WSD Activities Report 2015

8th October 2015
2015 WORLD SIGHT DAY
8/10/2015

Universal Eye Health www.iapb.org
**Introduction**

2015 is the third year of the WHO Global Action Plan and IAPB encourages our members and partners to continue with our rolling theme: **Universal Eye Health**

This year, the 'Call to Action' for World Sight Day is: **Eye care for all**

WSD is co-ordinated by IAPB under the VISION 2020 Global Initiative. The theme, and certain core materials are generated by IAPB. All events are organised independently by members and supporter organisations.

**WSD on social media**

The hash tags used this year for World Sight Day were - #WSD #WSD2015 #snap4sight #EyeCareForAll

#WSD has been taken over by several other days
World sepsis day, world stats day, world smile day, world standards day and world squash day all taking place in October.

Celebrities supporting WSD15 with video messages on social media

- Sonakshi Sinha, Indian actress
- Piolo Pascual, Filipino film and television actor, musician, model, and producer
- Saumya Tandon, Indian television actress
- Aashif Sheikh, Indian television actor
- King Ayisoba, Ghanaian music artist
- Kat Graham, American actress, model, singer and dance
- Guillaume Schiffman, French cinematographer
- Eric Brossier, French scientific explorer
- Frédéric Diefenthal, French actor and director
- Nieves Alvarez, Spanish model
- Jordi Cruz, Pepe Rodriguez and Samantha Vallejo-Najera - Master Chef Jury, Spain
- Paddy Ryder, Australian Rules Footballer
- Shayne Neumann, Member of the Australian House of Representatives

**IAPB events**
#EyeCarForAll Photo Competition

IAPB with the sponsorship of Bayer, launched an international photo competition for amateur and professional photographers around the world to highlight the impact of eye health in people’s lives. View the competition [microsite](#).

Participants were encouraged to share the best photographs submitted on FaceBook, Twitter and Google plus. The photos with the highest shares were submitted to a jury: Lord (George) Robertson, Marielle van Uitert and Joanna Conlon.

The competition was open from 26th June to 8th October and the winners were announced at the IAPB Council of Members meetings in China on 14 October 2015. View the winning photographs on Flickr

*A social media post calling for submissions on the subtheme – guide dogs*
The competition published a total of photos 606; 177 professional, 396 amateur and 33 photos from junior photographers.

18,786 people visited the competition site from over 125 countries, out of which 2275 visits were on World Sight Day 2015.

**V2020 Australia**

#snapforsight is a social media campaign asking Australians to share a pic of something they cherish to help raise awareness of the importance of sight. The hashtag #snapforsight trended nationally by 8.00am on World Sight Day, and reached over 3 million alone on Twitter. Go to the #snapforsight website

![A social post for #snapforsight calling for photos](Image courtesy: #Snapforsight)

**Fred Hollows Foundation**

The Foundation's Director of Public Affairs Nick Martin called on new Minister for International Development Steven Ciobo, on World Sight Day, to reaffirm his commitment to ending avoidable blindness in our region and working with the eye-health sector to restore funding recently cut from the sector. Read more

**Sightsavers**

Sightsavers organised a two-day exhibition of photographs clicked by visually impaired photographers in Bangalore, India. Read more in the India section
LV Prasad Eye Institute
The Institute had rallies, screening programs, and awareness talks in Hyderabad supported by government officials, local leaders & volunteer groups.

Students listening to an eye care awareness talk
Image courtesy: LVPEI

L’OCCITANE
Every year on World Sight Day, L’Occitane sells a special soap to help raise funds to support the fight against avoidable blindness. All the profits from the sale of this soap will finance NGOs working on eye health projects in developing countries, with the support of the L’OCCITANE Foundation. See the soap

A social media post to promote the soap
Image courtesy: l'Occitane
**Operation Eyesight**
Operation Eyesight in Hyderabad, Telangana had an event to celebrate the occasion. [Read more in the India section](#)

**Orbis**
Omega joined hands with ORBIS International to celebrate the World Sight Day by launching a 48-minute-documentary "Air Hospital" (The Hospital in the Sky) with Omega celebrity ambassadors Cindy Crawford and her daughter visiting the Flying Eye Hospital in Peru.

Also, Omega brand ambassadors, Cindy Crawford, Nicole Kidman, Zhang Ziyi, Sergio Garcia, Michael Phelps and Chad le Clos have posed with teddy bears for “A campaign with cuddles” to raise awareness of Omega’s fundraising initiative with Orbis International charity.
The photographs were published in newspapers and social media. [Read more](#)

*Cindy Crawford posing with the teddy bear given to young patients by Orbis International*
*Image courtesy: Omega*

- [Orbis Africa launched Zambia’s first documentary films on eye health](#)

**HelpMeSee**

HelpMeSee published a [video on YouTube](#) and an article on online platform [Medium](#) to commemorate World Sight Day 2015.

