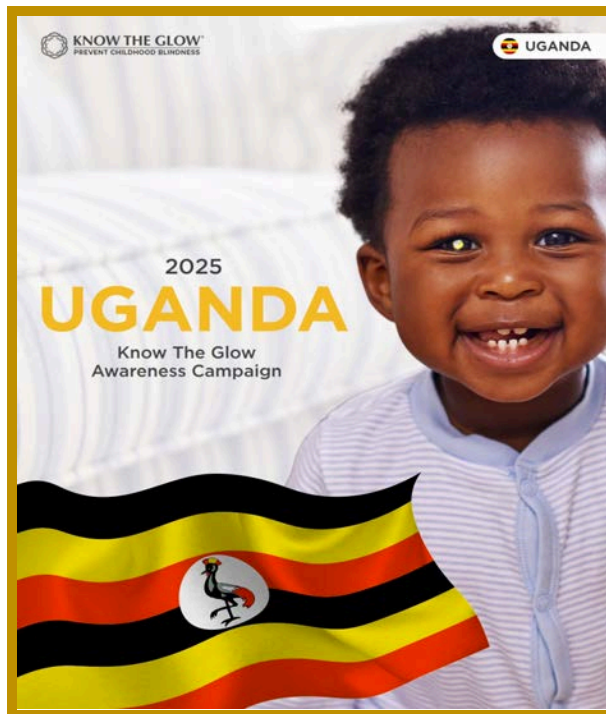


## Uganda Campaign Summary



### *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 Uganda Campaign Summary

The [KnowTheGlow Uganda Campaign](#) ran from **January through March 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 Uganda Campaign, all of these assets will soon be available on our permanent KTG Uganda 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 Uganda 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 Uganda 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 Uganda 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 Uganda. 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 Uganda Campaign Social Media Data Results

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



## Uganda International Campaign January-March 2025

The above were the most successful ads during the period.

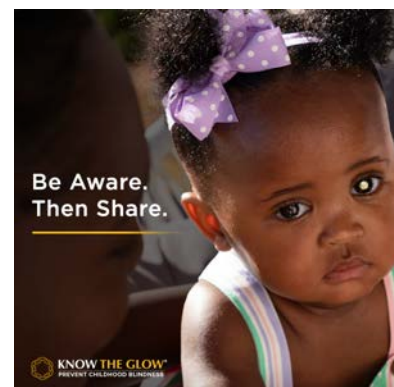
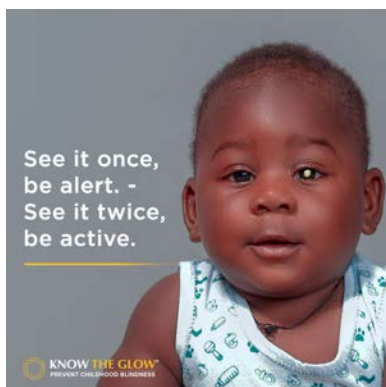
“The light of the eyes rejoice the heart.”

Impressions	8,286,467
Reach	1,375,029
Clicks	113,185



## KTG Uganda Images

The images below were used in the KTG Uganda 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.





**French Translations:**



Know The Glow  
"reconnaitre le reflet blanc dans la pupille"  
- Prévenir la cécité infantile.



Les yeux racontent une histoire.



80 % de toutes les cécités infantiles sont évitables ou curables.



80 % de toutes les cécités infantiles sont évitables ou curables.



Aidez à STOPPER la cécité infantile.



Aucun enfant ne devrait devenir aveugle à cause d'une maladie oculaire non détectée.



Voyez-le une fois, soyez vigilant. - Voyez-le à deux fois, soyez actif.



"The Glow"  
"le reflet blanc dans la pupille"  
peut indiquer plus de 20 maladies ou affections oculaires différentes.



Savoir. Alors partagez.





**Kirundi Translations:**



Menya “urumuri mujisho” mubana ufashe kugwanya ubuhumyi.



Amaso arabara inkuru.



Kurinda ubuhumyi mubana



Ibice 80 kw'ijana vy'ubuhumyi mubana bwokwirindwa canke bukavugwa.



Fasha guhagarika ubuhumyi mubana.



Nta mwana n'umwe akwiye guhumishwa n'ingwara y'amaso itatahuwe kare.



