World Sight Day 2013 saw numerous organizations putting together events of great verve and colour to draw attention to avoidable blindness and rehabilitation. The report includes over 300 events from every region with some images to accompany the stories.
Universal Eye Health is achievable
- one eye exam at a time
www.iapb.org
World Sight Day 2013 re-kindled a lot of excitement and participation from a number of stakeholders. After two years without a theme, IAPB chose to focus on the WHO’s ‘Global Action Plan: Towards Universal Eye Health’ and made it the theme for this year. IAPB believes that we should use a rolling theme – ‘Universal Eye Health’ will remain the theme for the next couple of years.

Each year, we will focus on one aspect of the theme to develop a “Call to Action”. For 2013, the call to action was: Get your Eyes Tested.

Participation

A majority of IAPB’s board marked World Sight Day 2013 with creative fundraising campaigns or important announcements on World Sight Day – just as it was in the early years of VISION 2020. The Regions also write about great participation - a little more than 40 events reported in Latin America; even more in South East Asia. Western Pacific saw hundreds of events – a majority with OGS. North America also saw numerous OGS and Lions clubs events, and so did Europe. The IAPB office alone has received close to 100 events in mail from across the world. The reports continue to come in, and the ‘final’ count is expected to be up by December. This year saw fantastic participation from corporates around the world and the WHO as well – a welcome development, again after many years. It is likely that there were at least 300 ‘unique’ events around the world around World Sight Day – many corporates and members have more than one event planned for World Sight Day in one location.

Social Media

2013 was the year social media woke up in a big way to World Sight Day:

- Twitter saw close to 10,000 mentions on World Sight Day.
- We had close 1000 impressions on LinkedIn – a 10-fold increase to our regular stories
- Facebook also saw great participation with WSD related posts getting us 6000 views.
- IAPB website page views peaked to 5000 visits on WSD alone.
- WHO also mentioned that we topped all other health-related messages on their social pages – including World Mental Health Day, with which we shared 10 Oct (which had good resonance on SM in the past).

5500 people accessed the WSD13 promotional material and 2000 people visited the Suggested Activities page for ideas.
IAPB WSD13 Event: Bhutan

Bhutan officially celebrated World Sight Day for the first time in 2013. An array of dignitaries, including Crown princess HRH Ashi Kesang Wangmo Wangchuck as the chief guest attended the World Sight Day event in Thimpu, Bhutan and launched the WSD13 report in the presence of Bhutan’s Prime Minister, Health minister and other dignitaries.

The launch event in Bhutan was a great opportunity to draw attention to avoidable blindness in key countries in the South East Asia region and was the result of the vision and hard work of the IAPB Regional Chair for South East Asia, Dr Tara Prasad Das (from India) and the focal person for VISION 2020 in Bhutan, Dr Ngawang Tenzin.

The event saw presentations on the current state of eye health in Bhutan, and to discussions on the WHO Global Action Plan and its impact around the world. The delegates drew attention to the need for political commitment and people’s support and awareness in order to draw up and meet the milestones set out in the Action Plan. Bhutan is one of the few countries in the world that can ambitiously aim to eliminate avoidable blindness by the year 2020. The speakers at the launch event underscored this fact and identified several areas of intervention that would make it possible.
Guests and participants at the launch event were invited to blindfold themselves for a short while to understand the impact of vision loss and what it would mean to them as individuals. After the event ended, the dignitaries got their eyes examined and encouraged members of the public to do the same. (Read more, here)

**IAPB WSD13 Event: Philippines**

The WSD13 programme in Manila, Philippines, was planned in collaboration with the Department of Health (DOH). With Prof Richard Le Mesurier, IAPB Regional Chair for Western Pacific was various dignitaries from the DoH. The event, with ample media participation, was to be Philippines’ first national World Sight Day celebration.
Participants at the event discussed the national prevention of blindness programme and the work rendered by the DoH Eye Centre towards eliminating avoidable blindness in the country. Central to the presentations was the underscored need for an eye examination, World Sight Day 2013’s call to action, as an important step in addressing visual impairment.

This was followed by short presentations on the National Prevention of Blindness Programme, which brought out the need to equip and build capacity in key government hospitals around the country to improve access to the Filipino populace, particularly the economically disadvantaged. Prof Le Mesurier lauded the Eye Center’s good work and the DoH’s commitment to universal health coverage. He also chose to focus on the
growing burden of diabetic retinopathy as a complication of diabetes that could be better managed through public health interventions.

The event ended plaques of appreciation for the government officials and with the launch of the WSD13 report and a well-attended press conference with participation from WHO WPR, DoH and IAPB.

IAPB WSD13 Event: Rwanda

Kigali, Rwanda saw some very colourful and popular WSD events this year. Organised by Dr Wanjiku Mathenge to spread awareness about eye health, acknowledge the government’s support in eye health activities and to draw attention to the new Global Action Plan, the day’s events were a success on all counts.
The day began with a procession through led by taxi-moto drivers (motorbike taxis) ending at the main bus park. People also walked in twos with one person blindfolded, raising a lot of curiosity among the onlookers!

At the bus park, a makeshift clinic was setup and over 250 public service drivers had their eyes examined. Dr Mathenge’s team issued eye drops mainly for dry eyes and allergic cconjunctivitis, while older drivers were given reading glasses.
Later that day, the Director General of Health launched the WSD13 Report and distributed both the English and French versions to those present. The occasion was also attended by the head of Non-Communicable Diseases at the Rwanda Biomedical Centre and the head of the Rwanda Ophthalmology Society.
Some of the biggest events and announcements on World Sight Day this year were made by IAPB’s Group A and corporate members. Indeed, what better opportunity to launch awareness, fund-raising or social media campaigns than the most visible date on the eye health calendar? The list includes a selection of the activities.

**Alcon**

Alcon marked World Sight Day around the world with the campaign, “Enhancing Sight, Enhancing Lives”. The campaign will work elevate the importance of eye health, engage stakeholders in fight against preventable blindness and highlight Alcon’s Corporate Giving and Foundation efforts in these areas.

The Enhancing Sight, Enhancing lives campaign was marked with events in 25 countries where Alcon has a presence, including all Alcon locations in USA. In the UK, Alcon raised over GBP 2000 for Optometry Giving Sight, while in USA Alcon helped raise more than USD 500,000 for the WSD Challenge.

A number of material were produced to support the campaign, including factsheets, key messages, posters and banners, a donation toolkit and an effective social media tool kit as well, among other things.

[Read more](#)
Brien Holden Vision Institute

The Institute took to social media to spread key messages around World Sight Day. Using ‘Thunderclap’ – a software that ‘blasts’ a timed message out on to Facebook and Twitter if enough people support a campaign – the institute chose to broadcast the WSD13 Call to action.

The WSD13 message went to over 100,000 people on Facebook and Twitter, with over 100 friends and supporters pushing the message out.

The Brien Holden Vision Institute also held a number of events in Papua New Guinea, Pakistan, Sri Lanka, Uganda, Nigeria, Tanzania, Ghana, South Africa and Vietnam.

Read more

Helen Keller International

Helen Keller International held their inaugural World Sight Day Luncheon on October 10th, 2013. The event raised nearly $75,000 in support of HKI’s eye health and nutrition programmes in some of the world’s most vulnerable communities.

More than 150 supporters and trustees gathered at The Harvard Club of New York City in the presence of an inspiring portrait of Helen Keller. Guests heard from Dr. R.V. Paul Chan, the St. Giles Associate Professor of Pediatric Retina and Director of the Retina Service at Weill Cornell Medical College. He spoke of the challenges facing the global eye health community, and of the critical need for programs like HKI’s.
Longtime HKI trustee and advocate, Mary Lindley Burton, received the first-ever Helen Keller Service Award for her dedication to sharing HKI’s work with others and for her many years of distinguished service on our Board of Trustees.

Read more

Light for the World

Light for the World launched an interactive social media campaign on World Sight Day 2013 by to raise global awareness on blindness and visual impairment. With the name, 'Share your light and save eyesight!', the web campaign asks visitors to 'light' a virtual lamp on the website. For every lamp CROMA, a private global specialty pharmaceutical and surgical company, donates one artificial lens. Each lens enables a cataract surgery that restores eyesight.

Read more
Lions Clubs International Foundation

Lions Clubs International officially marked World Sight Day in Mossman, Queensland, Australia on October 10. International President, J. Palmer, led the events, including vision screenings of school children and adults.