- [Event at Sheikh Zayed Regional Eye Care Center, Gambia](#)
Regional Events and activities

Africa

RWANDA
Murunda Hospital conducted awareness programmes and a walk to mark WSD.

Youth performing a dance as part of public awareness for WSD
Image courtesy: Nzabimana Pascal
Participants walking with a WSD banner
Image courtesy: Nzabimana Pascal

LESOTHO
Ministry of Health through the District Health Management Team (DHMT) organised an event at Lee-Coop Health Centre

CAMEROON
420 Pupils of the Government Centre primary school in Yaounde received free eye screening. Health officials also trained teachers to identify eye problems in pupils. Read more

An eye screening in progress.
SOUTH AFRICA
South African Guide-Dogs Association for the Blind (GDA) in association with Lions International celebrated Cape Town’s first World Sight Gala Dinner at Kelvin Grove Ballroom. Premier Helen Zille blindfolded and guided by Guide Dog Oregan and GDA Cape Town’s Senior Mobility Instructor, Cheryl Robertson as they led the parade of Guide Dogs, dogs in training and puppies up onto the stage with their owners. The aim for the evening was to raise enough funds to cover the full cost of R80,000 to train a Guide Dog – which was achieved and exceeded! Read more

Vision Mission organised a trip to see Maya the Bee at Ster-Kinekor Gape Gate, for 100 vision impaired children, many of them suffering from eye abnormalities as a result of Fetal Alcohol Syndrome (FAS). For these little five to seven-year-olds, this was their first cinema experience after receiving either spectacles or eye surgery discovered their newfound vision. Read more
Excited youngsters cue up to get ready for their first ever cinema experience. Image courtesy: news24.com/ Desirée Rorke

The South African National Council for the Blind organized a candle-light vigil and a talk on living with visual impairment by students of Optima College.

Candlelight vigil in the formation of an eye
Image courtesy: SANCB
SWAZILAND
CBM had cataract surgery bandages removal and dancing to celebrate. See the video.

GHANA
The University of Cape Coast chapter of the Optometry Students Association of Ghana screened a total of about 600 patients at both the Ankaful Prisons and the St. Joseph Child Care Centre in the Central Region. The students’ association also launched a campaign called “if I was blind” to spread awareness in few high schools and on campus radio station ATL FM. Read
A blindfolded poster holding a campaign poster which reads, “I was part of WSD 2015”
*Image courtesy: kuulpeeps.com*

**NIGERIA**
Nnamdi Azikiwe University Teaching Hospital, Nnewi, carried out free eye tests in the area to mark the World Sight Day. Free medicines and glasses were given. Busses were also arranged to transport the medical team by local benefactors.
[Read more](#)

**KENYA**
CBM marked World Sight Day with an event and free screening at PCEA Kikuyu Hospital
Professionals with a CBM banner
Image courtesy: CBM Kenya

Standup banners outside the hospital for the occasion
Image courtesy: CBM Kenya

News broadcast of the event
Image courtesy: NTV Kenya

Kenya Society for the Blind organized a 10km blindfolded walk in Nairobi; from the Supreme Court to West Nairobi to raise awareness and later had free screenings. They also had a session to introduce the advanced white cane. KTN News clip

GAMBIA
The National Eye Health Program (NEHP) under the Ministry of Health and Social Welfare, had a press conference at the Eye Clinic in the Serekunda Hospital at Kanifing. Read more

HelpMeSee and its local partners at Sheikh Zayed Regional Eye Care Center held a launch event at the hospital that included nearly 150 people from the local medical community, government, and public health organizations. The Honorable Omar Sey, The Gambia’s Minister of Health and Social Welfare, attended as a special guest. Read more / Youtube campaign teaser

ZAMBIA
Orbis Africa launched Zambia's first documentary films on eye health as its latest innovative tool to reduce preventable and treatable blindness and visual impairment.
One of the two short documentary films, Mbunjo Mumeso (Clouds in My Eyes), was screened in Kasempa district. Delegates including government officials, partners and funders attended the film screening and World Sight Day festivities. Patients and eye healthcare professionals featured in the documentaries were delighted to see themselves on the big screen for the very first time. Read more
11-year-old David, who had surgery to save his sight, stars in the second documentary, Amakumbi Yabuta.
Image courtesy: Orbis

Kitwe Central Hospital (KCH) received equipment from the Zambia Government for eye healthcare worth US$1 million (K12 million) in official launch by Health Minister, Joseph Kasonde on World Sight Day. The equipment, which has already been delivered to the institution, includes two operating microscopes, two visual field machines, one rectum machine, three laser machines, four slit lumps, an AB scan machine, one operating table and three Ophthalmoscopes, among others. Read more

