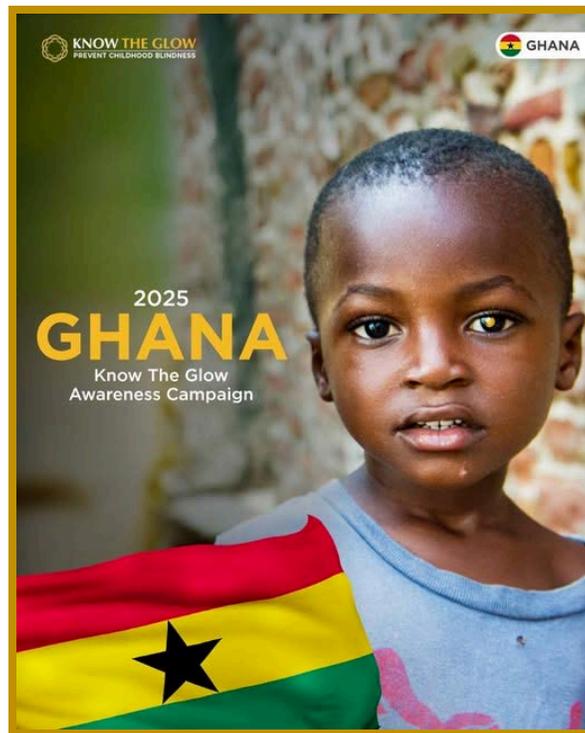


Ghana Campaign Summary



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 Ghana Campaign Summary

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

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

2025 GHANA Campaign Results

- LINK CLICKS: 308,172
- REACH: 3,069,707
- IMPRESSION: 16,573,800

Ghana International Campaign

May-July 2025

Know The Glow Sponsored

A rare eye condition is rarely spotted in time – which is why we ask parents to take a few seconds to check family photos for “The Glow”, an abnormal cat-eye reflex that appears as a white or gold spot on the pupil of the child’s eye.

SEE IT ONCE, BE ALERT. SEE IT TWICE, ACT!

5 likes

Know The Glow Sponsored

Join The Global Movement and help us stop blindness in its tracks!

“THE GLOW” CAN INDICATE MORE THAN 20 DIFFERENT EYE DISEASES OR CONDITIONS.

1.4K likes, 11 comments, 4 shares

Know The Glow Sponsored

1 in 80 children may show “The Glow” before the age of nine. Early diagnosis is KEY to stopping childhood blindness in its tracks.

It’s time to spread global awareness about eye diseases - so that we can reach those who need it the most.

1K likes, 11 comments, 10 shares

“The light of the eyes rejoice the heart.”

Impressions	16,573,800
Reach	3,069,707
Clicks	308,172

The above were the most successful ads during the period.



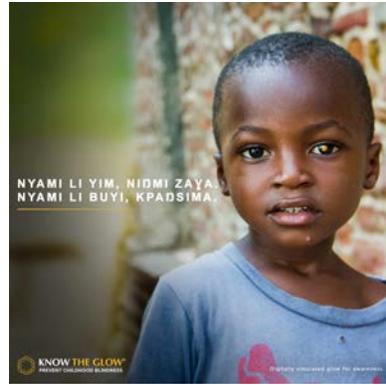
KTG Ghana Images

The images below were used in the KTG Ghana 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.





Dagbani Translations:





Akan Translations:

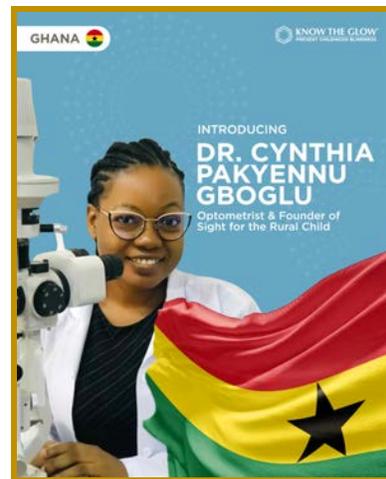




KnowTheGlow Collaborations & Partnership

Know The Glow (KTG) continues its mission to combat childhood blindness through early detection by spotlighting local heroes like Dr. Cynthia Pakyennu Gboglu. A dedicated optometrist and founder of [Sight for the Rural Child](#), Dr. Gboglu is transforming pediatric eye care in Ghana's underserved regions.

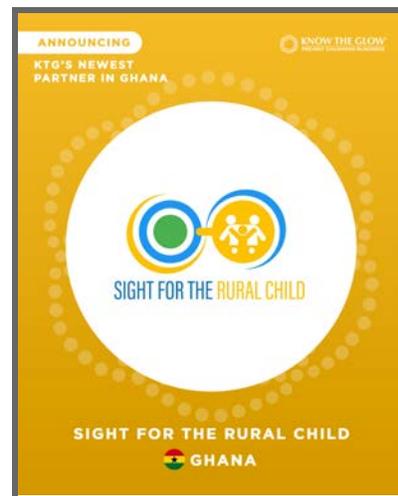
Motivated by her own eye health challenges and a friend's glaucoma diagnosis, she launched the organization after graduating from Optometry School in 2020. In 2023, she returned to northern Ghana where access to eye care is scarce and began funding its work from her personal savings. Her goal: to screen one million children by 2030.



