

**REPORT ON WORLD SIGHT DAY OCTOBER 08, 10, 2015**  
**PAKISTAN INSTITUTE OF COMMUNITY OPHTHALMOLOGY, HAYATABAD MEDICAL**  
**COMPLEX, PESHAWAR PAKISTAN**

**WORLD SIGHT DAY (WSD) 8TH OCTOBER 2015:**

World Sight Day is observed around the world by all partners involved in preventing visual impairment or restoring sight. It is also the main advocacy event for the prevention of blindness and for "Vision 2020: The Right to Sight", a global effort to prevent blindness created by World Health Organization (WHO) and the International Agency for the Prevention of Blindness (IAPB).

**SOME IMPORTANT FACTS ABOUT BLINDNESS:**

- About 285 million people are visually impaired worldwide;
  - 39.5 million are blind and
  - 246 million have low vision (severe or moderate visual impairment)
- preventable cause are as high as 80% of the total global visual impairment burden
- About 90% of the world's visually impaired people live in developing countries
- Globally, uncorrected refractive errors are the main cause of visual impairment
- Cataracts are the leading cause of blindness
- 65% of visually impaired, and 82% of blind people are over 50 years of age, although this age group comprises only 20% of the world population
- Globally, uncorrected refractive errors are the main cause of visual impairment but in middle and low-income countries cataracts remain the leading cause
- The number of people visually impaired from infectious diseases has greatly reduced in the last 20 years.
- **Research shows** that every dollar spent on eye health has a two-fold return on investment - in developing countries, home to 90% of all visual impairment; there is a four-fold return. Yet

current estimates put the number of people living with significant visual impairment at 285 million, 39 million of whom are blind.

### **World Health Organization (WHO) Action for Universal Eye Health**

- The Action Plan identifies its purpose as to ‘increasing access to comprehensive eye care services that are integrated into health systems’. The theme for World Sight Day 2015 comes from this focus. ‘Eye Care for All’ embodies many critical aspects of successful eye health uptake, and so 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 2015, the call to action is:

- **Get your Eyes Tested**

The call to action recognizes a vital aspect of a successful and sustainable eye health network – an informed and regular end-user base which accesses eye care services at different points, based on need, age and other such factors.

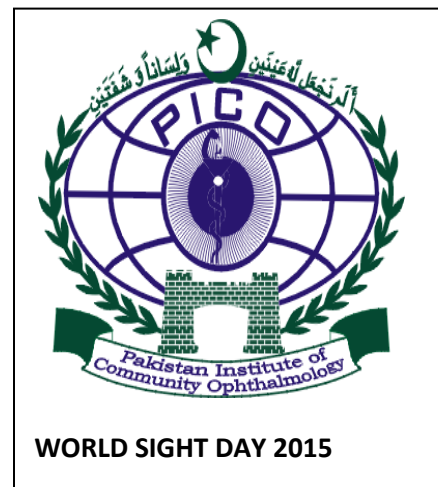
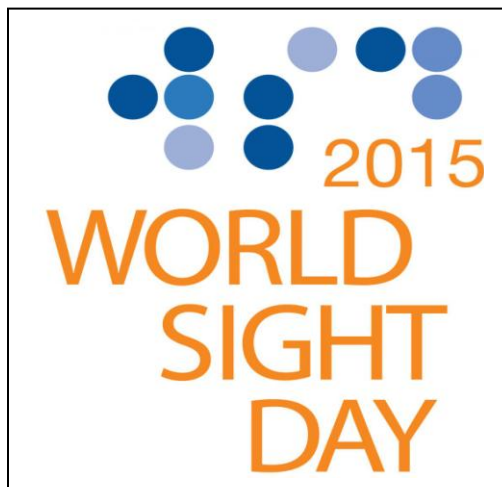
- **Works with multiple Audiences**

Indeed, key decision makers, policymakers, government officials and other important stakeholders are all individuals who will need to access eye care services, so ‘Get your eyes tested’ is a powerful and simple call to action that should resonate with a variety of audiences

- **Works with multiple areas of focus**

An eye test is first point of contact and the first step for diagnosis and treatment for practically every eye condition. So urging end-users to get their eyes tested should be a powerful call to action that can be incorporated into a variety of focal areas; be it refractive errors, diabetic retinopathy, cataract and so on.