GUYANA
The Ministry of Public Health, GPHC and CCB Eye Care Guyana hosted a medical education lecture. US-based corneal transplant surgeons, Dr Stephen Waller and Dr Joseph Pasternak spoke on the topics of Corneal Transplants and the Burden of Visual Diseases in Guyana. Read more

Demerara Lioness Lions Club in association with Optique Vision Care provided free treatment for 10 students. View news clip
The students with a WSD 15 banner
Image courtesy: Optique Vision Care
EMRO

EGYPT
Ebsar Masr Foundation for Sustainable Development (EMFSD) had an awareness event in the International Child Park in front of the WHO-EMRO building in Cairo. The Prevention of Blindness & Deafness Unit CEO, Dr. Ismatullah Chaudhry highlighted eye care for all in his speech. Later participants took part in a blindfolded walk.

The walk with WSD ribbons and balloons
Image courtesy: Ebsar Masr Foundation for Sustainable Development (EMFSD)

BAHRAIN
The Ministry of Health and the National Committee for the Prevention of Blindness (NCPB) held a jointly conducted eye tests and distributed eye health awareness leaflets. Health Minister, Faeqa bint Said Al-Saleh and deputised Assistant Undersecretary for Training and Planning, Dr. Mohammed Amine Al-Awadhi were at the event. Read more
A test in progress

Image courtesy: Ministry of Health, Bahrain

The Minister of Health, Faeqa bint Said Al-Saleh and deputised Assistant Undersecretary for Training and Planning, Dr. Mohammed Amine Al-Awadhi with optometrists at the event

Image courtesy: Ministry of Health, Bahrain
SOMALIA

Somali Ophthalmologists Society and the Optometrists Society conducted an event attended by delegates from the Ministries of Health, Fishing and Women Affairs. Parliament Members, representatives of the Somali Ophthalmological Society and Optometrist Society, Association of Blind Patients, major hospitals
and pharmaceutical companies of Mogadishu were also present. The speeches were aired for 30 minutes on three television channels.

Free eye care was organized at the National Eye Centre. 81 surgeries were performed. Eye tests, blood pressure and glucose tests were also conducted.

*Officials at the WSD event at Makkah Almukarrama Hotel in Mogadishu*
*Image courtesy: National Eye Centre and Prevention of Blindness, Somalia*
ARMENIA
The Armenian EyeCare Project (AECP) organized a series of events for the occasion; awareness events in public places, a Facebook photo contest and a disco evening with special eyeglasses.

*Imaginary eyeglasses from Facebook Photo Contest*
*Image courtesy: Armenian EyeCare Project*

*Different but equal - chess tournament between visually impaired and students from regular public school*
*Image courtesy: Armenian EyeCare Project*
MP David Mackintosh took the blindfold challenge around Market Square in Northampton with a guide dog (courtesy of the National Guide Dogs Association) and later took another walk with a white cane. An information stall was also set up at the Market Place throughout today. The event was organised by Northamptonshire Association for the Blind. Read more / Watch the video

Councillor David Leeks, chairman of Tadley Town Council participated in an event by the Loddon Valley Lions Club. Members of the Lions led Cllr Leeks around the Tadley Sainsbury's store, giving him the task of purchasing five simple items. Read more
Cllr David Leeks at the checkout in Sainsbury's
Image courtesy: basingstokegazette.co.uk

Children and staff at Brucehill Early Education and Childcare Centre marked World Sight Day with a sensory walk, a blindfolded taste-test, and learning the use of light boxes. Read more

The children and staff posing for a picture on WSD
Image courtesy: dailyrecord.co.uk
Laura Wescott and her friend Yvette Chivers did a wing-walk to raise funds for RNIB. Carol Cleveland of Monty Python posted a video to support them. View photos of the wing-walk

Sound for Sight and RNIB organised a concert for WSD at The Tabernacle in London. The audience was given sight-loss simulators during the show, to help understand what it is like to suffer from Retinitis pigmentosa, but also heighten the live music experience by taking the focus away from the visual performance.
British Blind Sport marked World Sight Day by launching their Jingle Balls campaign which aims to increase the number of children with visual impairments taking part in regular physical activity. This festive season for every £10 donated, the charity will give a new jingle ball (an audible soft play ball that makes a noise) to a blind or partially sighted child. Read more

Sightsavers had an event at London. They had special glasses to help people experience what cataract feels like. They also collected responses for their questionnaire on what people would pay to save their sight. See the questionnaire
Insight Radio had a talk show with Vision2020, UK at 12:10 to celebrate WSD.

