

Tanzania 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 Tanzania Campaign Summary

The Know the Glow Tanzania Campaign ran from September 15th through November 15, 2023. 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!

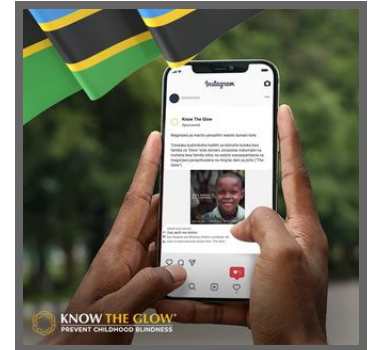
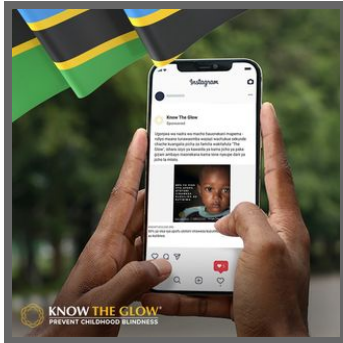
As we conclude the formal awareness media push phase of the Tanzania Campaign, all of these assets will soon be available on our permanent KTG Tanzania page. They will reside online for your use, ready for perpetual downloading and sharing should they be helpful in any awareness or educational efforts 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 Tanzanian 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 Tanzania 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 Tanzania 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 Tanzania 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 Tanzania Campaign Social Media Data Results



Tanzania International Campaign

September-November 2023

“Sight is about what lies right in front of us. Vision is what lies ahead.”
Thomas Haden Church

Impressions	8,225,294
Reach	1,519,491
Clicks	182,731

The above were the most successful ads during the period.



KTG Tanzania Ambassador

We are delighted to announce the addition of an exceptional individual to our team of ambassadors for KnowTheGlow in Tanzania. [Judith Mollel](#) has demonstrated unwavering dedication to our mission. Judith's passion and commitment will undoubtedly play a crucial role in continuing to further awareness and impact in our efforts in Tanzania. We are grateful for her involvement and look forward to achieving great milestones together.





Website Landing Page:

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

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

Glow Stories and Articles:

- ❖ [Meet Dr. Godfrey Mndeme](#)
- ❖ [Judith Mollel Tanzania Ambassador](#)
- ❖ [Abel's Glow Story](#)
- ❖ [Rosie Brennan](#)
- ❖ [Milka Mafwiri](#)
- ❖ [Nima Joas](#)
- ❖ [Karsten Paust - TanzanEye](#)
- ❖ [Andrew Blaikie - ArcLight Scope](#)
- ❖ [Susan Lewallen - KCCO](#)

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

PDFs of Documents / Fliers:

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

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

[Vision and Mission Overview - English](#)

[Vision and Mission Overview - Swahili](#)



Building on the Foundation

As KnowTheGlow moves next to Nigeria we will never be too far away! We look forward to continuing the conversation with all of you in Tanzania 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.

