction to Childhood Cancer International, KnowTheGlow had the opportunity to meet Alejandra Méndez, Vice President and Communications Director of CCI. Alejandra, inspired by her own son Pablo's childhood cancer journey, has become a passionate global advocate for early detection, education, and psycho-social support for families. Her work aligns closely with KTG's mission of raising awareness about The Glow as an early warning sign of retinoblastoma. With Dr. Zubieta's connection paving the way, Alejandra welcomed KnowTheGlow into CCI's worldwide network of more than 200 member organizations, marking the beginning of a partnership rooted in shared goals of saving lives through awareness and collaboration.



Pablo Allard - As a direct result of Dr. Zubieta's growing circle of collaboration, KnowTheGlow was also introduced to Pablo Allard, a childhood cancer survivor and emerging leader in Chile's survivor advocacy movement. Pablo, the son of Alejandra Méndez, has transformed his own difficult cancer experience into a career supporting adolescents in treatment and strengthening survivor networks nationwide. Now a psychologist and Vice President of Chile's National Network of Childhood Cancer Survivors, he brings a vital perspective to KTG's outreach efforts. Pablo expressed strong interest in helping connect KnowTheGlow with survivors, families, and medical professionals in Chile, further extending the impact of Dr. Zubieta's introductions and reinforcing how her leadership has helped build an expanding community of support around KTG's mission.





Conferences

In the past two years, KnowTheGlow has had the privilege of being represented at multiple conferences by Megan, Helene, KTG Global Ambassadors, and partnering doctors. At these events, they presented KnowTheGlow materials and spoke about our mission, helping to further our global awareness efforts. We are honored to have had the opportunity to participate and engage in these conferences, reinforcing our commitment to early detection and awareness.

KTG Conferences -

- ❖ [International Agency for the Prevention of Blindness \(IAPB\) Conference in Mexico](#)
- ❖ [European Retinoblastoma Group EURBG Greece 2024](#)
- ❖ [World Congress of Pediatric Ophthalmology and Strabismus Conference in Malaysia](#)
- ❖ [One Retinoblastoma World Conference 2024](#)
- ❖ [ISOO Virtual 2025](#)
- ❖ [Global Ophthalmology Summit, Chicago, Illinois \(15 - 17, August 2025\)](#)
- ❖ [2025 COECSA Congress in Ethiopia \(20 - 22 August 2025\)](#)
- ❖ [ISOO Rio 2026 \(17 - 21, March 2026\)](#)
- ❖ [Nigerian Optometric Association \(NOA\) Western Zonal conference- Lagos, \(12 - 13 March, 2026\)](#)
- ❖ [EAOO 2026 Conference in Riga, Latvia \(15-17, May 2026\)](#)
- ❖ [2030 In Sight Live, IAPB Kenya 2026 - \(4 - 6 June 2026\)](#)
- ❖ [African Ophthalmology Council Virtual Congress \(23 – 25 July 2025\)](#)
- ❖ [The African Council of Optometry conference \(AFCO\)- Abuja \(July 29th-1st August 2026\)](#)
- ❖ [One Retinoblastoma World Conference 2026 - \(12 - 14, September 2026\)](#)

Moving forward, we would love to highlight and support your work at any conferences you may be attending. If you have plans to attend an upcoming conference to speak about the importance of pediatric vision health, please let KnowTheGlow know so we can spotlight your involvement and, if possible, provide materials to support you. Your participation plays an essential role in spreading awareness and expanding our reach.



KTG Chile Campaign Spotlight

Carla Soto Vargas - Carla is a retinoblastoma survivor from Cajón del Maipo, Chile. Diagnosed at age four, she faced the loss of her eye and years of social stigma, but with her family's support, she turned her experience into advocacy. As a founding member of Luz de Esperanza, Chile's National Network of People Cured of Childhood Cancer, Carla leads awareness, education, and support activities. Since joining KnowTheGlow as an Ambassador, she has been instrumental in connecting families, doctors, and organizations across Chile, helping expand early detection and care efforts.