In the USA, Johnson and Johnson (JJVCI) launched an #EyePledge, urging participants to use the Johnson & Johnson Donate A Photo app to generate contributions to Sight for Kids, a partner program of JJVCI and Lions Clubs International Foundation. For every photo uploaded on behalf of Sight for Kids, Johnson & Johnson will donate $1, up to $30,000, to help the charity provide eye exams to needy children.

Optometry Giving Sight

The World Sight Day Challenge, run by Optometry Giving Sight, is the largest annual global fundraising campaign to address avoidable blindness caused by uncorrected refractive error- and is supported by eye care professionals around the world. In 2013, Optometry Giving Sight launched a fresh look and feel to the campaign. Based on a concept of ‘people power,’ the colourful new logo and materials encouraged thousands of fundraisers to come together to help the millions of people in need.

Globally, the 2013 World Sight Day Challenge saw an array of fantastic fundraising efforts from optometrists and their practice staff, including fun runs, cocktail nights, car washes and a charity sky dive! This year also saw the introduction of the new World Sight Day Challenge wristbands.

Optometry students from around the world continued to bring a creative flair to the Challenge this year. The Optoms Cycling for Sight, led from the UK, saw an international bicycle riding event that raised almost £20, 000 – and the event is expected to grow in 2014! Student groups from Australia, Canada, the USA and the UK participated in the biggest student challenge to date hosting carnival days, comedy events and dining in the dark evenings.
Eye care companies around the world again showed their commitment to helping end avoidable blindness by taking the World Sight Day Company Challenge. CooperVision staff held fundraising events in all their global offices, with many other companies participating at the national level. Alcon Foundation supported the ‘Kids Celebration of Sight’ program, whereby school children in Forth Worth, Texas and Chennai, India exchanged cards and letters to share the experience of being screened and given glasses on World Sight Day.

VSP Global formed the World Sight Day Challenge Coalition in the USA, culminating in a large-scale outreach event in Atlanta, Georgia. It saw local optometrists, Coalition members and other community organizations join together to raise awareness and provide eye care and eyewear to 4,000 people in need. Coalition members include ABB Optical Group, Alcon, AllAboutVision.com™, CooperVision, Essilor, Eyefinity®, Marchon Eyewear, TLC Laser Eye Centers, Transitions Optical, VISTAKON® Division of Johnson & Johnson Vision Care, Inc., Vision Source®, VSP Optics, and VSP® Vision Care.
Thousands of optometrists, their staff, optical companies and students participated in the World Sight Day Challenge across Australia, Canada, US, UK, Ireland, Norway and Italy. There was also a free screening event held on World Sight Day in Singapore, for local disadvantaged youth and the elderly.

Read more

ORBIS International

ORBIS International launched some wonderful infographics on prevalence of visual impairment around the world. Taking to social media, the event included some wonderful cover photos released for World Sight Day.
Sightsavers

Sightsavers released details of their ‘Eye Test’ survey in the UK and found that although a third of respondents said their employers offer subsidised eye tests, only 22 per cent of them have taken advantage of this offer in the past year. So, for WSD13, Sightsavers asked its supporters to claim their eye test subsidy through work, and donate the equivalent amount to Sightsavers. In the developing world eye screenings cost around GBP 1.50 per person, so an eye test subsidy of GBP 15, for example, would provide eye screening for ten people.

Standard Chartered bank

Standard Chartered bank announced a new strategic partnership with the Queen Elizabeth Diamond Jubilee Trust (The Trust) on World Sight Day 2013. The partnership will focus on two main causes of avoidable blindness – blinding trachoma and retinopathy of prematurity (ROP). The partnership will also support the Fellowships, Research and Technology Programme, designed to develop expertise in eye care and strengthen health systems across the Commonwealth. It will also introduce potentially life-changing new technologies that will enable eye care to be delivered for a fraction of the current cost in rural and isolated areas.
In Kinshasa, the Democratic Republic of Congo, the Minister of Public Health gave a speech about sight-related issues in DRC and their efforts to tackle avoidable blindness on national television and five other private TV channels, on the evening of Wednesday, October 9, 2013. ON WSD itself, the General Secretary of public health launched WSD commemorative events with a speech attended by the Mayor of Masina city, hundreds of volunteers and over 400-500 listening public.
The event saw participation from the local WHO staff and DRC municipal and health authorities, who heard about the government’s commitment to eye health at the highest level. The event and other activities were made possible by the support of Masina Eye Centre COM; This secondary level eye centre is integrated in the PNSOV. Other activities included an Awareness walk by eye centre staff dressed in WSD-themed tee-shirts, who shouted slogans with eye health messages and carried banners. In the Masina’s marketplace, the staff distributed pamphlets with messages on glaucoma and positive stories about sight loss and its aftermath. The Masina Eye Centre also conducted free eye examinations and glasses distributions at three sites. Consultations were preceded by awareness sessions on eye problems and health education on eye health. 357 free consultations were completed, out of them 39 cases of cataract and 48 cases of glaucoma were referred to the main eye hospital.
In **Uganda**, the Ministry of Health with support from the Brien Holden Vision Institute, invited all the eye health providers to conduct free eye screenings for local communities.

**Nigeria** also celebrated World Sight Day this year with free eye screenings and spectacle programs in Calabar and capital city, Abuja.

In **Tanzania** this year a team from the Ministry of Health and Social Welfare visited vision centres across the nation to promote eye health awareness. Simultaneous Outreach Camps in Bariadi and celebratory screening and exhibitions in Dar Es Salaam were also organised.

Ashanti Vision, **Ghana**, carried out free vision screening activities for the local community to mark World Sight Day 2013.

On World Sight Day, at Farafenni, **the Gambia**, OneSight, an independent nonprofit providing access to quality eye care and eyewear in underserved communities worldwide, served more than 30 patients at its OneSight Vision Center.

In Durban, **South Africa**, the Brien Holden Vision Institute set up an eye clinic along the vibrant North Beach promenade, and together with the KZN Department of Health, tested the eyes of 280 people; including beach vendors, local community members and players from the Dolphins cricket and Amazulu football team. 126 glasses were given to those who needed them. “We are very grateful to the Sharks, Dolphins and Amazulu players who joined us today and agreed to be blindfolded, while throwing balls around,” said Professor Naidoo. “It really helped to spread the message! More than 13 million South Africans require vision correction, but accessing the small amount of optometrists working in the public sector can be a challenge,” he explained.

In Mtubatuba, **South Africa**, 43 OneSight volunteers served 700 patients. **OneSight** is an independent nonprofit providing access to quality eye care and eyewear in underserved communities worldwide.
The Kingdom of Bahrain, represented by the Saudi-Bahraini Institute for the Blind, celebrated World Sight Day on 10th October. The Kingdom of Bahrain also celebrated White Cane Day 15th October.

The Director of the Saudi-Bahraini Institute for the Blind, Mr. Abdulwahid Mohammed Al-Khayyat, said the celebration of both occasions this year comes under the slogan: (Healthy Eyesight for Everybody) which reflects the diligence of the Kingdom and its leadership vis-à-vis members of the community who have special needs and the blind.

On this occasion, Mr. Al-Khayyat expressed his gratitude and appreciation to all public and private institutions, banks, national companies, dignitaries, for their support to the activities of the Institute. He also thanked all Ministry of Education officials, led by H.E. Dr. Majid bin Ali Al-Nuaimi and ministry undersecretaries, assistant undersecretaries, departmental directors and school principals for their contribution which ensured the success of merging blind students in mainstream education.

The Farabi Eye Hospital, Iran, organised a stall at the National Children’s week exhibition, which coincided with WSD, to talk about eye health issues and blindness prevention to children and their parents. The stall had puppets, balloons, brooches, posters, statements of special education for children and parents. The hospital also organised a seminar on the epidemiology of eye injuries.
In Iran, Fars optometry association celebrated World Sight Day in which the optometrists, representatives of charity institutions which are active in low-vision and blind affairs, health teachers at schools and media reporters took part. This was the second World Sight Day celebration held in Shiraz. In the celebration, member optometrists presented lectures on eye health, laws for supporting low-vision and blind people in Iran and the FOA authorities reported on the Association's performance in the area of preventing vision problems marked WSD in Shiraz, capital of Fars province, Iran.
A video clip about preventing blindness directed by a member optometrist was screened and educational pamphlets about eye health were distributed among guests.

In line with purposes of World Sight Day and to give awareness to people, the FOA distributed pamphlets about eye health to guests participating in a walking program held by Shiraz Municipality Cultural Organization in Chamran Blvd.

