

WORLD SIGHT DAY 2021

LOVE YOUR EYES ❤️



Prof Khalid Iqbal Talpur, Provincial Coordinator Sindh, Syed Muhammad Ali Shah, Country Director, CBM & Dr MUhammad Khizar Bashir, CEO Al Baseer Foundation while visiting the stall for Assistive Technology during the exhibition.

On 15th October 2021, Al Baseer Foundation organized the "Eye Health Exhibition" to celebrate World Sight Day with the International theme "**Love Your Eyes**" at Marriott Hotel Karachi, Pakistan.

The purpose was to create awareness on comprehensive eye care and influence the government to designate funds for eye health programs.

Key stakeholders and policymakers who were actively involved in the exhibition included the provincial government, International Non-Government Organization, eye institutes, the health department, the education sector, and Organizations for Persons with Disabilities.

Following are the main activities organized during the exhibition:

- Poster Competition among Optometry Students/Graduates in Karachi, Pakistan.
- Sharing of eyecare messages by Eye Health Experts.
- World Sight Day 2021 Hero Award to the Winners of the poster competition.
- Eye Screening Activity for EVERYONE.
- Stall for children with interesting activities for raising eye care awareness.
- Stall for Digital Technology - Sindh Institute of Ophthalmology & Vision Sciences (SIOVS) showcased Peek Technology and its usefulness in strengthening the eye health system.
- Stall to present Assistive Technology for Blind or Low Vision Participants. This activity also allowed us to celebrate '**International White Cane Day 2021**'



Eye Health EXHIBITION was launched by our honorable chief guest, Prof Khalid Iqbal Talpur, Provincial Coordinator Sindh and guest of honor, Syed Muhammad Ali Shah, Country Director, Christoffel Blinden Mission

EYE HEALTH AWARENESS POSTER COMPETITION



There were 7 thematic areas for the poster competition, focusing on eye health. Participants chose their themes as per their interests and highlighted their importance.

1. **EQUITABLE AND INCLUSIVE ACCESS TO EYE HEALTH SERVICES**
2. **CHILDREN'S ACCESS TO EDUCATION**
3. **EQUITY AND INCLUSION**
4. **GREATER INCLUSION FOR OLDER PEOPLE**
5. **UNLOCKED PRODUCTIVITY**
6. **VISION AS AN SDG ACCELERATOR**
7. **WORKPLACE VISION SAFETY**

We are pleased to share that the maximum level of participation was observed in the exhibition from all the eye health stakeholders. The youth were excited to be taking part in the poster competition and felt encouraged after receiving the 'World Sight Day 2021 Hero Award'



Group photo of one of the poster competition participants with the chief guest and panel of judges

This World Sight Day, Al Baseer Foundation took the initiative to create awareness on Comprehensive Eye Care by organizing Eye Health Exhibition. The young eye health professionals were encouraged to participate in the poster competition to raise awareness on the prevention of vision loss through their posters.



The judges of the poster competition included ophthalmologists, community ophthalmologists, senior optometrists, higher officials from the education and health department, representatives from the International Non-Governmental Organization and Organization for persons with disabilities.



Mr. Abdul Kareem, senior optometrist & one of our judges receiving an award for judging the poster competition by the chief guest, Provincial Coordinator, Sindh, and guest of honor, Country Director CBM



Winners of the poster competition while receiving the "World Sight Day 2021 Hero" awards

STALL FOR DIGITAL AND ASSISSTIVE TECHNOLOGY IN EYE HEALTH

The role of digital technology in eye care is essential to make services available in the remotest areas. It helps in generating the data and insights, which can help identify where the need is greatest, and how to reduce the barriers to access for those who need it most.

In the exhibition, the Sindh Institute of Visual Sciences (SIOVS) presented Peek technology, a data capture tool integrated with smartphone apps that helps in vision screening and referring patients to the nearest health facility for eye care services.



Peek Acuity - peekvision.org



SIOVS team while presenting the functionality and usefulness Peek technology

STALL FOR ASSISTIVE TECHNOLOGY FOR BLIND OR LOW VISION PARTICIPANTS was organized to raise awareness on accessibility and rehabilitative services. Assistive devices included screen readers for blind individuals, screen magnifiers for low-vision computer users, video magnifiers, braille watches, and other devices for reading and writing with low vision.



Assistive devices were displayed to create awareness on its usefulness for persons with low vision



Awareness on rehabilitative services by setting up stalls for Low Vision Devices for persons/children with low vision



School teacher and children from Idareau Special School while visiting the exhibition

STALL FOR CHILDREN WITH INTERESTING ACTIVITIES AND VISION SCREENING

In the stall for children, activities were organized to highlight the significance of eye testing and wearing eyeglasses. Al Baseer's team shared the researched facts regarding the potential effects of screen time on eyes with the school-going children included the 20/20/20 rule.