Free diabetes screenings were organised for WSD by Swindon Lions in Brunel Centre in Regent Street. A total of 115 people were screened out of which 4 were asked to get further testing though their GP. Read more

POLAND
600 pre-school-going children had eye screening on WSD by 60 optometrists in 2 regions in Poland. Following the screening, children had a drawing contest titled, ‘My friend is wearing glasses’. Over 100 articles on the events were posted in various news and blog sites in Poland.
The events were organized by companies Essilor and JZO and 10 experts from Adam Mickiewicz University, Uniwersytetu Medycznego we Wrocławiu, and Wrocław University of Technology.
Read more on the video

TURKEY
Taylan KÜÇÜKER of Opticians and Opticians Board Member of Confederation published an awareness article on sivasanadolu.com for WSD.

MOLDOVA
In Chişinău, the Low Vision Center in partnership with Hjelp Moldova (an organization from Norway) celebrated World Sight Day to promote awareness and influence the Health Ministry of Social Protection, Family and Child, and the Ministry of Education to participate and designate funds for national blindness prevention programmes. Officials from the Ministry of Social Protection and Family and Child attended the event. The Director of Low Vision Center, Mrs. Tatiana Ghidirimschi presented the dates of RAAB in Moldova (2012). The event ended with a concert performed by visually impaired musicians.
The event was broadcasted on Moldova1, Jurnal TV and Publika TV.

In a separate activity, students at Spiru Haret High School performed a blindfolded flash mob to raise awareness. Read more on the Hjelp Moldova news page
Latin America
Seva Foundation published a video on Dona Maria's story of regaining sight for WSD. See it here.

ARGENTINA
Swiss Medical Centre had screenings for the occasion.

[Image of a banner]

Banner Translation: Free measurement of eye pressure from 10am to 6pm
Image courtesy: Swiss Medical Centre and Diaros Bonaerenses

EL SALVADOR
Salvadorean Association of Ophthalmology organized a month of activities to celebrate WSD:

- Several lectures on low vision, diabetic retinopathy to disseminate and encourage the fight against preventable blindness
- Glaucoma Detection Campaign day at no cost to the patient, (1000 patients expected) on Oct 7 and 8
- Cataract Surgery Campaign, at no cost to the patient (the goal is 250 surgeries) during the last week of October
- Publication of articles in various media related to eye health.
- Visual examinations and distribution of free reading glasses in adults
- Visual examinations and free distribution of school children lenses
GUATEMALA
250 cataract surgeries were conducted on WSD.
American Institute Association Against Blindness (IPC) conducted free eye exams in
Huehuetenango and Antigua Guatemala on WSD and a free Ophthalmology Campaign in
Teculutan on 10th October.

MEXICO
Mexican Society of Ophthalmology (SMO) with the support of Bayer organized
several events in Mexico City:
A press conference with five expert speakers who spoke of the challenges and
possible solutions to the main problems of Visual Health, where they emphasized
the uncorrected refractive error, diabetic retinopathy and retinopathy of
prematurity, Glaucoma and Macular Degeneration Age-related.
Dr. Francisco Navarro, representing the Ministry of Health, Dr. Mercedes Juan
was present. The events received coverage; 38 articles / broadcasts (2 television
broadcasts, 1 radio programme, 12 newspapers and 23 web posts)

Later, in a symposium, managers of 11 teaching centers were recognized for
their distinguished work in the training of new specialists in the field of
ophthalmology.

An educational session was also conducted.

The event ended with a conference to highlight the value of the Diabetes
indicator, by the Mexican Diabetes Federation

The press conference broadcasted on ForoTV
Image courtesy: ForoTV
BRAZIL
Regina Cunha Foundation mobilized its partners for diagnosis and surgical treatment from the 5th to 9th October in Itabuna, Southern Bahia. All services provided during the event were free. During the camp, 223 tests of red reflex in recently born children, 126 cataract surgeries, 200 Tonometry Trials, 76 visual acuity tests, and 45 ophthalmic complete examinations (with blood glucose testing and measurement of arterial pressure) were conducted. The surgeries only possible due to the network of partners, doctors, surgeons and technical staff (88 volunteers in total) who donated supplies, arranged for infrastructure and donated their fees.

A photograph and posters exhibition, “A Look at a New World” was organized in Jequitibá Shopping, showcasing awareness on eye care and the activities of FURC. Recreational and educational activities were also organized in 4 Itabuna Schools.
Technical staff at work during the WSD events
Image courtesy: Regina Cunha Foundation

Patients waiting for treatment
Image courtesy: Regina Cunha Foundation
North America
North Shore-LIJ Health System and Sightsavers had free screenings for adults at three hospitals in New York. Read more

Governor Gary Herbert has issued a declaration for October 8, proclaiming it "Utah Sight Day,". Read the declaration here.
TRINIDAD & TOBAGO
University of the Southern Caribbean organised Walk for Sight with a photo shoot of the group to commemorate the event.