Iraq’s programme to combat blindness celebrated World Sight Day this year with celebrations held in primary and secondary schools and women-consultants that provide services of Ophthalmology, and the examiners sight in health centres initiative to examine the sight of all the attendees. Seminars were held and visits to institutions, orphanages and seniors and giving gifts with a vision screening and a visit to the institutions of civil society to talk about this today.

In Pakistan, the Minister of Health, Mr Yousafzai was the chief guest at an event organised at Hayatabad Medical Complex (HMC) for ‘World Sight Day’.

He said 500 doctors, 600 paramedical staff and 300 technicians have been appointed in hospitals. Yousafzai added the government’s first priority is to establish basic health units in undeveloped areas of the province so that people have easy access to medical treatment.

HMC Chief Executive Dr Muhammad Tahir Khan said ‘World Sight Day’ is observed every year on October 10. The slogan for this year’s event is ‘Get your eyes tested’.

The Brien Holden Vision Institute launched the National Eye Health Awareness Campaign and a “Vision Carnival” in Sohawa and will give communities and schools
access to eye health screenings providing eye care education, spectacles and follow-up management to hundreds.

In Tunisia, Nadi Al Bassar wrote to the Ministry of Health, the Tunisian Ophthalmic Societies and other sub specialty Societies, private sector, public sector and University Hospital to highlight the importance of WSD a month in advance. The organisation also encouraged private hospitals to open their doors to poor patients and offer services, including cataract surgeries, free of charge.

At its Headquarters elderly persons were examined, offered glasses and some of them had free cataract surgery. In collaboration with Lions Clubs International Foundation, a Nadi Al Bassar team visited “El Alia Center for the Handicapped Children” and many of them received glasses or free cataract surgery.
In Gafsa Governorate 90 cataract surgeries were performed and in Sidi Bouzid Governorate 50 patients were operated for cataract.

For WSD, the national television channel in Tunisia broadcasted a special programme on Nadi Al Bassar’s activities and a discussion on the Prevention of Blindness situation in Tunisia.

The famous Tunisian movie actress Hend Sabri and the very popular singer Lotfi Bouchnak also recorded video messages highlighting the importance of Vision and encouraging people to get their eyes tested.

**Oman** celebrated WHO’s announcement that it had succeeded in eliminating trachoma on World Sight Day with an official event at the Hotel Grand Muscat on 7th November 2013. The event was attended by officials from the Omani ministry of health, along with other dignitaries and eye care professionals.

In Rustaq, Governorate of South Batinah, the Department of Ophthalmology, Rustaq Hospital in association with Oman Ophthalmic Society conducted a symposium on ocular surface disorders to mark WSD13 on 31 October 2013.
Europe

In Armenia, the Country Director of the Armenian EyeCare Project (AECP), Dr. Nune Yeghizaryan and the coordinator of USAID/AECP program Center of Excellence for Prevention of Childhood Blindness, Dr. Ruzanna Harutyunyan briefed the media on the theme and idea behind World Sight Day. They presented successful case studies of sight restoration and care provided by the team and also used the day to organize eye screenings for disabled children at “Nor Astgh” NGO. Of the 38 screened children, 19 were identified with vision problems; eight of them learned about their problems for the first time. AECP, in partnership with Aurora Barealisse branding company, issued a poster with the theme “Get Your Eyes Tested.” It was disseminated online, as well as installed in medical centers of remote regions or Armenia.

In the Czech Republic, Alcon held a promotional event in shopping centers and provided exams and consultations to more than 1,000 visitors. 60% of attendees were interested in treatment possibilities, such as refractive laser surgery, cataract surgery,
contact lenses. While 20% were interested in glaucoma awareness, dry eye, allergies and other ocular issues.

In Italy, IAPB Italia marked World Sight Day in 68 cities by organising free vision screening for children. The event, in collaboration with the Italian Blind Union also marked distribution of brochures highlighting the importance of getting one’s eyes tested.

In Halifax, UK, Mackereth Opticians raised £500 for Optometry Giving Sight by taking part in World Sight Day. The donation represents the equivalent of providing 166 eye tests and spectacles for people in the developing world.

To mark the annual challenge, the Halifax-based independent hosted a raffle and bake sale in the practice on October 10. In addition, staff at the practice swam the equivalent length of Lake Windermere by completing a combined 920 lengths of the local pool.

The Morpeth Lions Club held its annual street collection. This year there were two elements to the collection as the Lions collected cash, donations and also previously loved spectacles.

The collection date this year coincided with Lions Club International World Sight Day. In view of this, the Lions decided the cash collection would be in support of three local sight related organisations — Northumberland County Blind Association, Morpeth Partially Sighted (MAPS) and Morpeth Talking Newspaper (MTN). The club has had long associations with these groups and has in-depth knowledge of the fantastic work they do in the area.
Several Lions Clubs in the UK are recycling old spectacles, which are first sorted and refurbished, before being sent to a collection point in France for lens identification prior to shipment to developing countries. The Lions ‘Spectacle Amnesty’ was a huge success, with almost 500 pairs of spectacles being donated at the collection point in Sanderson Arcade.

In addition to the spectacles, a total of £872 was collected during the Morpeth Street Collection.

Colleagues and friends from Santro+Peche Opticians in London’s Chiswick recently took part in a charity skydive to raise money for this year’s World Sight Day Challenge. The Flight for Sight dive has raised £4,627 so far for Optometry Giving Sight, just short of the £5,000 target. Sponsors included Nikon Optical UK, Santro+Peche Opticians, John de Carle Opticians, Maui Jim Sunglasses, Imran Hakim, Ali Mearza, Lindberg, the Corniche Group and i-G0 Optical.

In the United Kingdom, Alcon collected donations for Optometry Giving Sight’s World Sight Day challenge raising £2,045. Activities included a Bake sale, a WSDC Run, a 33-mile run by one Alcon associate, starting from the London Eye to the Alcon offices at Watchmoor Park. The associate, Ivor Lipscomb, was an experienced runner, but recently recovered from a hip fracture following a bike accident. 30 other associates ran on a treadmill – “Running a Mile for Better Sight”.
Latin America

In Argentina the Ministry of Health officially marked World Sight Day. To this end, the national health portfolio promoted activities seeking the prevention, early detection and treatment of eye diseases such as cataract, glaucoma, retinopathies and refractive services. It also trained health workers across the country, equipped regional hospitals and health centers, and delivered specific pharmaceuticals and glasses.

Vision Solidaria Foundation, Chaco, offered free eye care in the Gotas de Amor Foundation for the control of refractive errors (glasses prescriptions). 94 patients were treated and 64 prescriptions for glasses were delivered.

In Rosario, Argentina, an agreement between the Rotary International and the local government was signed to finance 200 cataract surgeries for the uninsured adult population. The prevention of blindness awareness through mass media was also empathized. The following week a screening for the detection of diabetic retinopathy was carried out.
The Swiss Medical Group measured eye pressure free of charge throughout the World Sight Day at its office in the city of Buenos Aires. Also, through its press office, they participated in the numerous interviews for print and television media.

The Medical Institute Lisandro de la Torre, Villa Maria, Córdoba treated 90 patients within the framework of the free eye care campaign by World Sight Day.

The Hugo D. Nano Ophthalmological Foundation started the month of October with a Training Course provided by the Pharmacists Association of San Miguel. World Sight Day was highlighted during the course. The weekend of October 5, 150 special education and rehabilitation teachers were convened. They were trained in the prevention of blindness. They participated in the Diabetic Retinopathy campaign of the Argentine Council of Ophthalmology on October 25th, which provided care. From 16 to 18 October they visited schools under the program "See to learn", which has been going on for over 18 years. Finally on October 10, an athenaeum was
carried out, where the importance of World Sight Day was highlighted.

The Argentine Council of Ophthalmology participated in 39 different news stories in different media around the country.