Now, she's working to establish northern Ghana's first Pediatric Vision Clinic and Training Center. Partnering with a local university, the center will also offer a pediatric optometry certification program.

In a recent meeting with KTG's Co-founder Megan Webber, Director of Global Outreach Helene Dameris, and Africa Program Manager Ruth Ngaruiya, Dr. Gboglu emphasized the urgent need for early detection and the high misdiagnosis rate of conditions like leukocoria and retinoblastoma. These discussions sparked a partnership between Sight for the Rural Child and KTG to raise awareness, educate communities, and prevent avoidable childhood blindness.

Though still in its early phase, the collaboration is already exploring how KTG's digital outreach can support Dr. Gboglu's grassroots efforts. Together, they aim to break down barriers to early diagnosis, especially in rural areas. Read more about this powerful partnership and Dr. Cynthia's story [Click here](#).





Conferences

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](#)
- ❖ [COECSA Congress 2025 \(Ethiopia - August 2025\)](#)
- ❖ [ISOO Virtual 2025](#)
- ❖ [African Ophthalmology Council Virtual Congress \(23 – 25 July 2025\)](#)

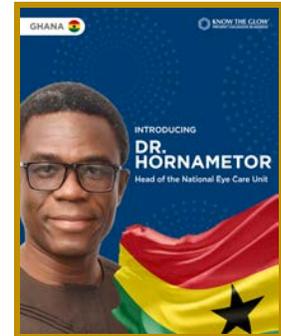




KTG Ghana Campaign Spotlight

Dr. Hornameter Afake – Steering National Eye Care Initiatives

As the Head of the National Eye Care Unit at Ghana Health Service, Dr. Hornameter Afake plays a pivotal role in shaping the country's pediatric eye health policies. Under his guidance, over 200 primary health workers in northern Ghana have been trained to recognize early signs of pediatric eye diseases. Dr. Afake emphasizes the importance of equipping frontline personnel with diagnostic tools like the Arclight ophthalmoscope, enabling effective screenings even in remote areas. His commitment to early detection and systemic change is transforming pediatric eye care across Ghana. [Click here to read more...](#)



Prof. Vera A. Essuman & Dr. Dziffa-Bella Ofori-Adjei – Advancing Retinoblastoma Care

Prof. Vera A. Essuman, a leading pediatric ophthalmologist, and Dr. Dziffa-Bella Ofori-Adjei, President of the Ophthalmological Society of Ghana, have been instrumental in enhancing retinoblastoma (RB) treatment in the country. They have established an Intra-Arterial Chemotherapy (IAC) service, providing advanced treatment options for RB patients. Their collaborative efforts include training healthcare workers using the Arclight device, supported by organizations like the Alliance Mondiale Contre le Cancer and Rotary Club. Prof. Essuman is also spearheading the development of a national strategy for RB care, aiming to increase the survival rate of affected children. Both doctors have also been invaluable partners in KnowTheGlow's Ghana campaign, offering their expertise and support to help expand awareness and early detection efforts across the country. [Click here to read more...](#)



Dr. Gilbert Batioka Bansaana and Dr. Ida Ansing – Researching Pediatric Eye Diseases in Northern Ghana

Dr. Gilbert Bansaana and Dr. Ida Ansing, ophthalmologists at Tamale Teaching Hospital, are leading efforts to improve the diagnosis and treatment of retinoblastoma and other pediatric eye conditions in northern Ghana. Through collaborative care, community outreach, and ongoing research into cultural and systemic barriers, they are striving to save children's sight and lives in one of the country's most underserved regions. [Click here to read more...](#)





Website Landing Page:

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

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

Glow Stories and Articles:

- ❖ [Dr. Cynthia Pakyenu](#). Optometrist and founder Sight for the Rural Child
- ❖ [Dr. Hornameter Afake](#)
- ❖ [Vision Action Ghana: Robert Alibo](#)
- ❖ [Adolf Ollenu](#):Orbis Ghana
- ❖ [Dr. Vera Essuman](#)
- ❖ [Dr. Dziffa Bella Ofori-Adjei](#)
- ❖ [Dr. Gilbert Bonsaana](#)
- ❖ [Dr. Ida Ansing](#)
- ❖ Dr. James Addy, Cure Blindness - Country Director Ghana - coming soon
- ❖ [Dr. Thomas Baah](#)
- ❖ [Dr. Mohammed-Sherrif Fuseini](#) - Medical Doctor, Researcher - focus on Ophthalmology- coming soon
- ❖ [Dr. Zulfiya Gbedemah](#) - Korle Bu Teaching Hospital - focus on Ophthalmology and Vitreoretinal Surgery- coming soon
- ❖ Prof Lorna Awo Renner - coming soon
- ❖ Ayire Adongo World Child Cancer- Ghana- coming soon
- ❖ [Akua Sarpong Lifeline Childhood Cancer Foundation](#)- coming soon
- ❖ [Dr. Arthur Brant, Dr.Sarthak Shah, and Dr. Andrew DesLauriers Africa Eye Imaging](#)- coming soon
- ❖ Ongoing Student Chapter Partnership with University of Cape Coast.

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

PDFs of Documents / Fliers:

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

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

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

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



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 Ghana 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.

