

South Africa 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 South Africa Campaign Summary

The **KnowTheGlow South Africa Campaign** ran from **March 15th through May 15th 2026**. 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 South Africa Campaign, all of these assets are available on our permanent KTG South Africa 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 South Africa 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 South Africa 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 South Africa 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 South 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.



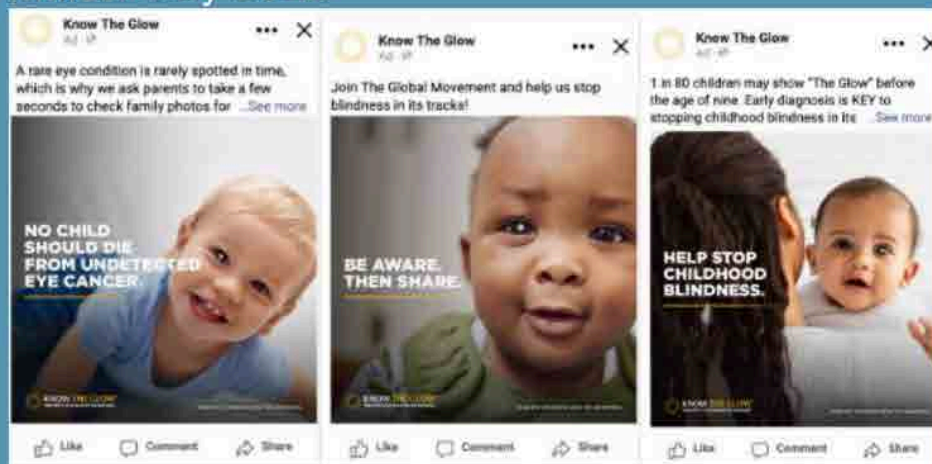
KTG South Africa Campaign Social Media Data Results

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



South Africa International Campaign

March-May 2026



Sometimes the questions are complicated and the answers are simple.
- Dr. Seuss

Impressions	1,492,426
Reach	551,491
Clicks	85,067

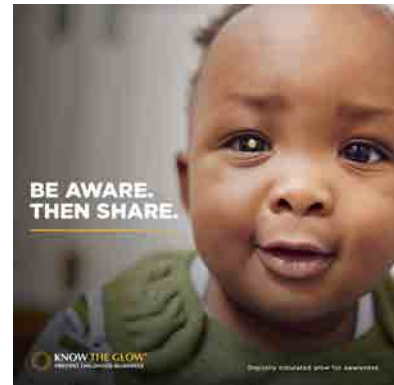
The above were the most successful ads during the period.





KTG South Africa Images

The images below were used in the KTG South Africa 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.



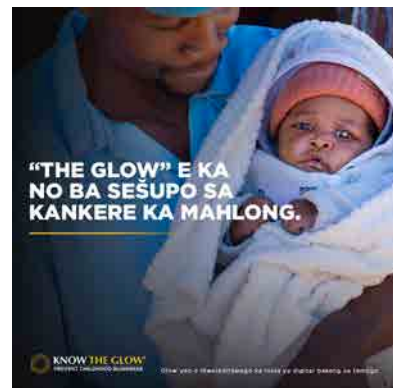
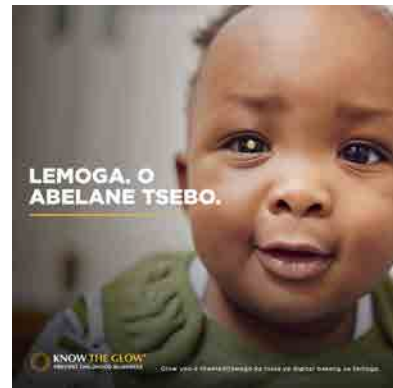


Afrikaans Translations:





Sepedi Translations:





Venda Translations:





Xhosa Translations:





Zulu Translations:





KnowTheGlow Collaborations & Partnership Spotlight

KTG First Student Chapter in South Africa

Know The Glow is excited to announce the establishment of its first Student Chapter in South Africa at the University of KwaZulu-Natal. This marks an important step in the continued global expansion of KTG Student Chapters, empowering young advocates to raise awareness of retinoblastoma and other glow-related pediatric eye conditions.



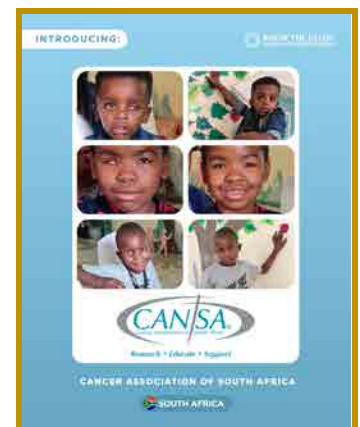
The chapter will engage students in awareness activities across campus and surrounding communities, including educational workshops, outreach initiatives, and collaboration with local schools and families. Through these efforts, students will help strengthen early recognition of the signs of childhood eye disease and promote timely referral for care.

By equipping and supporting student ambassadors to lead awareness efforts, the University of KwaZulu-Natal Student Chapter contributes to Know The Glow's broader mission of ensuring that more children are diagnosed early and receive sight- and life-saving treatment.

Cancer Association of South Africa (CANSA)

Know The Glow (KTG) and the Cancer Association of South Africa (CANSA) have established a formal partnership building on earlier discussions focused on childhood cancer awareness and early detection in South Africa.

