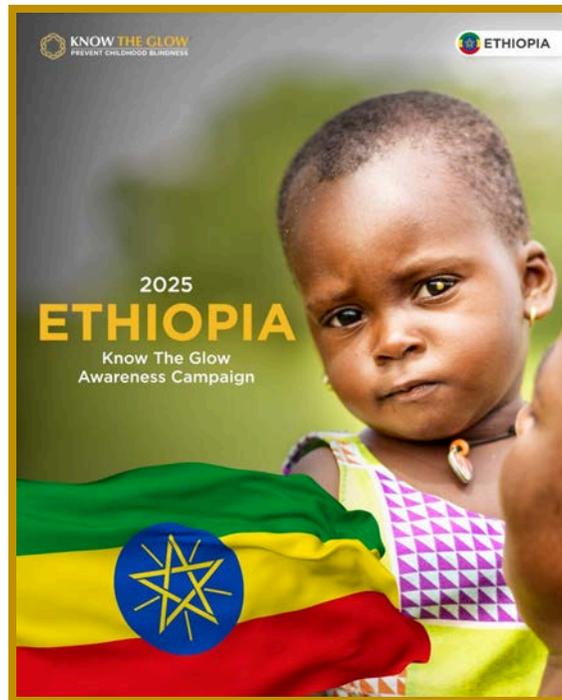


Ethiopia Campaign Summary



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 Ethiopia Campaign Summary

The [KnowTheGlow Ethiopia Campaign](#) ran from **August 15th** through **October 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 Ethiopia Campaign, all of these assets will soon be available on our permanent KTG Ethiopia 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 Ethiopia 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 Ethiopia 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 Ethiopia 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 Ethiopia. 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 Ethiopia Campaign Social Media Data Results

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

2025 ETHIOPIA Campaign Results

- LINK CLICKS: 252,321
- REACH: 1,946,899
- IMPRESSION: 5,578,927

Ethiopia International Campaign

August-October 2025

The above were the most successful ads during the period.

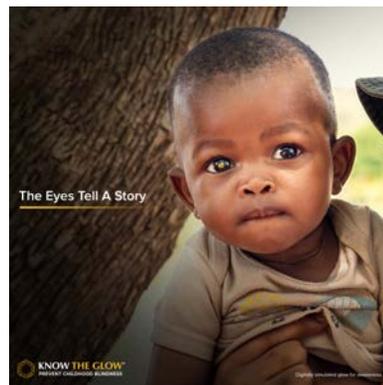
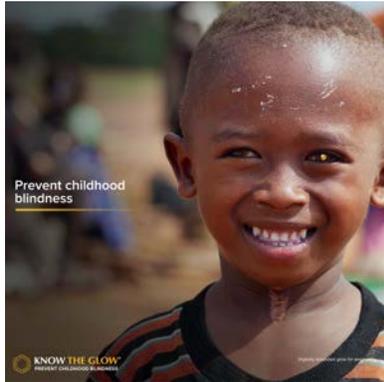
Change the way you look at things and the things you look at change.
- Wayne W. Dyer

Impressions	5,578,927
Reach	1,946,899
Clicks	252,321



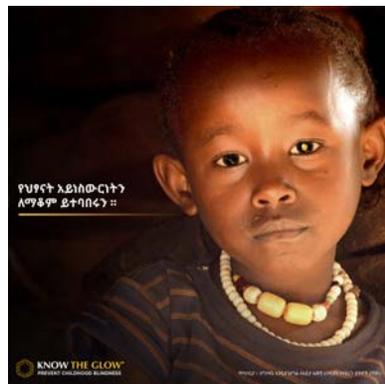
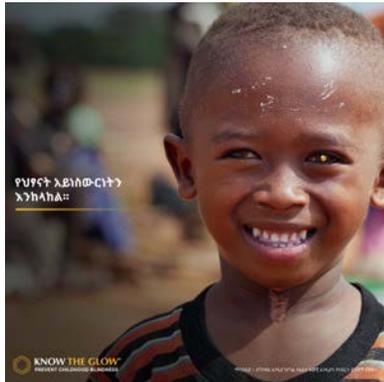
KTG Ethiopia Images

The images below were used in the KTG Ethiopia 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.





Amharic Translations:



6.



Afan Aromo Translations:



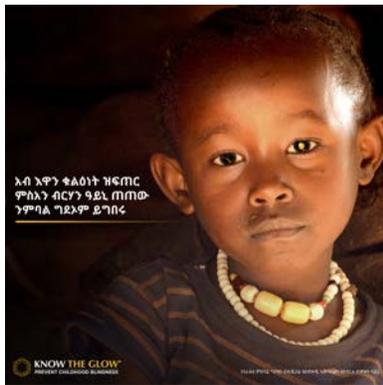
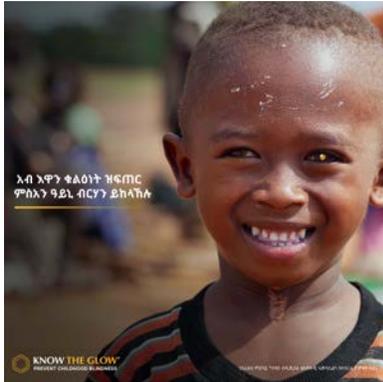


Somali Translations:





Tigrinya Translations:





KnowTheGlow Attends The COECSA 2025

KnowTheGlow (KTG) had the honor of participating in the 2025 COECSA Congress in Addis Ababa, represented by Ruth Ngaruiya, KTG Africa Program Manager, and Pemijie Gadimoh, KTG Global Student Ambassador. In collaboration with Alliance Mondiale Contre le Cancer (AMCC), KTG co-hosted a booth that showcased both organizations' shared commitment to fighting childhood blindness and cancer. Together with Dr. Karim Assani, AMCC Retinoblastoma Manager, the teams created an engaging space that drew strong interest from delegates, students, and eye health professionals from across Africa.