Urubonye ubigira rimwe, ugire amakenga, usubiriye kurubona ubugira kabiri uce ukurikirana.



“The Glow” “urumuri mujisho” rurashobora kwerekana igitigiri c'ingwara z'amaso zirenga 20.



Ubimenze. Usangize n'abagenzi.





## Luganda Translations:



Know The Glow-Manyanya okumyansa mumaso-Okuziyiza okuziba amaaso mu baana.

KNOW THE GLOW®  
PREVENT CHILDHOOD BLINDNESS




Amaaso Ganyumya Emboози

KNOW THE GLOW®  
PREVENT CHILDHOOD BLINDNESS



Ziyiza okuziba amaaso mu baana a baato.

KNOW THE GLOW®  
PREVENT CHILDHOOD BLINDNESS



Ebitundu 80% ku buzibe bwonna obw'abaana buziyizibwa oba buwona.

KNOW THE GLOW®  
PREVENT CHILDHOOD BLINDNESS




Yamba OKUKOMYA okuziba amaaso mu baana abaato.

KNOW THE GLOW®  
PREVENT CHILDHOOD BLINDNESS



Tewali mwana yenna alina kuziba maaso olw'obulwadde bw'amaaso obutazuuliddwa.

KNOW THE GLOW®  
PREVENT CHILDHOOD BLINDNESS




Laba omulundi gumu, beera bulindaala. - Laba emirundi ebiri, beera active.

KNOW THE GLOW®  
PREVENT CHILDHOOD BLINDNESS



“The Glow” “okumyasa mumaso” esobola okulaga endwadde oba embeera z'amaaso ez'enjawulo ezisukka mu 20.

KNOW THE GLOW®  
PREVENT CHILDHOOD BLINDNESS



Beera Mumanyi. Olwo Gabana.

KNOW THE GLOW®  
PREVENT CHILDHOOD BLINDNESS



**Swahili Translations:**



Jua Mwanga -  
Zuia Upofu wa  
Utotoni

KNOW THE GLOW®  
PREVENT CHILDHOOD BLINDNESS



Macho  
Yanasimulia  
Hadithi

KNOW THE GLOW®  
PREVENT CHILDHOOD BLINDNESS



Kuzuia upofu  
wa utotoni!

KNOW THE GLOW®  
PREVENT CHILDHOOD BLINDNESS



Asilimia 80  
ya upofu wote  
wa utotoni  
unaweza  
kuzuilika au  
kutibika.

KNOW THE GLOW®  
PREVENT CHILDHOOD BLINDNESS



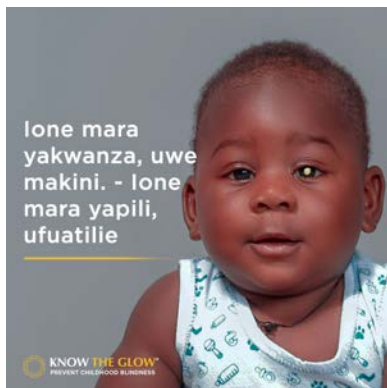
Saidia  
KUKOMESHA  
upofu wa  
utotoni.

KNOW THE GLOW®  
PREVENT CHILDHOOD BLINDNESS



Hakuna mtoto  
anayepaswa  
kuwa kipofu  
kutokana na  
ugonjwa wa  
macho  
usiojulikana.

KNOW THE GLOW®  
PREVENT CHILDHOOD BLINDNESS



Ione mara  
yakwanza, uwe  
makini. - Ione  
mara yapili,  
ufuatilie

KNOW THE GLOW®  
PREVENT CHILDHOOD BLINDNESS



"The Glow"  
"Mwanga  
jichoni"  
unaweza  
kuonyesha  
zaidi ya  
magonjwa  
20 tofauti ya  
macho au hali.

KNOW THE GLOW®  
PREVENT CHILDHOOD BLINDNESS



Kuwa na  
Ufahamu.  
Kisha Shiriki.

KNOW THE GLOW®  
PREVENT CHILDHOOD BLINDNESS



## KnowTheGlow Collaborations

KnowTheGlow has partnered with several organizations in Uganda, and one standout collaboration is with [GAF Eye Health Foundation](#). Despite working with a very small budget, GAF has made a remarkable impact on the Namisidwa community in eastern Uganda. Through weekly outreach programs, patient follow-ups, and training sessions, they are transforming lives by increasing access to eye care. Their dedication is evident in their work, as seen in their [YouTube videos](#), showcasing the incredible outreach efforts they are undertaking. We are proud to support their mission and excited to see this partnership continue spreading awareness and making a difference in diverse communities!