Lions Club of Les Efforts San Fernando donated five walking sticks in a WSD celebration with the Blind Welfare Association Southern Branch. The manager of the association made appeal for the Government to increase its annual subvention; the $9 million received from Government was insufficient to manage the association's operational costs, which are in excess of $12 million. Read more
The University of the West Indies held a one-day public symposium on Universal Eye Health. Members of the public were educated on the various diseases that could affect their sight. Free eye screening, blood pressure and blood sugar checks were also done. [CTV news clip](#)

The Volunteers for World Sight Day organised [Walk for Sight](#) at the Queen’s Park Savannah with free vision screening, t-shirts and refreshments.
CAYMAN ISLANDS

The Lions Club of Grand Cayman invited members of the community to join them in celebrating World Sight to help friends and neighbours with visual impairments during the Worldwide Week of Service in Sight (4-10 October). Annual sight screenings were conducted on all three islands for Year 1 and Year 7 students. The service commenced on 8 September and concluded on 22 October. Read more

Students getting their eyes tested
Image courtesy: compasscayman.com / Jewel Levy
BERMUDA

Bermuda Society for the Blind (BSFB) hosted a number of events for WSD –
- Tag Day on October 8 in Hamilton at the Marketplace
- Technology Fair & Film Festival on Saturday, October 10, from 10am to 4pm at the Bermuda Underwater and Exploration Institute highlighting some of the technology available to help the blind and partially sighted
- ‘Vision Talk - Devices and Techniques Used for Daily Living’ at Beacon House on October 12. (This is also part of a monthly information and sharing group series for people who are blind or have low vision and other interested people)

Members of the Bermuda Society for the Blind
Image courtesy: todayinbermuda.com

CANADA

Artists worked on a painting of an eye for WSD
Canadian National Institute for the Blind organised blindfolded walks in Thunder Bay and Timmins. The walk in Thunder Bay started from the city hall and had Councillors Rebecca Johnson, Shelby Ch’ng, Frank Pullia, and Mayor Keith Hobbs taking part. Read more

In Timmins, Mayor Steve Black and Councillors André Grzla, Joe Campbell and Walter Wawrzaszek made their way across Algonquin Boulevard at Cedar Street using white canes and wearing dark round-lensed goggles. Read more
USA

Sixteen United States-based vision organizations hosted a Congressional Briefing entitled *Burden of Uncorrected Refractive Errors in Vision*. The attendance also included 21 Emerging Vision Scientists from across the U.S. who displayed
posters of their research at a Congressional Reception that evening and visited with their Congressional delegations the next day.

The sixteen World Sight Day 2015 Briefing Sponsors included:
1. Alliance for Eye and Vision Research
2. American Academy of Ophthalmology
3. American Optometric Association
4. Association for Research in Vision and Ophthalmology
5. BrightFocus Foundation
6. Eye Bank Association of America
7. Healthy Eyes Alliance
8. Helen Keller International
9. International Eye Foundation
10. Lighthouse Guild
11. Lions Clubs International Foundation
12. Optometry Giving Sight
13. Orbis International
14. Prevent Blindness
15. SEVA Foundation
16. Vision Impact Institute

Dr. Wiggs addressing questions from interested Congressional staff after the Briefing
Image courtesy: eyeresearch.org

The Alcon Foundation co-hosted free vision screenings and eye exams in Fort Worth on World Sight Day. Vision screenings and eye exams at Tarrant County College were conducted in partnership with Essilor Vision Foundation, Prevent Blindness Texas and Lions Club International. Free glasses were made on-site in the mobile eye clinic van for those diagnosed with vision problems. Read more
Alcon Foundation partnered with the American Optometric Foundation (AOF), to co-host the Cycle for Sight 20/20 Challenge. The Alcon Foundation made a $25,000 donation to the AOF, to be used to fund optometric education and research, when American Academy of Optometry attendees participated in stationary biking reached 2,020 minutes of cumulative bicycle riding. Read more

The Pinetree Country Club, Kennesaw hosted their inaugural ‘Dinner in the Dark’ event. Invitees to the function wore blindfolds and sunglasses as they ate and listened to the live entertainment by the Douglas Cameron Orchestra. Visually impaired speakers, Rita Harris and Deidri Cumbie shared testimonies of their lives before and after losing their vision. Read more
Shoe brand, TOMS conducted their programme One for One. TOMS Eyewear purchases provide a person in need with a full eye exam by trained medical professionals; prescription glasses, sight saving surgery or medical treatment.

