



World Sight Day

October 10th 2019



Join us this World Sight Day to raise awareness of blindness and vision impairment globally!



Vision First Theme

This World Sight Day, we're supporting the IAPB theme of 'Vision First' to draw attention to the work Orbis does around the world to **remove the barriers** people can face when trying to access quality eye care.

These barriers to eye care can take many forms – from a lack of awareness about eye disease, to the distance needed to travel to reach a service, to the cost of treatment. With 89% of blind and visually impaired people living in low- or middle-income countries, people often face a stark choice when it comes to weighing up the cost of seeking help for their vision loss, against every day essentials.

At Orbis, we're removing these barriers and bringing screenings and treatments closer to home for those who need it most – so that people are able to put vision first.

We do this through:

- Our community outreach work, such as our Vision Van which brings optometrists and glasses to schools in Northern India
- Training teachers to spot eye conditions in their pupils
- Upskilling eye care teams across Africa, Asia and Latin America with the help of our amazing volunteers, both on board the Orbis Flying Eye Hospital and in local hospitals
- Educating communities on eye health, so that they are aware of the services and free treatments available for their vision loss.

In 2018, Orbis UK supporters enabled us to work with local partners to conduct over three million screenings, deliver almost 332,500 surgeries and medical treatments and supply just under 8.4 million doses of Zithromax to prevent and treat blinding trachoma. In addition to this, we were able to train almost 59.5k doctors, nurses and community health workers.

With 253 million blind or visually impaired people in the world and blindness set to triple by 2050, your support is more vital than ever in helping us to provide people with access to eye care, no matter where they live.

Key facts

- Blindness is set to triple by 2050
- Trachoma is the leading cause of infectious blindness worldwide

For additional information, please check out the [2018 Orbis Annual Report](#).

We want to thank you for choosing to support us and our work in helping us to remove barriers to eye care around the world so that more people are able to put their vision first.





Call to Action

There's lots you can do to get involved this World Sight Day!



- Share the World Sight Day message across your social media channels. Social tags & hashtags: #visionfirst #partnership #thankyou #dreambig
- Encourage people to visit the Orbis World Sight Day page to understand more about our work and the importance of removing barriers to accessing quality eye care.
- Share the video of our [Vision Van](#) which brings vision services directly to schools in India (& now Nepal).
- Share the stories of different types of barriers people face when trying to seek help for their eye conditions; [Malate](#) from Ethiopia (cost barrier), [Phuong](#) from Vietnam (location barrier) and [David](#) from Zambia (education and tradition).
- Add a World Sight Day pin to your email footers to raise awareness and engage your contacts to click through and read more
- Donate here <https://gbr.orbis.org/en/how-you-can-help/donate>



Book yourself for an eye test and invite a colleague to join you; cataract, glaucoma, refractive errors or diabetic retinopathy, it all begins with an eye exam.



Thank you for taking part in World Sight Day 2019 and supporting Orbis UK!