In Bolivia, the following media organisations covered World Sight Day:

- **LA RAZÓN**: Cataract and glaucoma are the most common eye diseases in Bolivia. During the World Sight Day, free ophthalmology consultations will be provided [http://www.la-razon.com/sociedad/Cataratas-glaucoma-males-comunes-Bolivia_0_1922207782.html](http://www.la-razon.com/sociedad/Cataratas-glaucoma-males-comunes-Bolivia_0_1922207782.html)
- **EL DIARIO** - 150,000 students will benefit from the eye care campaign. [http://www.eldiario.net/noticias/2013/2013_10/nt131010/nacional.php?n=52&-150-000-estudiantes-se-beneficiaran-con-campania-de-la-vista](http://www.eldiario.net/noticias/2013/2013_10/nt131010/nacional.php?n=52&-150-000-estudiantes-se-beneficiaran-con-campania-de-la-vista)
- **PAGINA SIETE** They are more prone to irritations, allergies and conjunctivitis: In the highlands, 4 out of 10 children have sight problems. The World Health Organization pointed out that 80% of these conditions could be prevented. Today, a walk to raise awareness on these issues will be carried out. [http://www.paginasiete.bo/sociedad/2013/10/10/altiplano-cada-ninos-tienen-males-visuales-2750.html](http://www.paginasiete.bo/sociedad/2013/10/10/altiplano-cada-ninos-tienen-males-visuales-2750.html)
- **LA PRENSA** Printed Edition. IN BOLIVIA, 400,000 PEOPLE HAVE SIGHT PROBLEMS - WALK for EYE HEALTH DAY By Central Newsroom – LA
In Campinas, Brazil, the Department of Ophthalmology, University of Campinas UNICAMP, gave a seminar about the World Sight Day in the Legislative Municipal House, it was open to the public and also broadcasted through the Legislature channel. The topics discussed were blindness worldwide, cataract blindness in Brazil and improving people’s access to eye care through the SUS public health system.

The seminar was presented by Jose Paulo Cabral de Vasconcelos M.D., Denise Fornazari de Oliveira M.D. and Carlos E L Arieta M.D.

The Altino Ventura Foundation celebrated World Sight Day through various activities for the prevention of blindness and visual rehabilitation.

A multidisciplinary team made up of ophthalmologists, ENT specialists, neurologists and therapists screened 270 children from public schools in the state of Recife during 10 days looking for cases of low vision, blindness or other deficiencies.

170 children of the Nursery Nossa Senhora dos Remédios and 100 students of the municipal school Hugo Gerdal in Recife benefited of this service. The multidisciplinary team of the Visual and Multiple Disabilities Rehabilitation Center Menina dos Olhos of the Foundation Altino Ventura treated children from 0 to 16 years. Patients selected by social workers underwent multidisciplinary medical assessment by doctors, educational psychologists, psychologists, speech therapists and other therapists. Patients and their companions participated in other socio educational and motivational activities and talks about the importance of sight and its integration to other body systems to promote a better quality of life.

In the interior of Pernambuco, other teams of ophthalmologists treated 700 patients over 50 years of age through the mobile clinic units, most of them disadvantaged people. The Mobile Surgical Unit performed 90 cataract surgeries in the town of Triunfo in the framework of the Caravana da Visão Project. Triunfo is located 400km / 250 miles from Recife.
In Chile, World Sight Day was promoted through a national statement provided by the Chilean Society of Ophthalmology. It was broadcasted through mass media (TV station and other media). Finally, an activity related to support programs for visually impaired students took place at the University of Concepción.

The Chilean Society of Ophthalmology invited its members to:

- Participate in newspaper interviews in media spaces
- Contact and deliver information to Directors of Hospitals or Care Centers and Local Authorities letting them know of this celebration, with the purpose of disseminating the information to all colleagues through the media and web pages.
- Clear waiting lists of patients with diseases that cause blindness. Perform refraction and screening of blind patients and visually impaired patients.
- Discuss the causes of blindness, its prevention and treatment with patients examined in public services, private practices, clinics etc.
- Organize educational talks.
- Organize social activities, meetings and dinners, etc.

In Colombia, The Colombia Foundation For The Visually Impaired with the support of CBM provided free consultations for 20 patients and held a conference on the topic of Blindness Prevention for patients and families of the Foundation during World Sight Day.

The Eye Clinic of Cali conducted a public awareness campaign to celebrate World Sight Day.

Posters were printed and posted in billboards since September. This poster was also the cover of the brochure delivered in the clinic to patients who attended consultations during that week, as well as the relatives, suppliers, health quality forum attendants, among others. Children who were accompanying patients were examined in the pediatric ophthalmology consulting room.

A general talk about lifestyles and eyesight, with emphasis on cataract was provided to employees of the clinic.
The **Eye Surgery Society**, committed to the promotion and education for the management of low vision, carried out a brigade with the town and nearby villages inhabitants, managing to perform cataract, pterygium and retina surgeries, at no cost to patients. Additionally, further ophthalmologic and optometric exams were performed in more than 100 people who had started the Day at 7:00 am with a Low Vision Conference, with the objective of providing care, prevention and good management information for post surgical patients and low vision patients.

The fourth zone in **San Cristobal** celebrated on November 15 the commemoration of disability. A cultural event was held during the recreation day. Refreshments were shared afterward.
In El Salvador, FUDEM celebrated Eye Health Week with free consultations. In Guatemala, Visualiza raised the funds required to donate 200 cataract surgeries. A massive campaign was organized to serve all those who need eye care to celebrate World Sight Day. The objective was to capture bilateral blind patients due to cataract.

All staff at both clinics participated in the celebration. The objective was to donate 200 cataract surgeries. They opened the doors at 6:00 am. Several stations were organized to achieve a more dynamic flow of people. When they opened, they found a long line of people who had already been waiting from very early hours, some of them from 3:30 am.

Optometrists of the clinic examined patients in the queue outside and the people they detected with cataract were sent to the first station. In this station, some staff performed visual acuity tests. After this first evaluation they entered to the clinic to go to the next station. Each patient was examined by an ophthalmologist, who determined whether it was really cataract or not. These patients had already qualified to move to the next station, which tested blood glucose and eye pressure. It is necessary for each patient
to undergo all processes to make sure that the surgery has neither risks nor complications.

After having passed through all stations, low-income bilateral blind patients were sent to the O.R immediately. The first patient was admitted at 6:25 am and by 8:30 pm they had managed to operate on 79 patients during the very same day.

All patients captured with these conditions that failed to be operated on that day because their blood pressure or sugar level was not right, were scheduled to be operated on the following days.

The *Hospital de Peten* performed 100 cataract surgeries using the same dynamic Visualiza uses in its clinic in the capital city. Visualiza performed 109 surgeries. This is how during the World Sight Day in 2013, 209 people who came hoping to regain their vision were served.
The Pan-American Institute Against Blindness Association organized free blood pressure and glycemic controls, talks about Diabetes, Hypertension, Glaucoma and others; raising awareness on eye care. Patients were presented with T-shirts with World Sight Day and the Institutional Logo prints.

They also offered discounts for procedures of the Glaucoma and Retina protocols as well as free consultations to poor patients. They held two radio interviews in the ALBA circuit and a television interview with CNN Guatemala. 156 patients were examined, mostly accompanied by one or two relatives. Attendees were also invited to be examined, as a universal right to eye health.
The **G & G Visual Center** offered free eye care through two ophthalmologists and one optometrist from 8:30 am to 1 pm.

37 patients were examined and the following conditions were detected:

- Ametropia 18
- Glaucoma 4
- Cataracts 6
- Diabetics 6
- Pterygium 2
- Obstruction of tear duct 1
- Optical nerve atrophy 1
- Dry eye 4

Cataracts and pterygium were scheduled to be operated in November.

**In Mexico**, Nitido Optical Clinic participated for the first time that day. 15 patients were treated free of charge and the necessary glasses were donated.

In Iztapalapa, Mexico, 43 OneSight volunteers served 700 patients. **OneSight** is an independent nonprofit providing access to quality eye care and eyewear in underserved communities worldwide.

In **Nicaragua**, The VI Visual Health Fair was held in Nicaragua where they performed:

- 795 ophthalmological consultations
- 303 refractive exams
- 144 reading glasses and 96 frames were distributed.

During a celebration with cultural performances, awards were delivered to the employees of the National Ophthalmology Centre and other health centers that provide primary health care who had been involved in the recruitment of patients in need of
cataract and pterygium surgeries. About 29 surgeries were performed, 20 cataract and 9 pterygium surgeries.

Some labs participated in delivering medicines, the Nicaraguan Social Security Institute and the Pipitos Medical Pedagogical Institute.

It was funded by PAHO, the City Hall of Managua, the Central Bank and the Energy Company.