Branford Lions Club's 61 members were out collecting donations of cash and used eyeglasses outside Branford's Stop & Shop, Walmart, and Caron's Corner from Oct. 15 – 17, to mark World Sight Day.

Ottumwa Noon Lions Club conducted free vision screenings for children ages six months to six years at the Quincy Place Mall and collected glasses too.

Schuyler Elementary School second-grade students had activities planned to discover blindness; they learned how to use a Braille machine and had a blindfolded walk across the hall. Read more

Sound for Sight had their second concert at Los Angeles’ The Mint to raise funds on World Sight Day.

West Shore Eye Care had free screenings for the day.

Dating app, Tinder, helped raise awareness for World Sight Day by greeting app users with the message, “If you can’t see, you can’t swipe.”
South East Asia

MYANMAR
The General hospital in Mawlamyine in Mon State, conducted “Sharing a Brighter Vision” programme that takes place annually to mark World Sight Day.

![Patients waiting for post surgery treatment](Image courtesy: nationmultimedia.com)

It is sponsored by Thailand’s Crown Property Bureau, Banphaeo Hospital, private conglomerate SCG (Siam Cement) and the Thai Embassy in Myanmar.

25 Thai medical workers to traveled to Mawlamyine to conduct cataract surgery. The team restored eyesight to more than 200 people. Read more

MALAYSIA
KPJ Healthcare Berhad president Datuk Amiruddin Abdul Satar announced 25 KPH hospitals will offer 40% discount for all basic cataract surgeries, starting today till Nov 19.

Also, KPJ Healthcare, together with CIMB Foundation, through the Lions Club of Kuala Lumpur Bukit Kiara, will sponsor free cataract surgeries to 20 senior citizens. Read more

UiTM Optometry Student Association organised OPTIMIST, an event for the world sight. Students promoted the #EyeCareForAll Photo Competition and conducted free eye screening, an exhibition, and activities. Read more
INIndia

Community Educational Centre Society (CECS) in partnership with Hans Foundation had free eye screening and a awareness slideshow for 58 participants including students, teachers and staff of the CEC School. Read more

The Ophthalmology Department of the Government Medical College (GMC), Jammu had an awareness programme which was presided over by GMC Principal Dr Ghanshyam Dev Gupta. Read more

Directorate of Health Services, Kashmir, in collaboration with Shah Rasool Memorial, Welkin Educational Trust, Sopore, Government Girls Higher Secondary School had rally to mark the Day. Block Medical Officer, Sopore, Dr Syed Masood, addressed the gathering and explained the significance of the day.

Health Department Kargil organized an awareness camp on the theme “Get Your Eyes Tested” at Government Boys Higher Secondary School, Baroo. Later, the students had a walk from Baroo Bazaar with banners. Read more
School children during a rally on World Sight Day at Sopore
Image courtesy: Excelsior/ Aabid Nabi

Premarshi in association with the Kolkata Police conducted an awareness program at the Park Street in Kolkata. Read more / youtube link

A policeman helping visually impaired participants cross the road
Image courtesy: Kolkatatoday

In Mumbai, Vision Sankara Bhojraj Chanrai Sankara Eye Hospital, Malad in association with Mission For Vision (MVF) and Cricket Club Of India (CCI) gave a powerful call for action for eye care and treatment, by conducting 235 free eye screening to CCI employees, inaugurated by Mr. Kekoo Nicholson, President of the Cricket Club of India. Read more

Mr. Kekoo Nicholson inaugurating the eye screening camp.
Image courtesy: forevernews.in

Sightsavers organised a two-day exhibition of photographs clicked by visually impaired photographers in Bangalore, India. The 30 photos exhibited were part
of ‘The Blind View’ campaign - a photography workshop initiated by Sightsavers and Beyond Sight Foundation. The workshop was conducted by a well-known visually impaired photographer Bhavesh Patel. Read more

The photo exhibition set up at Garuda Mall
Image courtesy: Sightsavers

‘Walk for Vision’ a blindfolded 1.3km walkathon in Bangalore organised by Vision 2020 India had 650 participants including volunteers and several eye. Principal Secretary, Department of Health and Family Welfare. Atul Kumar Tiwari, also at the event, announced that a state vision document on eye health in three months time. About 18 newspapers in five languages covered the event. Read more

Dr NK Agarwal and Mr AK Tiwari flagging off the Walk for Vision
At the same event, a comic book on the need to wear specs by children brought out by Orbis was released at the WSD programme by Dr NK Agarwal and Mr AK Tiwari.

A motorbike rally of 10 Harley Davidson bikes was hosted by Global Eye Hospital, Hoskote near Bangalore. The bikers distributed leaflets about eye care to the public during their 70 kilometre ride.