**Celebration of WSD and Pakistan Institute of Community Ophthalmology, HMC, Peshawar Pakistan**



**THEME: "Eye Care for All"**

Key decision makers, policymakers, government officials and other important stakeholders were informed about the unmet need for good quality eye care services. In this regard PICO CEC Cell made efforts for awareness raising and organized workshops and eye screening camps in private and public sectors. PICO CEC Cell also held a one day District ophthalmologists meeting at PICO so as to orient them about the importance of celebration of World Sight Day and play their role in raising awareness about the Eye Care among the masses in their respective districts.

**PICO Actions with Respect to World Sight Day:**

PICO, HMC, Peshawar Pakistan marked this day with eagerness and organized three events in different venues and manners in Peshawar valley, the details of events are given below;

**A. District Ophthalmologist Meeting at PICO, HMC**

Prof. Dr. Nasir Saeed Dean PICO chaired the subject meeting. He briefly discussed the purpose of World Sight Day & gave detail presentation on its theme for the year 2015. Deputy Dean PICO highlighted the need of awareness raising at gross rout level keeping in view all constrains at dist level. Emphasis was given to sensitize the community

regarding eye care awareness while remaining within our own limited resources. Asst.Pof. Dr. Sadiqullah Khan, PICO HMC, had presentation on importance of World Sight Day. Mr Iqbal Shah (Sociologist, PICO,HMC) delivered a brief on Social Mobilization & role of Dist Ophthalmologists in this regards. Finally, Dr Junaid Faisal Wazir (CCO,PICO,HMC) discussed Monitoring & Evaluation Performa in detail & requested all dist. Ophthalmologists for regular submission of monthly Performa to develop Data Base. Compliance regarding submission of Performa was requested.

3. At the end, the District Ophthalmologists were asked by the Chairman to present issues/ problems which they are facing in their districts. The District Eye Specialists will send their requirements in writing to CEC cell, PICO.

4. Awareness material (Banners & Flyers) was handed over to all Dist Ophthalmologist to disseminate awareness & celebrate World Sight Day at all Dist. of KpK

**B. Awareness Raising and Capacity Building of School Teachers at ILMS School Hayatabad Peshawar:**

PICO CEC Cell organized one day awareness raising and capacity building workshop for school teachers in the premises of Institute of Learning and Motivational School Hayatabad Peshawar. Director of ILM School inaugurated the workshop. About 35 staff including Director, Principal, Deputy Principal and all teaching faculty participated in this workshop. Presentations were made on the eye care and its importance by 2 MPH Students. Assistant Professor Dr. Saddiqullah, CCO Dr. Junaid Faisal Wazir, Mr.Iqbal Shah Sociologist, Dr. Ahmad Baluch disseminated the eye care information and social awareness.

**C. Free Eye Screening Camp for Staff of FATA Secretariat, Peshawar:**

On October 09, 2015, Comprehensive Eye Care Cell, PICO, HMC organized free eye screening activity in vicinity of FATA Secretariat, Peshawar at 10:00 AM, and about 300 employees including senior and junior officers and support staff were examined. This camp was

inaugurated by the Additional Chief Secretary FATA Khyber Pakhtunkhwa. Mr. Aslam Kamboh. Mr. Iqbal Shah Sociologist PICO gave a brief introduction of PICO and the importance of the screening activity especially for the support staff FATA Secretariat Peshawar. This was a very successful and useful activity as about 300 staff was targeted and served. This also opened ways for further collaboration with the organization. Gulbahar Lions Club was also part of the camp activity.

#### **D. Posting and Dissemination of Awareness Material**

Besides the above mentioned activities of WSD celebrations, the message of WSD and safe eye care was disseminated in English and local languages in collaboration with Gulbahar Lions Club International, Peshawar. It included the distribution of posters at hospitals, medical colleges and public places and hanging of banners carrying key messages for public to get their eyes tested.

