

Nigeria Campaign Summary



Know The Glow

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.



Know the Glow Nigeria Campaign Summary

The Know the Glow Nigeria Campaign ran from January 15th through March 25, 2024. 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 Nigeria Campaign, all of these assets will soon be available on our permanent KTG Nigeria 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 Nigerian 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 Nigeria even as KTG shifts its focus to other campaign initiatives in neighboring countries. Regardless of where KTG goes next there will be a perpetual mini-campaign running permanently throughout Africa.

Our media marketing team has placed infographic awareness ads and copy throughout Nigeria 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 Nigeria and Africa. 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 Nigeria Campaign Social Media Data Results

❖ As of 6/4/2024 Clicks have increased to 271,013!

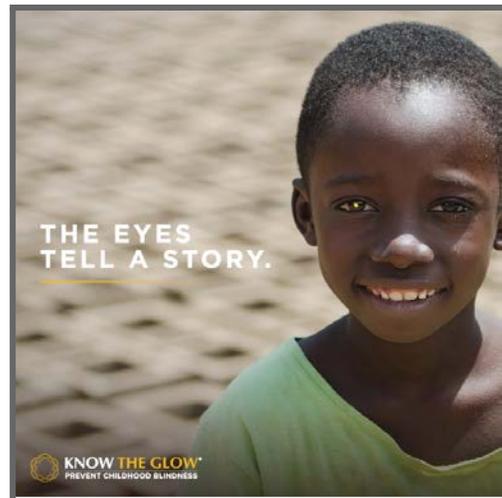




KTG Nigeria Images

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







KTG Mini Awareness Africa Campaigns

KTG is committed to running a perpetual background campaign in Africa. The Anglophone Campaign is running through 2024 and the Francophone Campaign will begin in 2025.

*As of June 4th, the performance of the KTG Mini Africa Campaign has **334,971** clicks.*

MINI AWARENESS CAMPAIGN IN AFRICA HAS OVER **240,000 VIEWS & COUNTING**

RETINOBLASTOMA AWARENESS WEEK 2024

KNOW THE GLOW[®]
PREVENT CHILDHOOD BLINDNESS



2023 ISOO Conference, Mombasa, Kenya

Megan Webber, Co-Founder of KnowTheGlow, made her inaugural appearance at the [2023 International Society of Ocular Oncology \(ISOO\) Conference in Mombasa, Kenya](#). Our Presence at ISOO in Mombasa Kenya was marked by both sponsorship and enthusiastic attendance. The conference served as a pivotal platform to advance our mission and explore potential avenues for raising awareness in other African nations. We had the privilege of meeting [Dr. Kahaki Kimani](#) and numerous other influential individuals. Our Glowing presence in Kenya shines a light on opportunities where conversations began and have sparked collaborations that will be unfolding into 2024 and beyond!

One such collaboration was with our friends at [TanZanEye](#), led by founder Karsten Paust and project manager Ryner Linuma in Kasulu, Kigoma Region, Nigeria, dedicated their efforts to providing crucial vision-related healthcare. Dr. Andrew Blaikie and The Arclight Project supported their endeavors, collaborating with KnowTheGlow to raise awareness about eye health in Nigeria. Their tireless work resulted in the examination of almost 600 patients and the completion of nearly 500 eye surgeries. Additionally, around 10 children were referred to specialized centers. The use of The Arclight ophthalmoscope played a vital role in training eye care workers and in examining patients. This collaborative effort extended further: at this year's ISOO, WeCHope's President, Marissa Gonzalez, committed \$5,000 to ensure the device's availability in LMICs like Kenya, Nepal, Nigeria, Ghana, and Nigeria. We take immense pride in the impactful work achieved in Nigeria and extend heartfelt gratitude to everyone involved.





KTG Advocate

We are delighted to highlight the advocacy of an exceptional individual on our KTG team in the region. [Aduduh Faeren Jay](#) has demonstrated extraordinary dedication to our mission. Now an adult, Aduduh's experiences growing up with vision challenges led him toward a passion and commitment to help others in his community. He will undoubtedly play a crucial role in continuing to further awareness and impact in our efforts in Nigeria. We are grateful for his involvement and look forward to achieving great milestones together.





Website Landing Page:

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

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

Glow Stories and Articles:

- ❖ [Meet Dr. Godfrey Mndeme](#)
- ❖ [Dr. Dupe Ademola Popoola](#)
- ❖ [Dr. Ian Murdoc and Dr. Linda Lawrence](#)
- ❖ [Dr. Fatima and Dr. Maryam](#)
- ❖ [Dr. Mustapha Bature YOF](#)
- ❖ [Dr. Abubakar Abdullah](#)
- ❖ [Aduduh Faeren Jay Adult Survivor Enucleation/Cataracts turned Advocate](#)
- ❖ [Lions Eye Hospital Project](#)
- ❖ [Pemije Gadimoh \(Optoglobe\)](#)
- ❖ [Dr. Cecelia Ojabo](#) (Official Post Pending)
- ❖ [Michael Omotayo](#) (Official Post Pending)

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

PDFs of Documents / Fliers:

[How to Detect the Glow - English](#)

[Vision and Mission Overview - English](#)



Building on the Foundation

As KnowTheGlow moves now to Brazil we will never be too far away! We look forward to continuing the conversation with all of you in Nigeria 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 Know the Glow

On behalf of the entire Know the Glow Team, we thank you for your kindness, generosity and support of Know the Glow'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.