Vision 2020 India broadcasted 60-second messages on Cataract, Diabetic Retinopathy, Glaucoma and refractive error on FM Gold and FM Rainbow in Delhi. The messages were aired 48 times on each channel during the day.

Giridhar Eye Institute, Kadavanthra has conducted a one-month awareness and screening programme called Windows’15. Kochi Metro workers were the first to get eye screening. A comprehensive eye screening was scheduled on October 11 for farmers, agriculture labours, shop owners and employees.
Operation Eyesight in Hyderabad, Telangana had an event to celebrate the occasion with an Indian Administrative Service (IAS) officer for chief guest.

Devnar Foundation organised a one-kilometer blindfolded walk followed by cultural program by the students of Devnar School for the Blind. Participants were given the WSD15 orange ribbons for the walk. Actor Ram Charan was the chief guest. Over 800 people attended the event. Students from Devnar School
for the Blind, engineers, students, Lions Club members and several NGOs participated.

Read more

Participants at the WSD walk
Image courtesy: Devnar Foundation for the Blind

Ram Charan having the WSD15 orange ribbon tied to experience no vision
Image courtesy: Manisha Arts

An Eye Care awareness poster release was jointly organised by the Tamil Nadu Senior Ophthalmic Assistants Association and Chennai Medical College and Research Centre, Tiruchirappalli on 12th October of 2015. The poster aims to bring Eye Care awareness for school going children.
In the same event, an Eye Care awareness quiz was conducted for Medical students at Chennai Medical College and Research Centre.
The awareness poster

Image courtesy: Tamil Nadu Senior Ophthalmic Assistants Association and Chennai Medical College and Research Centre

Medical students at the Eye Care awareness quiz

Image courtesy: Tamil Nadu Senior Ophthalmic Assistants Association and Chennai Medical College and Research Centre
A team of young seven visually challenged students from Thiruvananthapuram in Kerala, started the shoot of their short film called ‘Castling’ on WSD. The team Nithin Joy, Rohith V.R, Alen P Sunil, Suraj A.S, Shiny Shanmukham, Preseetha Ponnappan and Rahul Ramesh have also acted in the movie. Read more or see the short film here.
The team of students
*Image courtesy: New Indian Express*

Centre for Sight Enhancement and Education (CforSee) and Him-Shree Foundation, celebrated World Sight Day 2015 by conducting eye tests for the students of Srajan School in Uttarakhand run by Srajan Spastic Society. 15 students were referred for further examination.

Arunodaya Deseret Eye Hospital (ADEH) conducted vision screening and eye care camp, in the Neemrana Village School, in Rajasthan for about 285 people. In a separate event, ADEH formally distributed certificates to volunteers and partners who actively helped in the programme.

*The screening on WSD
Image courtesy: Arunodaya Charitable Trust*
A podcast series called, Body-Mind-Soul, for the visually impaired has been launched by Poorva Chavan of the HealthSite. The podcast will have a new episode every two weeks. [Listen to the first episode](#)

**Screening camp in Meerut by Eye Mitra Opticians**

**The Government Hospital, Hyderabad had World Sight Day celebrations.**

**Interactive sessions by Saraswati Modern Senior Secondary School, Ludhiana**

**Shija Eye Care Foundation in Imphal, had celebrations to mark the day. [Youtube link](#)**

**Awareness event by Maxivision Eye Hospital, Hyderabad**

**INDONESIA**

Dr's Koffie Foundation had free eye screening & cataract surgery in North Sumatra, for the event. About 100 people received treatment.
Essilor staff promoted awareness of eye care through a promotional event at a mall and conducted free screenings. They also had staff distributing promotional material. [Youtube video](#)

**IRAN**

Iran hosted an event to discuss the issues faced the visually impaired in the country and also had several visually impaired musicians performing. [View a reportage](#)
NEPAL

Nepal Netra Jyoti Sangh (NNJS) celebrated World Sight Day at their newly established eye care centre at Lalitpur. A rally was organized with participants from NNJS, Lubhu community, schools, Government hospitals and offices.

