

Call for a coordinated international communications effort on the effects of ocular light exposure on health and well-being

White paper from the Ladenburg Roundtable

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On 14-16 April 2024, 21 international experts on light and health met in Ladenburg, Germany, to share their expertise on the effects of light detected through the eyes on health and wellbeing and to discuss strategies to move from physiology to policy.

We, *the undersigned*, agree on the need for common messaging on this important public health topic and propose that this message could be carried to the world best by using a coordinated international communications effort. We call upon the CIE, Daylight Academy, Good Light Group, SLTBR, and others to join forces in this endeavor.

The steps that are needed:

1. Develop a consensus, evidence-based message on the topic of light and health, including relevant background literature;
2. Ensure that the message is aligned with other public health advice and design principles;
3. Express the message in simple language that makes it accessible to non-experts;
4. Identify the target groups, i.e., the segments of the population that could most benefit from this message;
5. Determine the format and dissemination channels that would be optimal to reach the target groups;
6. Develop materials in a format suitable for local language translations;
7. Formulate indicators to evaluate the outcomes of the communications campaign (e.g., the reach of the message and direct changes in stakeholder activities) and/or the longer-term impacts of this initiative.

As a preliminary suggestion, priority could be given to target the material for:

- Healthy adults;
- Parents and children;
- Patient groups;
- Occupational health and safety organizations;
- Labor organizations;
- Architects & lighting designers;
- Standardization organizations;
- World Health Organization (WHO);
- Lifestyle & preventive health coaches.

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