In Peru, the Ophthalmic Medical Foundation Sacred Heart of Jesus - Abancay-Apurimac Peru, examined 136 patients of different age groups:

- Less than 17 years - 19 patients
- 18 to 49 years - 60 patients
- More than 50 years - 57 patients

Most of them were found to suffer from refractive errors, cataract, glaucoma and diabetic retinopathy.
The Ophthalmology Department of the National University of San Agustin, Arequipa promoted and participated in the:

- Detection of Low Vision in 326 high school children in the CHARLOTE School of the YURA district, 120 Kms from Arequipa. (-6%).
- Medical care for 37 children of the Sor Ana De Los Angeles Home in the city, 5 strabismus, low vision, nystagmus, leucoma.
- Free eye care for 5 days to 104 patients, 48 women and 56 men
- Ametropias 82 (47 plus presbyopia), 21 cataract and 9 glaucoma suspects. One day only for the detection of maculopathies in adults over 50 years.
- A talk in the UNSA TV station and the radio on LOW VISION in adults
- Parade on the main square with an allegorical cart with children of the UNSA pediatric ward and escorted by the members of the 1st "GLAUCOMA CLUB" of the Honorio Delgado Regional Hospital in Arequipa, where World Sight Day booklets were distributed.

The Regional Institute of Ophthalmology (IRO) scheduled several activities, including TV interviews, preparation of banners, which were distributed through the main health centers in our city, the largest of which was placed on the facade of our institution to celebrate the "World Sight Day".

Five campaigns with the purpose of screening, detecting and the diagnose of cataract, glaucoma and diabetic retinopathy for people older than 40 years were planned and coordinated with officials of the Health and Blindness Prevention Strategy of the 6 participating health facilities.
Visual acuity tests were performed to 364 patients, of whom 263 completed their eye exam; 21 cataract patients, 14 with suspected glaucoma and 1 with diabetic retinopathy were found and were referred to the *IRO* for the respective treatment.

In the **Dominican Republic**, The President of VISION 2020 Latin America, Dr. Juan Batlle organized a Diabetic Retinopathy Campaign. Diabetic patients were examined free of charge. The following institutions participated: The Laser Center, the Dominican Society of Ophthalmology, CECANOT, the Elias Santana Hospital, the Eye Clinic of Santo Domingo, the Blindness Institute, Hospital Cabral y Baez and the South Eye Surgery Centre.
Dr. Batlle was also interviewed by several broadcasting stations and other media, including 12 newspapers.

A screening campaign was carried out by the Foundation *Por una Visión Mejor* in the city of Santiago on 16 and 17 November. 836 people were examined, most of them around 40 years old and older. 367 reading glasses and 305 new frames were delivered.

68 people with different types of cataracts were treated (25 candidates for surgery) and 71 other patients, 30 of which have no eye problems, and 41 people with different eye conditions were referred to the office of the local ophthalmologist, who works with the foundation.

In *Venezuela*, in accordance with the WHO Action Plan, a promotional display in 9 different media providing information on Vision 2020 was carried out: "Universal Access to Eye Health." In addition, 14 workshops, 5 talks, 1 drawing competition for children, 25 billboards, 4 walks, and 2 concerts by the Orchestra System of Venezuela were performed. Likewise, the VI State Coordinators Meeting was held by videoconference. Screening and treatment were carried out in 45 institutions of the National Public Health System.

Several private entities conducted consultations at no cost, benefiting 725 patients of all ages. The main institutions that participated were *Instituto Popular de los Ojos*, CECOF, IDEO, *La Trinidad* Academic Medical Centre, Better Vision, ORQA, Lourdes Medical Center, mostly under the coordination of the Venezuelan Society of Ophthalmology and
under the supervision of the National Committee for Visual Health and Prevention of Avoidable Blindness. More than 250 professionals participated, including ophthalmologists and optometrists.
North America

In **Canada**, World Sight Day will be celebrated at Moorings Park with a special seminar for blind/vision impaired adults. Other events during the awareness month are the Greater Area Naples Chamber of Commerce Accelerated Networking luncheon at Lighthouse of Collier, seminar at Moorings Park and a special tour and tasting for the blind/vision impaired children at Olde Naples Chocolate.

**Trinidad and Tobago**’s ‘**Volunteers for World Sight Day**’ are a fantastic example of what can be done on WSD – from walks in WSD-branded tee-shirts and colour-coordinated balloons to meetings and endorsements from the country’s President, it looks like they have done it all! The celebrations included a walk to raise awareness on the 6th of October, with WSD13-themed t-shirts and balloons. Later that day, a tee-shirt was passed on T & T’s President, His Excellency Anthony Carmona.

In San Antonio, TX, **USA**, the San Antonio (SA) Eye Center, Alamo City’s ‘oldest and largest’ ophthalmology practice, talked about the importance of getting an eye examination and the importance of getting it done periodically.
With Medicare plans and the Affordable Care Act, many insurance agencies are now requiring patients over the age of 65 to get screened for glaucoma every two years and diabetes each year. By going to the eye doctor consistently, before patients have eye problems or prominent changes, their eyes can be saved.

In Cincinnati, Ohio, 12 OneSight volunteers served 300 students throughout the area’s schools during the Community Vision Care program. OneSight is an independent nonprofit providing access to quality eye care and eyewear in underserved communities worldwide.

Keeping up with its tradition of giving back, TOMS launched the #BeShady social media campaign on Thursday, October 10th to raise awareness for World Sight Day. Through #BeShady, TOMS invited people all over the world to wear sunglasses in an unlikely indoor setting (like in a restaurant, at the gym, etc.) on October 10th and share a photo via social media using the hashtag #BeShady.

In addition to the social media campaign, TOMS has created a limited edition pair of sunglasses available on TOMS.com especially for the initiative. With the sales proceeds, TOMS will provide eyecare to people in need.

Highlights from the campaign include:
- Unique product offering at lower price point to engage customers in WSD awareness.
- #BESHADY hashtag was mentioned 9,782 times on Twitter, Facebook and Instagram, resulting in over 15 million impressions of #BESHADY in relation to WSD awareness.
- Strong email performance, with average open rates ranging from 20-32%.
- 19 placements secured, resulting in 31M impressions
- Participation from 13 Giving Partners (TOMS nonprofit, humanitarian partners)
- 200+ Community events
- Over 30 Partner/Vendor businesses participating including: UPS, Uber LA/SF, Pinkberry, Oracle and MediaCom
- Partners including Lomography, GoPro, AOL/Huffington Post, Hipstamatic and JustWink supporting WSD community engagement and driving traffic to TOMS.com
- Over 70 Influencers participated including: Kerry Washington, Jamie Foxx & Richard Branson
- Internal/Staff participation in “Stop, Drop and Facebook” ask resulted in reaching 65K new people on social media

In recognition of World Sight Day, HelpMeSee - global campaign to eliminate cataract blindness - and Moog - a worldwide designer, manufacturer and integrator of precision control components and systems - have achieved a significant milestone in eye surgery simulation by successfully demonstrating the capabilities of the world's first MSICS (Manual Small Incision Cataract Surgery) virtual reality surgical training simulator.

Several eminent expert ophthalmologists from China, France, Tunisia, the Netherlands, and the United States of America participated in the demonstration as a lead-up to the XXXI Congress ESCRS (European Society of Cataract & Refractive Surgeons) conference held in Amsterdam last week.

In **Traverse City**, Michigan, the Traverse Area District Library (TADL) hosted a lunch and learn event presented by the Talking Book Library (TBL) to mark WSD.

TADL’s lunchtime program featured personal stories shared by those in the community living with blindness and visual impairments and the resources available through the TBL for those that are

In **Atlanta**, More than 2,000 metro Atlanta residents are believed to have gotten free vision screenings and free eyeglasses at a five-day event to mark WSD.

Several local companies and doctors are serving patients who do not have vision coverage. Patients boarded one of the VSP Vision Care mobile eye care clinics for a
free vision screening and in a matter of minutes, walked away with a free pair of prescription glasses.

Gold Medal Olympian Misty May-Treanor attended Thursday's event to share how access to vision care has made an impact on her life and helped set her sights on achieving her career goals.

"I didn't realize why I kept getting migraines," May-Treanor said. "I kept getting migraines because my eyes would get fatigued. I have astigmatism." She is encouraging people who are in need of vision care to participate.

In Boulder, Colorado, ZEAL launched a partnership with dZi Foundation and Marmot on WSD to provide gently-used sunglasses to Nepalese children, who suffer a high rate of optical damage due to the altitude of their homes and time spent outdoors.

ZEAL collected gently-used sunglasses at its Boulder Showroom and donated them to the Nepalese children through dZi and its sister organization Taraloka.

In Irvine, CA Premium eyewear line IVI (pronounced ‘eye-vee’) announced its support for World Sight Day by donating 100% of sales from their online shop to blindness prevention activities.

