

World Sight Day

Activity Report



World Sight Day shortly WSD is the most important advocacy and communication event celebrated to focus global attention on blindness and vision impairment. WSD is celebrated on second Thursday of October every year. This year WSD is celebrated on 12 October 2017. **“Make Vision Count”** is set a theme for this year call to action.

Pakistan institute of community ophthalmology is an important member of International Agency for the Prevention of Blindness (IAPB) and always actively participate the agency activities to prevent avoidable blindness and vision impairment. Likewise, its previous efforts, this year too, Pakistan institute of community ophthalmology organized different events and activities to celebrate world sight day with its partners with the purpose to enhance mass awareness on eye health care and on vision impairment. Gulbahar Lion clubs Peshawar and Khyber Pakhtunkhwa special education department put their efforts altogether with PICO for ensuring wider impact of the event.

List of World Sight Day activities

Following activities are implemented under PICO umbrella to mark World Sight Day for creating mass awareness for eye health care and on prevention of avoidable blindness.

- 1- Free Eye screening camps
- 2- Awareness raising walks
- 3- Awareness raising seminar
- 4- Display and dissemination of printed materials
- 5- Media coverage
- 6- District lead world sight day activities

Free Eye screening camps:

PICO organized free eye screening camps at two locations, one for community members in Nasirpur Peshawar and second for media persons in Peshawar press club. In both camps, nearly 1000 peoples were screened among which 350 were women. In the result of these camps, 55 patients have been referred to eye surgeries and 400 were provided eye glasses where as all diagnosed patients were given free of cost medicines.



Awareness raising Walk:

On October 10, an awareness raising walk was organized to mark world sight day. The walk was arranged on main Khyber road in the city of Peshawar to draw attention of general masses towards WSD and eye health care. Participants of the walk were local members of lion clubs, children suffering from blindness of special education department, media persons, PICO



students and faculty members, local commuters etc. At the end point of the procession, Director PICO talked to the media by explaining the purpose of the walk and highlighting the importance of WSD for preventing blindness.

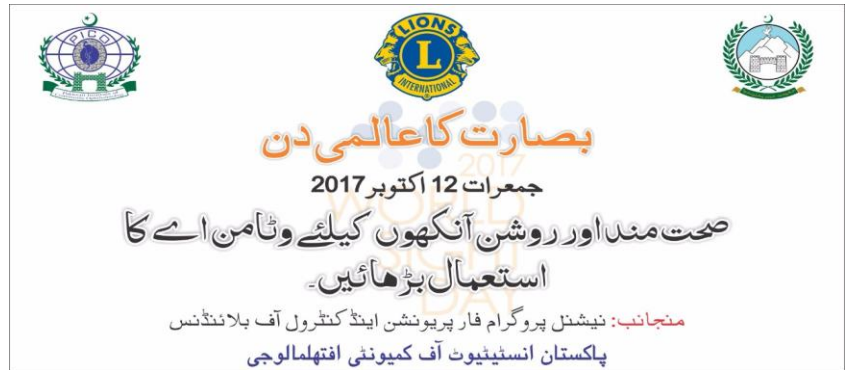
Awareness raising Seminar:

An awareness raising seminar was held on Thursday 12th October to observe World Sight Day. The event was participated by a large number of students, medical professional, media and prominent figures to show their commitment to improve eye health care and to prevent avoidable blindness. Chief Guest (Mr. Shahram Khan Tarakai (Senior Minister for health) and other prominent medical professionals addressed the participants on the occasion.



Display and dissemination of printed materials:

In order to promote mass awareness bilingual printed materials e.g. Banners and posters were developed and distributed among tertiary hospitals primary and second health care units and degree awarding institution publicity purpose. These materials have key messages like increase intake of vitamin A, recommending regular and periodical examination of eyes etc.



Media Coverage:

Printed and electronic media were engaged for wider publicity and coverage. WSD activities were properly reported on daily news paper and on TV channels.



World sight day activities at district level:

Besides, District Peshawar WSD activities have also been implemented in 04 SIB (seeing is blessing) districts of Khyber Pakhtunkhwa namely District Maneshra, Swat, Swabi and Haripur. The district teams organized free screening camps at different location in which total 1,387 have been examined for eye related problems.



Useful media links:

1. Prof.Dr. Nasir Saeed Director PICO interview with MashriqTV on view of WSD available at <https://www.youtube.com/watch?v=oFyoG8-fWAQ>
2. Dr. Junaid Faisal Wazir consultant community ophthalmology-PICO interview with AVT Khyber on view of WSD available at <http://avtkhyber.tv/khair-khabar-da-pekhawar-12-10-2017/>

WSD Picture Gallery