*Participants at the walk*
*Image courtesy: Nepal Netra Jyoti Sangh*

*Participants at the new eye care centre at Lalitpur*
*Image courtesy: Nepal Netra Jyoti Sangh*
Tilganga Institute of Ophthalmology stated during the celebrations that they were concentrating its eye health programmes in earthquake affected areas in the capital and outside. Read more

Two children holding up orange world sight day balloons. Image courtesy: Sonu KC

PAKISTAN

Visually impaired participants at the walk Image courtesy: PPI / tribune.com.pk

Students and doctors participated in a walk led by Punjab Medical College Principal Sardar Alfareed Zafar, Eye Department head Muhammad Sultan. MPAs Najma Afzal and Shehab Ali were the guests of honour. Zafar encouraged cornea transplants to give a better life to those who cannot see. Read more

World Sight day was celebrated in FATA Secretariat Warsak Road in Peshawar, followed by a free eye camp wherein free medication and reading glasses were provided to those attended the camp. Patients needing specialized treatment were referred to Hayatabad Medical Complex.
The camp was organized by Pakistan Institute of Community Ophthalmology Peshawar in Collaboration with Lions Club and Directorate of Health Services FATA. The event was inaugurated by Additional Chief Secretary FATA, Mohammad Aslam Kumboh. Read more

Standard Chartered, since the launch of the Seeing is Believing programme in 2004, has invested approximately $3.359 million in Pakistan. The Bank’s efforts have resulted in a 20 per cent reduction in cataract blindness in Pakistan. In recognition of the Bank’s efforts, the Government of Pakistan has also made Standard Chartered a partner of the National Steering Committee for Eye Health. Read more

The Ophthalmology Department of Shalamar Hospital conducted an eye camp. Special awareness lectures were delivered by Prof Mumtaz Hussain, Head of Ophthalmology Department and Prof Khalid Najmi. Read more

Two video reportages have been created. 92 News and another video on daily motion

SRI LANKA
President Maithripala Sirisena and Health Minister Ranjith Senaratne, along with other ministry officials participated in the “Denethata Eliyak” national program to mark World Sight Day, organized by a group of blind children, under the directive of the Health Ministry was held yesterday (Oct. 04) at Kularatne Hall, Ananda College, Colombo. The Ministry of Health has also organized a Walk and a Bicycle Race. Read more

AFGHANISTAN
An eye camp was conducted in Kabul, by the Ministry of Public Health with the support of other organizations, on the occasion of WSD 2015 for one week (10th – 15th October 2015). 94 Cataract surgeries were performed, 1834 eye patients were treated and 150 reading glasses were distributed during the eye camp.
Patients at the eye camp
Image courtesy: National Committee for Eye Health Afghanistan
Western Pacific

AUSTRALIA

Sight for All supported by Atkins Photo Lab, Zeiss Optical, Optos had a photography competition on the theme yellow, to raise awareness for WSD and funds for Sight for All. Yellow was chosen as the theme as it speaks of optimism and warmth and we first learn to draw, it’s the colour we choose for light. An exhibition of the photographs, ‘The One Day For Sight exhibition’ was held at Adelaide Convention Centre from 2nd November until 18th Dec, and then at Adelaide International Airport for 6 weeks from 4th January. Read more and see the entries and winners

A promotion on social media
Image courtesy: Atkins

The competition logo
Image courtesy: Sight for All
PHILIPPINES

Philippines National Committee for Sight Preservation in collaboration with the Department of Health in a celebratory advocacy event at the San Antonio District Hospital in Nueva Ecija. The event started with a ribbon cutting for the newly opened cataract services in the eye unit. The accomplishments of the Department of Health in developing and establishing the first model community eye care project in Nueva Ecija were discussed along with the role of various government bodies in eye care. Read more

TAIWAN

The Ophthalmological Society of Taiwan teamed with eye care industry leader Alcon for the 11th year in a row to commemorate World Sight Day with a press conference, an interaction eye health exhibit, free eye checked and the release of the highly-anticipated results from the annual TOS survey on national eye health. Notable partners this year included the Taiwan Academy of Ophthalmology, Taiwan Visual Optics and Refraction Association, Taiwan Society of Cataract and Refractive Surgeons, Taiwan Agency for the Prevention of Blindness, Taiwan Care for All Association, Loving Blind Association R.O.C, Lions International, Orbis, Taiwan Guide Dog Association, and Taiwan Active Aging Association. Representatives from the Ministry of Health and Welfare and Health Promotion Administration were also in attendance to show their support and gratitude.

On the last day of the event, around 100 people had their eyes checked by volunteer doctors for free.
More than 140 reports on television, newspapers and online news sources covered the event.

Government representative and KOLs show supportive to TOS and call for action to 2015 WSD.
*Image courtesy: Ophthalmological Society of Taiwan*

Free eye checked by volunteer doctors on Oct. 3rd
*Image courtesy: Ophthalmological Society of Taiwan*

**Youtube videos**

- WSD event and screening by Essilor, Indonesia
- HelpMeSee Gambia Youtube campaign teaser
- Doña María's Story - Celebrating World Sight Day 2015 by Seva Foundation
• UK Northampton MP blindfolded walk
• World Sight Day in Poland
• Castling by Vishnu and team

Documentary
• Air Hospital by Omega
2015
WORLD SIGHT DAY
8/10/2015

Universal Eye Health
www.iapb.org