The 12th annual White Cane Dinner at the Woodland Elks Lodge was held to honor WSD. Along with a $15 dinner ticket, each guest was asked to bring (if available) a used pair of eyeglasses. The goal: to collect 250 plus eyeglasses which will be recycled and distributed worldwide to people who need lenses to see.

The International Academy of Low Vision Specialists (IALVS), a group of United States optometrists who provide solutions for vision limiting conditions including Age Related Macular Degeneration (AMD) endorsed World Sight Day this year.

IALVS is on the cutting edge of technological advances that can even restore a more normal life to patients. New technologies include miniature telescopes and e-scoop that allow patients to engage in normal daily activities. AMD, the most common cause of vision loss after age 50, causes gradual loss of central (but not peripheral) vision, which is needed for detailed work.

In Jacksonville, Fla., VISTAKON® Division of Johnson & Johnson Vision Care, Inc. (JJVCI) launched a worldwide campaign asking people to "Take the #EyePledge" and promise to get their eyes tested to mark World Sight Day. The #EyePledge campaign supports the global call-to-action, "Get your eyes tested".
The #EyePledge included two simple steps individuals can take to demonstrate their personal commitment to get an eye exam and raise awareness of the broader global cause:

- Take an "eye selfie" photo; and
- Post the photo through the Donate A Photo App by Johnson & Johnson with #EyePledge, or share on social media sites like Facebook, Twitter and Instagram using #EyePledge, and promise to get your eyes tested.

In Naples, Florida, the Little Rock Foundation, a non-profit organization dedicated to improving the lives of children who are blind or visually impaired initiated a bill into law establishing October as "Blindness Awareness Month." In October 2010, the City of Naples proclaimed October as Blindness Awareness Month and World Sight Day. On October 9, 2012 The Collier County Board of Commissioners presented Lighthouse of Collier with a proclamation from the County. Studies indicate that over 14,000 persons in Collier County live with blindness or significant vision loss. Although blindness and vision loss largely affects senior citizen; accident, disease, genetics and other causes can cause vision loss to persons of whatever age.

Those persons living with blindness or vision loss and their caregivers residing in Collier County and the City of Naples may now receive education, assistive technology, mobility and adaptive independent living training and a myriad of other support services locally from the only full service center in Collier County; namely –Lighthouse of Collier. On October 10, 2013 World Sight Day was celebrated at Moorings Park with a special seminar for blind/vision impaired adults.

Other events during the awareness month are the Greater Area Naples Chamber of Commerce Accelerated Networking luncheon at Lighthouse of Collier, seminar at Moorings Park and a special tour and tasting for the blind/vision impaired children at Olde Naples Chocolate.

In Pasadena, CA, Linden Optometry, P.C. is took part in the World Sight Day Challenge - from September 1st through to World Sight Day, October 10th - in order to help the estimated 600 million people worldwide who are blind or vision impaired simply because they do not have access to an eye exam or glasses.
During the World Sight Day Challenge, Doctors and Staff at Linden Optometry - wearing World Sight Day T-Shirts - inviting patients to drop a dollar or two into World Sight Day donation boxes located throughout the store. Linden Optometry matched those donations, dollar-for-dollar, at the close of World Sight Day Challenge. The purpose is to raise awareness of the importance of everyone being able to get their eyes tested and have access to quality eye and vision care.

"Most people are surprised to learn that just $5 can be enough to help provide an eye exam and a pair of glasses to someone living in an underserved community. Everyone can make a difference." said Alan Limfat, O.D., President and CEO of Linden Optometry P.C
In Bangladesh, the BADAS-ORBIS Eye Care Project observed WSD13 with an emphasis on the main theme ‘Universal Eye Health’. Affiliated Associations, including Thakurgaon, Bogra and Pabna Diabetic Association took up month long activities to spread awareness on prevention of avoidable blindness and visual impairment. The project also used the occasion to urge diabetic people to get their eyes tested at least once in a year. The Bogra Diabetic Hospital also conducted rallies, a Meeting, a special Camp, a stakeholder meeting, employed Folk songs and street theatre to spread key messages.

The Dr. K. Zaman BNSB Eye Hospital organized a colorful rally "Drishti Padajatra" at Mymensingh, Nakla, Sherpur and Netrokona districts of Bangladesh on October 23, 2013. The rallies passed through the main city of Mymensingh, Nakla and Nettrakona. School children, representative from civil society, different govt. official and representatives from different NGOs were present in the said rallies.
On the same day we also organized a seminar titled “Role of Civil Society in the Reduction of Avoidable Blindness”. The seminar was held at the district council hall here in Mymensingh. A keynote paper was presented on “Role of Civil Society in the Reduction of Avoidable Blindness”. Discussion was held on theme by the representatives of civil society. Dr. K. Zaman BNSB Eye Hospital has brought out different promotional materials in connection to WSD 13, such as brochure, stickers, T-shirts, etc. WSD13 celebrations were made possible by the support of partners Andheri Hilfe Bonn, Germany, ORBIS International, Alcon Bangladesh, Irish Enterprise, Aristo Pharma and Lima printing press.
India

VISION 2020: The Right to Sight – India along with Bansara Eye Care, Shillong, Meghalaya observed the World Sight Day (WSD) 2013 on October 10. The day-long programme commenced with a screening camp and concluded with a technical session was attended by top government officials: right from the Governor of Meghalaya to the State Home Minister and Health Minister. It was an immensely successful platform for advocating and sensitising the government on eye health.

In Mumbai, the Indian optometric Association (IOA) distributed WSD-themed ribbons to the school-going children to educate them about eye care awareness and get their family eye tested every year. Balloons were also put up on residential areas, Hospital, optical outlets and FM Radio centres.

Association of Schools & Colleges of Optometry

World Sight Day by ASCO members across India was celebrated with fervor, joy and devotion to service by optometry colleges in dozens of cities. Joint programs between all the optometry colleges and eye care organizations was a feature this year in Hyderabad and Shillong. Generous use of all the promotional material, implementation packs and ‘suggested activities‘ downloadable from IAPB’s website, was made by the
colleges. ASCO promoted WSD 2013 through its bi-monthly herald INSIGHT to its member-colleges as well as non-member optometry institutions in India.

In Chennai, with the help of their mother hospital (Dr Agarwal’s Eye Hospital), Shri Prakash Institute of Optometry planned free screening camps on world sight day

In Coimbatore, Lotus Bausch & Lomb Institute of Optometry observed WSD forming a human chain of 7km in Coimbatore’s main areas to create awareness on preventable blindness and importance of eye donation. They conducted program in a blind school as well. The college distributed a colourful pamphlet for awareness creation, giving their WSD agenda.

In Manipal, the Dept of Optometry, School of Allied Health Sciences, Manipal University, with its long tradition of meaningful WSD activities decided to enhance awareness on Eye Care and to deliver services to the general public. With ‘Universal Eye Care’ being the theme, 6 posters were designed and developed under the banner: “Sight: Birth to Tomb!”. The exhibition of the posters was inaugurated with the Associate Dean, the Research Chair and the Professor, Dept of Speech and Hearing, after a welcome by Prof Jyothi Thomas, In-Charge, Dept of Optometry. Poster titled “Optometrists’ Role in eye care” was judged the best. Work speaks more than words!

A series of eye camps were held in October in different locations along with the Ophthalmology Dept. 317 geriatric patients were screened. 71 had reduced vision. Reading glasses were given to the needy. Others were referred for cataract surgery. Diabetic eye changes were noted. A unique fortnightly outreach eye clinic was started. This will provide comprehensive eye care services and also house a dispensing unit at the centre which already delivers other health care services thus creating an integrated health service center.

In Bangalore, Sankara College of Optometry & Sankara Eye Hospital of the Sankara Eye Care Institutions (SECI), ran an online campaign to raise awareness on preventive eye care. They solicited blind-folded pictures and a quote on the importance of vision from all

In Hyderabad, a seminar was hosted by University of Hyderabad on 'Universal Eye Health' with participation from Students and Faculty of Bausch & Lomb School of Optometry, Sarojini Devi Eye Instd & Pushpagiri Eye Instt. Prof Ramakrishna Ramaswamy, Vice Chancellor, stressed the need for eye screening of students in all educational institutions. The event was supported by Essilor India Pvt Ltd, Akriti and India Vision Institute. A week-long vision screening for students of UoH was started. There was a quiz contest and students also competed in a Poster contest showcasing intuitive and innovative ideas. The event ended with a rocking cultural programme.
The Bausch & Lomb School of Optometry (BLSO) 3rd year students & faculty conducted awareness and vision screening program for the underprivileged community at Rasoolpura Slum, Hyderabad. The awareness program with the theme of Universal Eye Health, focused on infants, pregnant women and lactating mothers. 114 were screened, 69 being students aged 5 to 14 years.