#### **E. Media Coverage**

The role of media cannot be ignored in advocacy, mobilization and awareness of masses regarding the important social problems including health problems. Recognizing this fact, PICO team worked hard to engage all stakeholders including media personnel in the WSD activities effectively. Hence, in celebration of all the three events, media participated with great zeal and played an important role in the dissemination of World Sight Day message to the general public at large. Prof. Dr. Nasir Saeed appeared in the PTV National Show, Khyber Pakhtunkhwa on 9<sup>th</sup> October 2015. In the one hour live show, he spoke on the purpose and importance of celebration of World Sight Day. He also discoursed on the eye diseases and its prevention & treatment. Live answers questions were part of the program.

On the next day of the event, the event was reported in Daily Mashriq news paper Peshawar in Urdu language. (Annex attached)

اللہ ہی کیلئے ہیں مشرق و مغرب القرآن

DAILY MASHRIQ PESHAWAR

پشاور

روزنامہ

سید تاج میر شاہ

عبداللہ کے بانی

مشرق

مستقل اشاعت کے 49 سال

پشاور و اسلام آباد سبیک وقت شائع ہونے والا کثیر الاشاعت قومی اخبار

ABC CERTIFIED

جلد 49

ہفتہ 25 ذوالحجہ 1436ھ 110 اکتوبر 2015ء 24 سوچ قیمت 12 روپے

شہرہ 53

## عالمی یوم بصارت، ایچ ایم سی کے ڈاکٹرز کی جانب سے فری آئی کیمنپ

پشاور (خبر نویس) عالمی یوم بصارت کے حوالے سے فائنا سیکرٹریٹ کے تقریباً 300 ملازمین کی آنکھوں کا مفت معائنہ کیا گیا اور ملازمین پاکستان انسٹی ٹیوٹ آف کیونٹی آفٹالما لو جی حیات آباد میڈیکل کمپلیکس کے ڈاکٹرز اور ٹیکنیکل سٹاف نے ایک روزہ فری آئی چیک اپ کیمنپ سیکرٹریٹ نے کیا۔

منعقد کیا، جس میں فائنا سیکرٹریٹ کے تقریباً 300 ملازمین کی آنکھوں کا مفت معائنہ کیا گیا اور ملازمین کو مفت نظر کے چشمے اور ادویات فراہم کی گئیں۔

ایچ ایم سی کے ڈاکٹرز اور ٹیکنیکل سٹاف نے ایک روزہ فری آئی چیک اپ کیمنپ سیکرٹریٹ نے کیا۔