Dr. María Mánquez - Dr. María Mánquez, a Chilean ocular oncologist and creator of the innovative MD EyeCare app, has been a key partner in KnowTheGlow's mission to advance early detection of childhood eye disease. Trained at Wills Eye Institute under Dr. Carol Shields, Dr. Mánquez recognized the critical need for earlier diagnosis of retinoblastoma in Chile and developed a smartphone-based tool powered by AI to screen for leukocoria. Her pioneering work, supported by global mentorship and accelerator programs, has the potential to reach children in primary care settings where access to pediatric ophthalmologists is limited. Through her collaboration with KnowTheGlow, Dr. Mánquez is helping bring technological innovation, practical screening solutions, and life-saving awareness to children and families in Chile and beyond.



Bárbara Chadwick - Bárbara Chadwick leads the Casa Familia Foundation in Chile, a sanctuary supporting families of children with cancer. Since joining, she has helped expand the organization's reach, providing housing, meals, emotional support, and transport so families can complete treatment without collapsing under the burden. Casa Familia also operates Casa de Luz, South America's first pediatric hospice, ensuring children with life-limiting illnesses spend their final days surrounded by love and dignity. Through her work, Bárbara has been essential in connecting KnowTheGlow to families and patients, strengthening collaboration and awareness of childhood cancer care in Chile.





Website Landing Page:

Below are the links to our website for the Chile Campaign.

<https://knowtheglow.org/Chile/>

Glow Stories and Articles:

- ❖ [Dr. Marcela Zubieta](#)
- ❖ [Carla Soto Vargas KTG Chile Ambassador](#)
- ❖ [Viviana Palomera Venegas](#)
- ❖ [Dr. Enzo Castiglione - Ophthalmologist](#)
- ❖ [Dr. Sung Hyuk Kim - ANACAN](#)
- ❖ [Dr. Kenneth Johnson](#)
- ❖ [Pablo Allard](#)
- ❖ [Dr. Diego Andrés Ossandón Villaseca](#)
- ❖ [Alejandra Mendez](#)
- ❖ [Vicente's Glow Story](#)
- ❖ [Dr. Liliana Vasquez Ponce](#)
- ❖ [Dr. Maria Mánquez](#)
- ❖ [Bárbara Chadwick](#)
- ❖ Dr. Guillermo Chantada (*article coming soon*)
- ❖ Valeska Gonzalez Morales (*article coming soon*)
- ❖ Dr. Josefina Berliner - Fundación Nuestros Hijos (FNH)
- ❖ Dr. Orietta Candia

Chile Family Glow Stories, Doctors, Researchers, NGOs and Partner Programs will continue to be updated and permanently featured on the KTG Chile Campaign section of the website. If you know of other NGOs, doctors, researchers or families we should meet please let us know! We'd love to continue getting to know the amazing people making a difference every day in Chile!

PDFs of Documents / Fliers:

[How To Detect The Glow \(English\)](#)

Vision and Mission (English)

[How To Detect The Glow \(Spanish\)](#)

Vision and Mission (Spanish)



Building on the Foundation

As KnowTheGlow moves now to our next campaign country, we will never be too far away! We look forward to continuing the conversation with all of you in Chile and being your cheerleaders and biggest fans as we continue to spread awareness in other parts of the world and point to you as examples of just what is possible when great groups come together to make a difference. Reach out to us always and often to keep us updated on your activities and outreach, your ideas and suggestions. We will always be keeping one active campaign running in Africa and we hope to be referring more children and families your way soon!

Thank you from KnowTheGlow

On behalf of the entire KnowTheGlow Team, we thank you for your kindness, generosity and support of KnowTheGlow's vision, mission and purpose. With your continued support, we will continue to build awareness to eliminate preventable early childhood blindness globally.

Should you have any questions or wish for more information please reach out to us! We look forward to hearing your ideas and hope to continue to find ways to highlight your work and be additive to your ongoing efforts to help find and guide families to care throughout your incredible country.