25 needed vision correction with over 60% of them diagnosed with refractive error for the first time. 23 were prescribed spectacles. Over 80% of those screened have simple myopia and myopic astigmatism. 16 children had ocular ailments like anisometropic cataract, nystagmus, and were referred to LV Prasad Eye Instt (parent organization of BLSO) for further investigation and management. BLSO students are actively involved in community vision screening, 3rd year BS students participate weekly on rotation mandatorily, gaining practical knowledge on common avoidable causes of visual impairment. BLSO students participated in the joint celebrations organized by Univ of Hyderabad (UoH), winning prizes in 2 events.

In Mumbai, the Laxmi College of Optometry became the reason for smiles, conducting comprehensive eye check-up camps for orphans and special children at Aniket’s Children Home and at Special School for Hearing Handicapped Children with their team of well qualified faculty along with students.

In Kerala, Al Salama School of Optometry (ASCO), Perintalmanna together with Al Salama's other optometry colleges in Calicut & Kannur, conducted an awareness program & eye camp.

The Lotus College of Optometry conducted week-long activities culminating on WSD: eye check-ups for special focus groups, like, taxi drivers, domestic workers, children from shelter home etc., examined at their vision centers in Mumbai slums. Awareness was generated towards need for eye care services through promotional material like, posters, banners, ribbons, balloons AND through street plays. Students conducted several well appreciated role plays for patients and relatives of Lotus Eye Hospital giving key messages on paediatric eye care, uncorrected refractive errors, cataract, diabetes, glaucoma and cornea donation. Free glaucoma screening camp was organized for parents and close relatives of students.
Alumni of Lotus College enthusiastically participated by displaying posters and encouraging people to undergo comprehensive eye examination. The Faculty trained employees of Standard Chartered Bank to be eye health volunteers in ‘Seeing is Believing’ project.

In **Panvel**, ITM Optometry College conducted school screening eye camp in collaboration with Lions club, Panvel. Nearly 500 students were screened and educated on eye care. An eye care awareness program was conducted at ITM Trust Hospital, Panvel.

In **Pune**, D Y Patil institute of Optometry conducted eye check-up at the City International School, Kharadi, Pune for 114 preschool to 5th class students.

In **Nashik**, the College of Optometry & Ophthalmic Sciences organized a free screening camp. Students made two posters, one hand-made and the other, computerized, spreading awareness on Optometry and Importance of eye examination.

The camp was on 12 Oct (Sat) after Puja holidays. The College also ran a 3-day eye screening camp for school children of New Era English School, Nashik. 2 senior optometrists and 15 Optometry students screened 1900 school children. 147 were found having refractive errors and 2 were amblyopic.

The School committee appreciated the professional efforts and decided to host such camps every year. Undetected refractive errors in childhood may lead to behavioral problems and adversely affect performance (academic or sporting).

Even a minor reduction in vision is associated with increased risk of death and physical, social and emotional problems after 50 years of age.

In **Navsari**, Gujarat, students of Hari Jyot college of Optometry performed vision screening, refraction and distributed spectacles as well to a large number of needy people.

In **Kolkata**, Vidyasagar College in Collaboration with Essilor conducted eye screening camp for children at ‘SOUJATTYA’, an orphanage home. After refraction, some were referred for further free check-up in Vidyasagar Eye Care Center. The team of 3rd year students was lead by Asst Prof Mrs Moumita Mitra.

In **Manesar**, Haryana, the Department of Optometry &Vision Science, Amity Medical School, Amity Univ organized a community eye camp at Patauda Village with support from AB Optique Eye Ear & Speech. 20-25 villages participated. 40 Masters & Bachelors students examined about 100 patients, giving advice on eye care and general ocular hygiene. 25 patients were referred for cataract surgery.
In **Kota**, Rajasthan, Kota Optics observed WSD for the entire week from 3rd Oct to 10th Oct, WSD. Manish Kr Khanna, Proprietor, Kota Optics who is also ASCO REP for Rajasthan, gave free consultation and donated 55 spectacles to the needy who came to his clinic.

In **Chitkara**, B.Optom students did 5 different radio programs (on the Chitkara FM Channel) intended to create awareness on

- What is optometry & its scope
- Common eye problems & their impact
- Eye facts for the youth
- Eye donation
- WSD activities 2013.

On 9th Oct, students organised a free eye check-up camp in the community hall in village **Jhansla**, Punjab with great support from the Sarpanch Sr Gulzar Singh & various other locals without whom this would not been such a successful camp. It was in collaboration with the VISION SPRING team. Over 100 persons, aged 5 to 85, were screened. 5 to 7 patients were detected with mature cataract & 70% of attendees required refractive error correction. Many were detected with Pterygium.

On Oct 10 students organised a free eye camp in collaboration with Centre for Sight & NSS in Chitkara Univ, primarily for the transport & security staff. However several students & Faculty availed of the opportunity. About 150 people were screened in this camp that was appreciated by all. The same day students organised poster making & quiz contests.

**L V Prasad Eye Institute**

LVPEI’s **Hyderabad** Outreach Urban Slums Eye Care (HOUSE) Program organized a Seminar on Students role in elimination of avoidable blindness’ at Megha Institute of Engineering And Technology For Women, Edulabad, Ghatkesar, R.R District. This institute has been dedicated to “Blindness Prevention” in association with L V Prasad Eye Institute.
Kuchakulla Ramachandra Reddy Eye Centre, Thoodukurthy commemorated World Sight Day 2013 by organizing a Rally with auto rickshaws at Nagarkurnool. A Community Eye Screening Program was conducted at Ramantapuram, Kottakota mandal, Mahabubnagar. In this program, totally 90 people were screened in which 35 were prescribed spectacles and 24 were refreed to base hospital for medical treatment and cataract surgery.

Siloam Eye Hospital, Madanapally conducted three eye health awareness programs in three locations. At Siloam Eye Centre, the Vision Technicians Mr. Nagesh and Mr. Narasimhulu gave health talks to around 45 audience and invitees. At B Kothakota Vision Centre, Vision Technician Ms. Shabana conducted the awareness meeting for the general public and about 30 people participated in the program. At Nimmanapalle Vision Centre Ms. Shireen Taj, Vision Technician organized an Eye Health Awareness meeting in which about 25 people participated.

LVPEI's CLIP Project at Jainath, Adilabad conducted World Sight Day Awareness Program on 11 October 2013 in the Grampanchayat office at Kouta village. In this meeting, Village surpanch Mr. Vijay Kumar, Ward members, Vision committee members, Anganwadi teacher, Clip Staff members and the local citizens participated. Mr. Sanjeev Kumar, Coordinator of CLIP explain about the importance of World Sight Day and the community’s need for participation towards elimination of avoidable blindness in the village. This program derived excellent cooperation from the participants.

Bhosle Gopal Rao Patel Eye Centre celebrated World Sight Say in Gannora village, Mudhole Mandal by organizing an awareness programme for the local community members. In this programme free spectacles were distributed which were supported by TOMS and Sight First Lions International Program.
Swarna Bharat Eye Centre, Nellore organized a Community Screening Program at Tanayali Village in Doravaristram Mandal on 10 October 2013. This program screened 107 members in which 61 people were prescribed spectacles and 41 were referred to base hospital for cataract surgery. Mr. Manoj Kumar Reddy, Head of this Village donated Rs. 12, 500/- towards free distribution of spectacles.

The Markapur Village Vision Complex commemorated World Sight Day 2013 by organising a Community Awareness Program and a Community Screening Program in Vellampally Village, Tripuranthagam Mandal, Community Screening and Awareness Program in which 150 community members participated. This program screened 110 persons in which 35 were identified with cataract and referred to the centre for clinical management and surgery and 32 were prescribed spectacles.

The Paloncha Village Vision Complex commemorated World Sight Day 2013 in 7 of its Vision Centres screening more 1000 people to mark WSD.