**ONE DAY DISTRICT OPHTHALMOLOGIST MEETING AT PICO OCTOBER 1, 2015**

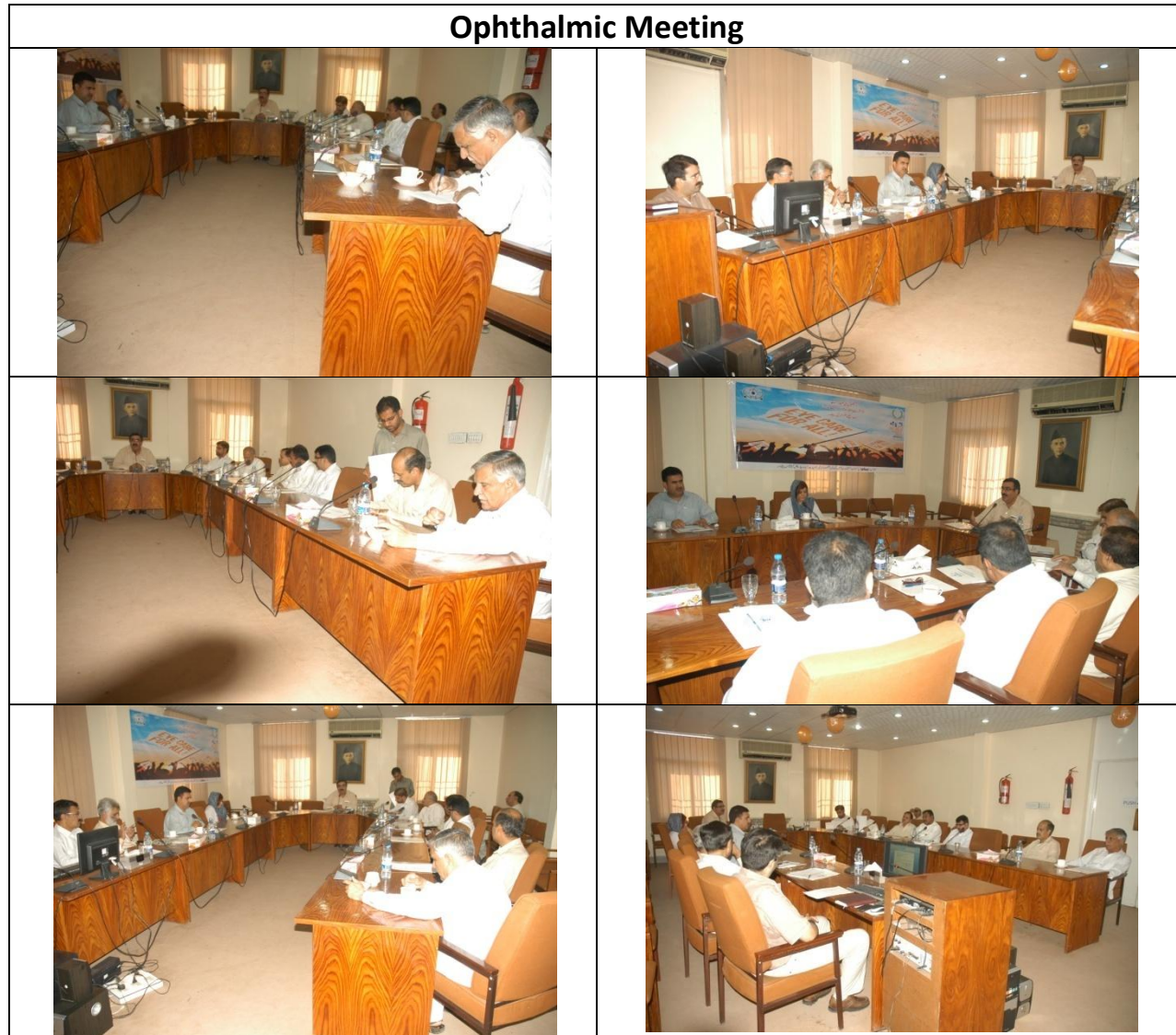
**REGISTRATION**

| S.NO | Name                | District                   | Contact No      | Sign   |
|------|---------------------|----------------------------|-----------------|--------|
| 1    | Dr. Kalimullah      | Lalaki                     | 0300<br>5136739 | AKM    |
| 2    | Dr. TARIQ FARAZ     | Nowshera                   | 0300<br>5787176 | Tariq  |
| 3    | Dr. Umar Zameer     | Baigram                    | 03339281500     | Umar   |
| 4    | Dr. Ghulam Faryal   | Nuseenallah<br>Bulandshahr | HP 03005732327  | Gf     |
| 5    | Dr. Asif Hamal      | Bathinda                   | 03369446588     | Asif   |
| 6    | Dr. Noor ul Mabsood | Pesh                       | 03459060        | Noor   |
| 7    | Dr. Asif Nadeem     | DHA Karachi                | 03339891600     | Asif   |
| 8    | Dr. Falek Naz       | KMC                        | 03219086568     | Falek  |
| 9    | Chahid Munir        | City                       | 03339201806     | Chahid |
| 10   | Dr. Zahid Jadoon    | Pico                       |                 |        |
| 11   | Dr. Samina Naz      | Pico                       |                 | Samina |
| 12   | M. Iqbal Khan       | Pico                       |                 | Iqbal  |
| 13   | Dr. Junaid Faisal   | Pico                       | 0333-9105154    | Junaid |
| 14   |                     |                            |                 |        |
| 15   |                     |                            |                 |        |
| 16   |                     |                            |                 |        |
| 17   |                     |                            |                 |        |
| 18   |                     |                            |                 |        |
| 19   |                     |                            |                 |        |
| 20   |                     |                            |                 |        |

# World Sight Day 2015

## Picture Gallery

### Ophthalmic Meeting





## FATA Secretariat



## LIMS School