Initial engagements between the two teams highlighted strong alignment, particularly around improving early recognition of retinoblastoma, strengthening community education, and supporting families navigating childhood cancer. CANSA's long-standing national presence and psychosocial support services complement KTG's focus on early awareness and timely referral.



The discussion focused on practical opportunities around awareness messaging, community outreach, and strengthening pathways that help children reach care earlier. [Click here](#) to read more...



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 \(23 – 25 July 2025\)](#)
- ❖ [COECSA congress 2026- \(26-28th August 2026\)](#)
- ❖ [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.

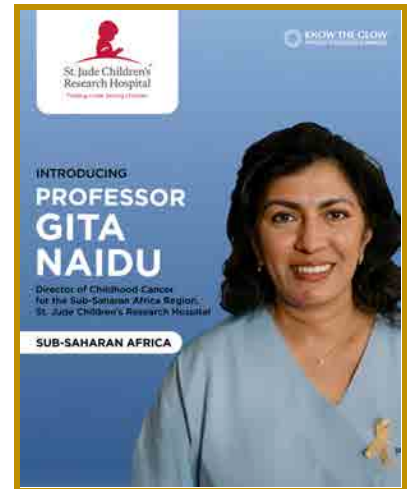


KTG South Africa Campaign Spotlight

Professor Gita Naidu

Professor Gita Naidu is the Director of Childhood Cancer for the Sub-Saharan Africa Region at St. Jude Children's Research Hospital, with over 20 years of experience in pediatric oncology in South Africa, including at Chris Hani Baragwanath Academic Hospital and the University of the Witwatersrand.

She has played a key role in strengthening early detection and referral systems for childhood cancer, including the inclusion of retinoblastoma (The Glow) in early warning guidelines. Her work focuses on improving early diagnosis, addressing barriers to access, and supporting families through treatment. [Click here](#) to read more..



Professor Heidi Lourens

Professor Heidi Lourens is an associate professor of psychology at the University of Johannesburg and a retinoblastoma survivor. Her academic work focuses on disability and the lived experiences of visually impaired students in higher education.

Diagnosed with retinoblastoma in infancy, she lost both eyes during childhood and later pursued independent education, completing her master's and PhD in psychology. Her personal journey has shaped her strong advocacy for independence, inclusion, and access to supportive systems for people with visual impairments.

Beyond academia, she uses her platform to share her lived experience and raise awareness about visual impairment and childhood cancer survivorship, helping families understand the long-term possibilities for children diagnosed with retinoblastoma. [Click here](#) to read more...





Mmabatho Nyamane

Mmabatho Nyamane is the Northern Cape Provincial Coordinator for the South African Library for the Blind (SALB). She works closely with communities to improve access to education, literacy, and assistive resources for individuals with visual impairment.

Through initiatives such as the Mini Library Project, SALB provides Braille, audio, tactile, and large-print materials, alongside training in assistive technologies and mobility skills. The organization also conducts extensive outreach to identify and support children who may be out of school or underserved, particularly in rural areas.

Mmabatho's work is driven by a strong commitment to inclusion and early intervention, ensuring that children with visual impairment can access education, independence, and opportunity. [Click here](#) to read more...

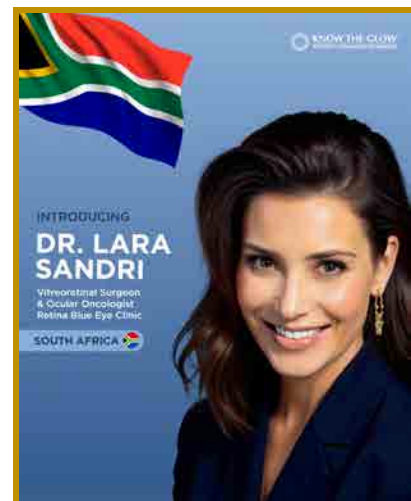


Dr. Lara Sandri -

Dr. Lara Sandri is an ocular oncologist and retinal surgeon based in Johannesburg, with a clinical focus on retinoblastoma care. She provides services to government and uninsured patients, helping to reduce financial barriers to treatment.

Alongside her clinical work, she is exploring practical AI tools to support early recognition and clinical decision-making. Beyond research, she is helping lead a national effort to update South Africa's retinoblastoma treatment guidelines, aiming to ensure consistent, high-quality care across the country.

Dr. Sandri strongly advocates for early community awareness of leukocoria (The Glow), emphasizing that timely recognition is critical to improving outcomes. [Click here](#) to read more...





Website Landing Page:

Below are the links to our website for the South Africa Campaign.

<https://knowtheglow.org/South Africa/>

Glow Stories and Articles:

- ❖ [Zoe'sGlow Story](#)
- ❖ [Dr. Lara Sandri](#)
- ❖ [Bonni Suckling and Nadia Lewis \(Rainbows and Smiles Foundation\)](#)
- ❖ [Cancer Association of South Africa \(CANSA\)](#)
- ❖ [Hedley Lewis- CHOC Childhood Cancer Foundation SA](#)
- ❖ [Dr. Gita Naidu.](#)
- ❖ [Carl Queiros](#)
- ❖ [Chantal Kritzinger](#)
- ❖ [Mmabatho Nyamane](#)
- ❖ [Prof Heidi Lourens](#)
- ❖ [Tshepang Lutshaba](#)
- ❖ [University of KwaZuluNatal](#)

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

PDFs of Documents / Fliers:

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

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

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

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

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

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

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

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

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

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

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

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



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 South Africa 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.