A free eye check-up camp to mark the World Sight Day celebration was jointly organised by Aravind Eye Hospital and Madurai district administration in Madurai on Thursday. The day is observed on second Thursday of October every year to create awareness on early detection of eye problems, and to receive appropriate treatment. Government higher officials including district collector L Subramanian, district revenue officer, revenue divisional officer and tahsildars took part in the programme and got their eyes tested. The doctors, who took part in the program, created awareness on the importance of eyesight to the public. More than 300 people participated in the eye
camp, and tested their eyes. Dr Krishnadas, head of human resources; Dr Kim, chief medical officer; and S G Ramanathan of Aravind Eye Hospital organised the camp.

National Ophthalmic Associate Association (NAAO) and Voice trust jointly organized an Eye Care Awareness Signature Campaign at Anna Bus stand, near Collector office and the Government Rajaji Hospital of Madurai, Madurai district. Students from MVAMM School also participated in the campaign. The District collector interacted with students and released health education material on the occasion.

Ophthalmic assistants of Madurai district participated in the campaign and explained about basic eye care to the public before inviting them to sign. Health education information was also displayed at the venue. So far the association has collected 10 lakh sign from public in various places.

The NAAO and Aakam trust also conducted an audio-visual quiz competition for school children at the Creative Matriculation high School, Puliyur Ramanathapuram district, Tamilnadu. 8 teams – with eye-related names, like the Cornea team – were formed and Mr Veerasamy, Senior Ophthalmic Assistant, conducted the quiz. Children as well as teachers enjoyed the programme a lot. As part of the programme, they learned about basic eye care and preventable blindness. Mr. N. Sankar of Aakam trust distributed the prizes to the students.
Helen Keller International and the Seeing is Believing Program Surabaya (East Java Province, Indonesia), celebrated World Sight Day 2013 at a primary health center in Sidoarjo District. Together with local partners and 25 volunteers from Standard Chartered Bank – Surabaya, Indonesia, 116 children were screened and 30 eyeglasses distributed. The event included education for parents, free consultation and screening for community. Sally Crook (SiB - IAPB) and Stefan Chojnicki (SiB – SCB) also attended with the representatives of SCB Indonesia, HKI and the local government.

World Sight Day 2013 was celebrated by the John Fawcett Foundation / Yayasan Kemanusiaan Indonesia a day early, timed with the Immanuel Primary School visit, a wonderful and enthusiastic group of students, parents and teachers.

The group spent three days in the field with our screening and mobile eye health care clinic team in Bali, watched cataract surgeries inside the mobile eye clinic theatre and visited with JFF/YKI scholarship students and their families in the village of Keramas, part of a planned Immanuel Primary School fundraising initiative for the John Fawcett Foundation.
Immanuel Primary School has been a strong supporter of the JFF/YKI and the Bali Eye project. One of the major ways the community raises funds is through its small change tins. At the beginning of the school year, each family is given a ‘tin’ to take home and place somewhere to collect small change. Some families have businesses that place these tins in their retail shops; others simply put it in a place in their home where small change can be collected. These ‘tins’ also prompted families and students to be creative in looking for ways to fill them up. Some of these included car boot or garage sales and pizza parties. In 2012, Immanuel Primary School raised $10,000 through this process. One of the extra benefits of having these tins in the school community is raising awareness of the work the JFF/ YKI does in Bali. Many people in the extended school community hear about the work of the Foundation when they see the tin and the sticker attached to it.

In Sri Lanka, “Get Your Eyes Tested”, echoed across the country with community vision screening programs in both Colombo and the Kegalle District organised by the Brien Holden Vision Institute.
Western Pacific

In **Australia**, Vision 2020 Australia launched a special WSD micro-site with loads of advocacy material and pictures of celebrities and politicians showing support for World Sight Day.

To celebrate World Sight Day on 10 October 2013, the Macular Disease Foundation Australia's Ambassadors Jan Utzon and Jean Kittson joined forces to highlight the enormous impact macular degeneration, the leading cause of blindness in Australia, has had on their parent’s lives.

Jørn Utzon, who designed Australia’s iconic Sydney Opera House, lived with macular degeneration in his later life. “My father, Jørn Utzon, was a visionary man and witnessing his sight deteriorate from macular degeneration was heartbreaking. The trauma the disease inflicts is enormous and I urge society to make greater efforts in research to find a cure,” said Jan from his home in Denmark.

Jean Kittson's mother Elaine, like so many Australians, proudly witnessed the Sydney Opera House being designed and built 40 years ago. Today Elaine has severe vision loss from macular degeneration and like thousands of older Australians of her generation, has lost her central vision, "Little did mum know that 40 years on she would not be able to see the world famous Sydney Opera House," said daughter Jean.

Over 1 million people (1 in 7 over 50) show some evidence of macular degeneration and those who have a direct family history, like Macular Disease Foundation Australia Ambassadors Jan and Jean, have a 50% chance of developing the disease. Jean's mother, both her uncles and one of their parents, as well as other family ancestors, have been affected by macular degeneration.

The Foundation will be awarding the prestigious Macular Disease Foundation Australia Research Grants of $600,000 to outstanding Australian researchers at an event; Through his Eyes, which will be hosted in the Utzon Room at Sydney Opera House.

**Staff** at Caneland Shopping Centre Westfund, Eyecare **Mackay** donned eye patches today to promote eye health awareness as part of World Sight Day.

The regional health insurer is encouraging people to prioritise eye health and is also raising money to help those with vision impairments and blindness in third world countries.

In **Fiji**, World Sight Day coincided with Fiji day! Several organisations based in Fiji would commemorate the day, including the International Agency for Prevention of Blindness, the Health Ministry and the Pacific Eye Institute.
In **Malaysia**, the Tun Hussein Onn National Eye Hospital celebrated World Sight Day by having eye screening for patients from old folks home at the Hospital. Patients found to have cataract were given free cataract surgery. The Press were invited to highlight activities and issues related to eye health on the World Sight Day. A total of 21 elderly people had their cataract surgery done. Also an eye screening at the Malaysian Association for the Blind in Brickfields, Kuala Lumpur was held during the WSD Celebrations.

![Eye screening in Malaysia](image)

In **Papua New Guinea** the Brien Holden Vision Institute held a rally in Boroko Square, coordinated by PNG Eye Care with support from St John’s Blind Services and the Eye Clinic staff at Port Moresby General Hospital. PNG Eye Care also hosted a Stakeholders event on behalf of the National Prevention of Blindness Committee to raise awareness about avoidable blindness and vision impairment in PNG.

**Vietnam** engaged in World Sight Day this year with performances, speeches and vision screenings (for the community and school students) at the Ba Ria – Vung Tau Eye Care Centre with the support and presence of 25 top provincial vision care leaders to help encourage the local community to get their eyes tested.

The Fred Hollows Foundation in **Vietnam** used WSD to highlight the work they delivered in the full year under the Viet Nam Comprehensive Eye Care Development
Project (SIBV) in 4 provinces of Vinh Long, Tien Giang in Mekong Delta area and Dak Nong, Lam Dong in Central Highland area. The celebrations included various activities such as public banners, meetings, parades, television and radio broadcasting. More than 1,700 people were screened during these campaigns, where they received free examination, treatment and medicines. WSD was also a good opportunity to promote cooperation and participation of relevant bodies in projects and more importantly, to enhance awareness of local people about their eye health.

In Tien Giang province, eye disease screening for people at ‘social sponsor centres’ - orphans, people with physical and mental disabilities – was taken up. 564 people at these social sponsor centers were screened and 292 people detected with eye conditions such as cataract, glaucoma, presbyopia, conjunctivitis, strabismus, myopia and so on. All of them were referred to Tien Giang Eye Hospital for further examination. 300 members of the Elderly Association in My Tho city were also screened. The event was organized at Tien Giang Eye Hospital and 16 staff from the Standard Chartered Bank donated a full-working day to support the screening. 113 people with cataract and pterygium were detected and referred for further treatment.
In Vinh Long province, 230 elderly people were screened and those with eye conditions were referred to the eye department of the district general hospital or provincial eye department of Social Diseases Control Center for further treatment. 28 banners with eye messages were produced and displayed in public places to promote eye health in the community.

In Dak Nong province, 2 panels and 10 banners with key messages were displayed in crowded places; a van with speakers ambled throughout the province and broadcasted eye care messages. Following the van were 11 motorbikes with 20 health staff distributing leaflets, posters on cataract disease and eye care to the people along the roads! This was accompanied by radio messages which focused on eye diseases and sight restoration that covered 60 communities, especially minorities within the 31 ethnic
groups who make up the third of Dak Nong’s population. A free screening campaign for elderly people was implemented and 121 were detected with eye problems. They were provided medicines and free cataract surgery coupons.