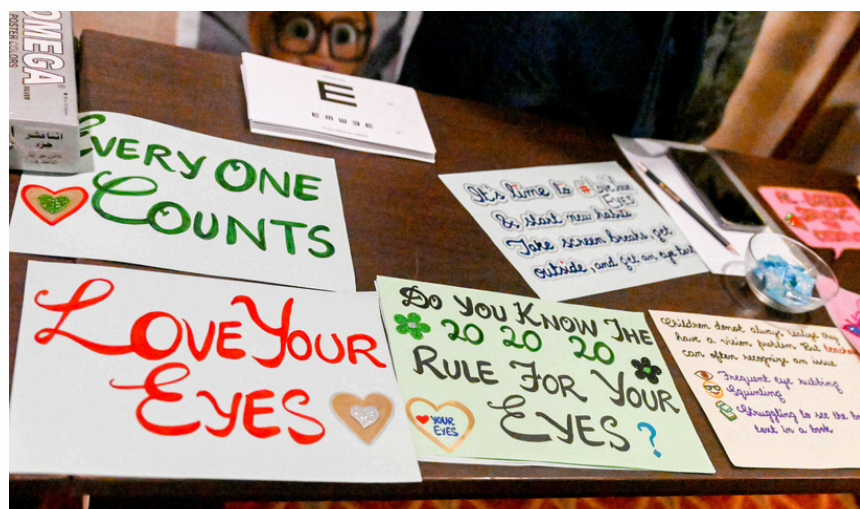
Activities concerning eye care awareness included vision screening, face painting, photography with eyecare probes & slogans.



Al Baseer Optometry team who managed eyecare awareness activities with children



A young schoolgirl, being part of our glasses awareness campaign.



Group photo with children

EYE TESTING IN COMMUNITIES



Al Baseer team organized eye screening camps in the poorest communities on the occasion of World Sight Day 2021.

More than 450 people went through eye testing. Out of which, 329 received medicines for allergic conditions, 297 were provided with near vision glasses, and 107 patients were referred to Al Baseer Eye Hospital for detailed examination and treatment.



*A young girl being examined by a trained optometrist
#WSD 2021 #Everyone Counts*



*A happy child during eye screening.
#WSD 2021 #LoveYourEyes*



Registration process during the camp #WSD 2021



An old man while receiving near vision glasses during the camp

SOCIAL MEDIA CAMPAIGN - LOVE YOUR EYES

Al Baseer ran a social media campaign to raise public awareness on the prevention of visual impairment. Eye care messages and videos were developed and shared on social platforms included Facebook, Instagram & YouTube.



A glimpse of eyecare messages available on Al Basser's social platforms



NAMES OF ORGANISATION THAT PARTICIPATED IN WSD 2021 EYE HEALTH EXHIBITION

- Al Baseer Foundation - Organizer
- Sindh Institute of Ophthalmology & Visual Sciences (SIOVS), Provincial Cell for Prevention and Control of Blindness
- Christian Blind Mission, International NGO
- Isra School of Optometry/University - Al Ibrahim Eye Hospital
- Dow Institute of Medical technology - Dow University of Health Sciences (DUHS)
- Layton Rahmatullah Benevolent Trust (LRBT)
- Marie Adelaide Leprosy Center (MALC)
- Khairunnisa Eye Hospital - Vision Trust
- Jinnah Sindh Medical University
- Health Department, Government of Sindh
- Education Department
- Peoples' Primary Health Initiative (PPHI)
- The University of Lahore
- Fazaia Ruth Pfau Medical College
- Idareau Special School
- Jinnah Public School
- Ummah Charity International

Supporters

Pharmaceutical Companies include Allergan, Remington, Subhan Surgical & Kobec

Honorable Chief Guest

Prof. Khalid Iqbal Talpur, Provincial Coordinator Sindh and Executive Director, Sindh Institute of Ophthalmology & Visual Sciences

Guest of honor and other dignitaries

Syed Muhammad Ali Shah, Country Director CBM, Dr. Zahid Awan, Inclusive Eye Health Project Manager, CBM, Dr. Muhammad Bux Abbasi, Senior Community Ophthalmologist, and Ex-Deputy Project Director, Sindh Prevention and Control of Blindness Program, Dr. Samiullah Odho, Manager Medical Reimbursement Cell - Peoples Primary Health Initiative, Dr. Muhammad Mazhar Awan, Senior Ophthalmologist & CEO Vision Trust, Dr. Mehwash Khan, Head of Community Department LRBT, Ab Karim Memon, Senior Optometrist Al Ibrahim Eye Hospital, Ms. Shamim, Idareau Special School, Ms. Zahida, Education Sector, Optometrist graduates and students, school teachers, children and parents, and many other valuable guests.



YOUR EYES 2021 **WORLD SIGHT DAY**

World Sight Day 2021
Eye Health Exhibition

► **Creating Awareness on Comprehensive Eye Care.**

► **Poster Competition Among Optometry Graduates in Pakistan.**

Friday, 15th October, 2021 From 3pm. to 5pm
Venue: Governor Room, Marriott Hotel, Karachi.

Organized by
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SERVING THE DESERVING

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Logos of sponsors: cbm, Subhan Surgicals, Allergan, Remington, etc.

