

## **#EyeHealthEU: campaign to awareness about preventable sight loss on World Sight Day**

As you know, this 13<sup>th</sup> October marks World Sight Day, which galvanizes the eye health community to draw attention on a global level about blindness and vision impairment. This year, the ECV is delighted to have teamed up with the European Forum Against Blindness (EFAB) and EU EYE on a campaign to raise awareness about preventable sight loss. Blindness and vision loss can be prevented or treated in at least 50% of the cases, but screening and early diagnosis are key to make this happen!

To mark this day, we are launching a social media campaign to spread a simple message: We need to talk about eyes! Vision loss and blindness require the immediate attention of national and European policymakers. As Europeans live longer and longer, we need improved mechanisms for screening and identifying eye diseases early on, especially with at risk groups such as people affected by diabetes or other chronic diseases. This helps us realise the objective of a healthy ageing European population.

### **Join us online for World Sight Day on 13 October - the idea is simple!**

- Visit the ECV website – [www.ecvision.eu](http://www.ecvision.eu) (we should have the materials up by the weekend) or click on the attachments to the message to discover a set of 7 key messages
- Print the message that you would like to spread
- Hold the message high and take a selfie (or ask someone to take a photo of you)
- Post it on Twitter or Facebook using the campaign hashtag #EyeHealthEU and the World Sight Day hashtags #WorldSightDay, #WSD2016

If you were able to upload these materials on your website, or include the campaign image, that would be great. You could then send a few messages on Twitter (or by email) directing people to your website to download the support cards, e.g.:

- Help us raise awareness about preventable #blindness on #WorldSightDay by tweeting a selfie! #EyeHealthEU [insert link to materials on your website]
- Proud to partner with @XXXX & @XXXXX for the occasion of #WorldSightDay! Let's work together for better #EyeHealthEU [insert link to materials on your website]

As advocating with one collective voice is central to making eye health a priority for national governments and to improve vision awareness among the general population, we look forward to receiving your selfies!

2016  
WORLD  
SIGHT  
DAY

**50%**  
of blindness is  
preventable.  
It is time to  
act now!

European Forum  
Against Blindness  
E F A B

ECV  
EUROPEAN COORDINATION FOR VISION  
Better Eye Health For Europe

EUEYE