

INSIGHTS

Eyecare Takes Center Stage on World Sight Day

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As I write this column, people around the world are celebrating World Sight Day—ECPs, optometric companies and sight-related organizations are turning out in impressive numbers to support the 1.2 billion people worldwide who are in need of vision care. According to the World Health Organization, nearly 80 percent of vision impairment globally is avoidable—the leading causes of vision impairment are uncorrected refractive errors and cataracts. So this year, Oct. 11 is a day when vision gets to take center stage as ECPs and vision care companies raise funds and donate their services to provide eye-care and eyewear to those in need.

Once again this year, Optometry Giving Sight is leading a global coalition toward this goal. The coalition, made up of more than 60 optometric companies, includes some of the world’s biggest and most influential optical industry players. But what I find fascinating about the WSD project, is the many different and creative ways people come up with to raise funds or donate services. This year, the Alcon Foundation will once again run its Cycle for Sight 20/20 Challenge. If they enroll 2,020 Alcon participants, they’ll make a \$25,000 donation to Optometry Giving Sight.

Vision Source will accept donations from more than 3,000 of their member practices. Employees are fundraising in a variety of ways, including online auctions, dining events, a virtual talent show, and a golfing trip raffle. You might as well have fun while you’re raising money, right?

WestGroupe’s #WithoutMySight Challenge asked participants to try everyday tasks such as making coffee or applying makeup blindfolded, record themselves doing it, and then upload a 30-second video to social media with the hashtag #WithoutMySight.

Here at Jobson, we’re all about the food so on Oct. 16, in true New York tradition, we’ll be buying bagels for a chance to win prizes and gift cards. All proceeds will go to Optometry Giving Sight.

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