## 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](#)



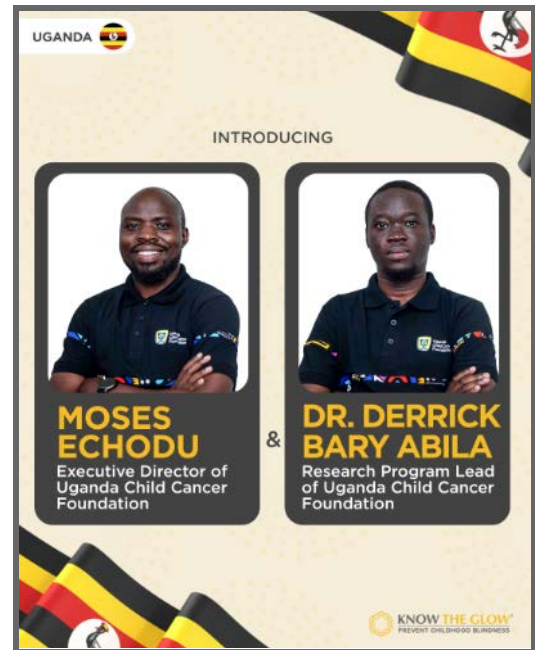


## KTG Uganda Campaign Spotlight

KnowTheGlow (KTG) and the Uganda Child Cancer Foundation (UCCF) are united in the fight against childhood cancer through early detection. KTG's Program Manager for Africa, Ruth Ngaruiya, and Director of Global Outreach, Helene Dameris, recently met with [Moses Echodu, Executive Director of UCCF](#), and [Dr. Derrick Bary Abila](#), Research Program Lead, to discuss the challenges of childhood cancer care in Uganda and explore collaboration opportunities.

UCCF, founded in 2006, began as a foundation to mobilize public funds for treatment and has since evolved into a fully-fledged NGO focusing on advocacy, awareness, research, and patient support. One of Uganda's biggest challenges is a high rate of illiteracy, which delays diagnoses. UCCF combats this through its "Three C's Program – Children Caring About Cancer," which educates high school students, as well as outreach in churches and markets to inform caregivers. They also partner with organizations like St. Jude Children's Research Hospital and Nation Media to spread awareness. UCCF also provides direct patient support through play therapy, counseling, transportation assistance, and a nutrition program that ensures children receive three to four meals a day during treatment. Dr. Abila emphasized the importance of research in understanding diagnostic delays and highlighted retinoblastoma as one of the top five cancers they encounter. He also shared his passion for training medical students, believing that educating future doctors will play a crucial role in improving early detection rates.

By the end of the meeting, it was clear that KTG and UCCF share a deep commitment to early diagnosis, education, and advocacy. Together, they see endless possibilities for collaboration—from strengthening awareness campaigns to empowering medical students and community leaders. As Uganda continues to make strides in childhood cancer care, partnerships like this one will be instrumental in ensuring that no child loses their sight or their life to a preventable disease. With KTG's global awareness expertise and UCCF's grassroots advocacy and support programs, this collaboration has the potential to change the future of childhood cancer detection and care in Uganda—one child, one family, and one community at a time. **To read more, [click here](#).**





## Website Landing Page:

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

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

### Glow Stories and Articles:

- ❖ [Dr. Gladys Atto](#)
- ❖ [Primrose Magala](#)
- ❖ [Anne Musika](#)
- ❖ [Ayesiga Innocent](#)
- ❖ [Pius Mwanja](#)
- ❖ [Samuel Mbayo](#)
- ❖ [Martin Bukenya](#)
- ❖ [Moses Echodu](#)
- ❖ [Derrick Bary Abila](#)
- ❖ [Dr. Rebecca Claire Lusoby](#)
- ❖ Visio International (Dr. Naomi Nsubuga, William Obella and Binasali) *(article coming soon)*
- ❖ [Ambrose Wekwanya](#)

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

### PDFs of Documents / Fliers:

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

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

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

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

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

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

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

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

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

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



## ***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 Uganda 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.