Throughout the three-day event, KTG had the opportunity to meet in person with many doctors and partners previously connected virtually. Among those who visited were Dr. Sadik Teju Sherief, Dr. Kumale Tolesa, Dr. Bezawit Tadegagne, Dr. Kahaki Kimani, Dr. Pius Mwanja, Dr. Rebecca Lusobya, Dr. Ciku Mathenge, and Dr. Simon Arunga, the incoming COECSA President. A major highlight was the Retinoblastoma Awareness Video Challenge, which drew over 50 creative entries. Dr. Alice Lisa Ouma from Lighthouse for Christ Eye Center was announced the winner and will attend the 2026 COECSA Congress in Uganda.



KTG was also honored to have Ermias Kibreab, Ethiopia Ambassador and retinoblastoma parent, share his family's story—reminding delegates of the human impact behind awareness work. The team later visited TAPCCO (Tesfa Addis Pediatric Cancer Center Organization), where they met families and staff offering vital support to children in treatment.

COECSA 2025 was a powerful opportunity for collaboration and connection. KTG strengthened existing partnerships, met many Ethiopian doctors in person for the first time, and received tremendous support in translating awareness materials into local languages to reach more families across the country. [Click here.](#)



Other Conferences Attendance.

In past years, KnowTheGlow 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 Attended the following Conferences -

- ❖ [2023 International Society of Ocular Oncology \(ISOO\) Conference in Mombasa, Kenya.](#)
- ❖ [ISOO Conference in Goa, India](#)
- ❖ [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](#)
- ❖ [One Retinoblastoma World Conference 2024](#)

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, please let KnowTheGlow know so we can provide materials and also spotlight your involvement. Your participation plays an essential role in spreading awareness and expanding our reach.

- ❖ [2030 IN SIGHT LIVE, Nepal](#)
- ❖ [ISOO Virtual 2025](#)
- ❖ [African Ophthalmology Council Virtual Congress \(23 – 25 July 2025\)](#)





KTG Ethiopia Campaign Spotlight

Bisrat Kibreab's Glow Story

When Ermias Kibreab's infant son, Bisrat, was diagnosed with bilateral retinoblastoma, the family faced immense emotional, cultural, and financial challenges in seeking treatment. Refusing to give up, they traveled from Ethiopia to Kenya, where Bisrat received life-saving care. Today, fifteen-year-old Bisrat is a thriving student, disability advocate, and inspiration to many. He is fluent in Braille, excels academically, and is determined to study law. Together, he and his father now raise awareness about childhood eye cancer and inclusion for the visually impaired, helping families across Ethiopia choose treatment and hope over stigma. [Click here to read more...](#)



Dr. Bezawit Tadegegn and Dr. Roby Dessalegn Wirtu

Pediatric ophthalmologists Dr. Roby Dessalegn and Dr. Bezawit Tadegegn are leading efforts in Ethiopia to improve early detection of retinoblastoma. After seeing many late-stage cases, Dr. Roby connected with KnowTheGlow to strengthen community awareness. Together with Dr. Bezawit and the national RB task force, they worked together with KTG to help in translating awareness materials into local Ethiopian languages to help families recognize “the glow” early and seek timely treatment. [Click here to read more...](#)



Dr. Kumale Tolesa Daba

Dr. Kumale Tolesa, a pediatric ophthalmologist at Jimma University Medical Center and Secretary of the Ophthalmological Society of Ethiopia, plays a key role in Ethiopia's national retinoblastoma team. She coordinates care between hospitals and NGOs to ensure children receive timely and affordable treatment. A strong advocate for early detection, she continues to raise awareness through social media and education initiatives. Recently, Dr. Kumale partnered with KnowTheGlow to translate awareness materials into Oromo, Tigrinya, and Somali, extending vital information to more families across Ethiopia. [Click here to read more...](#)





Website Landing Page:

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

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

Glow Stories and Articles:

- ❖ [Dr. Roby Dessalegn Wirtu](#) - Pediatric ophthalmologist
- ❖ [Dr. Bezawit Tadegegn](#)- Pediatric ophthalmologist
- ❖ [Dr. Sadik Taju](#)- Pediatric Ophthalmologist
- ❖ [Dr. Mandefro Sintayehu](#)-Pediatric Ophthalmologist-Saint Paul Hospital MMC
- ❖ [Dr. Kumale Tolesa Daba](#) (MD, FCOECSA)-Associate Professor of Ophthalmology,Pediatric ophthalmologist and adult strabismus sub specialist,Jimma University Department of Ophthalmology,Secretary, Ophthalmological Society of Ethiopia,Owner, Healeye clinic
- ❖ [Dr.Bekalu Getahun Agaje](#)-Optometrist, Ass. professor in clinical optometry @ Hawassa university/President, Ethiopian optometric association
- ❖ [Melese Kitu](#)
- ❖ [KTG attendance at COECSA Ethiopia](#)
- ❖ [Bisrat's Glow Story](#)
- ❖ [Ermias Kibreab - KTG Ethiopia Ambassador](#)
- ❖ Tesfa Addis Parents Childhood Cancer Organization (TAPCCO)

Ethiopia Family Glow Stories, Doctors, Researchers, NGOs and Partner Programs will continue to be updated and permanently featured on the KTG Ethiopia 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 Ethiopia!

PDFs of Documents / Fliers:

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

[Vision and Mission \(English\)](#)

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

[Vision and Mission \(Amharic\)](#)

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 Ethiopia 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.

