Vision 2020 Australia

Jennifer Gersbeck
Chief Executive Officer
Each year Vision 2020 Australia holds a WSD event or campaign as part of our overall advocacy and awareness efforts.

Our events and campaigns range from having a state or national focus to a global focus. National and global based events are often held at Parliament House in Canberra.

These events have involved testing the eyes of parliamentarians, media campaigns, partnering with other peak bodies, inviting key note speakers.
World Sight Day 2013

- Australia is supporting the theme ‘Universal Eye Health’ with ‘Get Your Eyes Tested’ as the call to action
• This year we have a range of exciting approaches:
  - Breakfast
  - Champions
  - Ambassador
  - World Sight Day Hub

• In the Western Pacific Region there are also a range of events in:
  - Fiji
  - Philippines
  - Samoa
  - Solomon Islands
World Sight Day Breakfast

• Together with the Queen Elizabeth Diamond Jubilee Trust Australia, Vision 2020 Australia is holding a World Sight Day breakfast which will be hosted by the British Consul General in Sydney on Thursday 10 October

• The event will celebrate WSD with member CEOs, high-profile Members of Parliament, and the Queen’s Diamond Jubilee Trust Australia Board members and Patrons
World Sight Day Breakfast

• Speakers will include:
  • Major General Michael Jeffery, Chair of the Trust
  • Paralympian Dr Jessica Gallagher
  • Bob McMullen, President of the International Agency of the Prevention of Blindness by video link
World Sight Day Champions

- To get the message out on World Sight Day we have enlisted the support of key federal parliamentarians across a range of portfolios.
- We provide the Champions with materials for promoting WSD to their electorates and more broadly, including key messages, media release template, blog example, social media schedule and a poster and to raise awareness within parliament.
- In the past Champions have had their eyes tested, included an article in their local newsletter, sent out a media release and spoken in parliament about the importance of getting your eyes tested.
World Sight Day Ambassador

- Doctor and TV host of an Australian program *The Project* **Andrew Rochford** is our WSD Ambassador

- He is promoting the day and the key message by having his eyes tested
World Sight Day 2013 Hub

- To help members and other spread the message a World Sight Day hub has been developed
- A suite of materials including downloadable fact sheets, templates and artwork, as well as useful tips and ideas to make WSD a success.
- These materials are available on the WSD hub at [www.worldsightday.org.au](http://www.worldsightday.org.au).
Did you know that 75 per cent of vision loss in Australia is preventable or treatable?

Don’t take your sight for granted – get your eyes tested!
World Sight Day activities in the Western Pacific Region

- **Fiji**: an event with the Ministry of Health in Lembasa will address ‘Whole Wellness’ - including smoking, diet and NCDs - with a central focus on eye health. Screening will be done for trachoma, cataract, pterygium, DR, and other eye diseases, and spectacles will be dispensed. Media will be invited to the event.

- **Philippines**: an event with the Department of Health at a major downtown Manila hospital. There will be vision screening, presentation of awards, launching of the World Sight Day Report and some local media will be invited to attend. WHO will attend and the Secretary of Health has been invited as well.
• Samoa: an awareness raising event of the common eye conditions, eye care providers, rehabilitation services and educational support services like SENESE available in Samoa. There will be DR screening, the promotion of getting your eyes tested, and the public will be encouraged to be proactive about their eye health and vision care.

• PNG: The NPBL is holding a social event in Port Moresby themed Universal Access to Eye Health, and will speak of the Regional Action Plan. Invitees will include decision makers from the National Department of Health, Donor Agencies and WHO including NGO partners and PBL members. The PBL will work further on the eye plan prior to its handover on World Sight Day.