

World Sight Day



October 9 is World Sight Day, and once again Vision 2020 is urging all people to help Save Your Sight by having regular eye tests. Vision 2020 is a global initiative of the World Health Organisation and the International Agency for the Prevention of Blindness which aims to eliminate world-wide avoidable blindness by the year 2020.

Current trends indicate that, unless significant intervention occurs, blindness and impaired vision will double by the year 2020. All agencies working under Vision 2020 banner are called to action to work together to achieve economies of scale; to develop programs with better health outcomes; and to significantly increase the amount of funding available to blindness prevention programs.

To find out more visit www.v2020.org or www.vision2020australia.org.au

Event

Want to hold an event for ICEE? Why not hold an "ICEE Sunnies Cocktail Party"? Ophthalmic nurse Madeleine Whiting is organising an event to try and raise Sunglasses for East Timor. Guests are paying a nominal entrance fee with all attendees encouraged to bring and donate as many pairs of sunglasses that will then be checked and shipped to East Timor. The event is on Saturday 11 October, Melbourne Australia. To find out more contact Madeleine on sunnies03@yahoo.com.au



Madeleine Whiting measuring vision in Los Palos, East Timor November 2001

Staff Profile

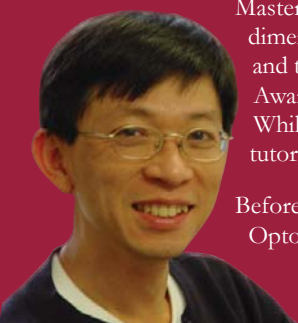
Chuan Seng Ooi

Chuan Seng Ooi is the ICEE Education Manager, whose role is to develop and deliver ICEE training for practitioners and educators. He has been particularly involved in the Asia Pacific region through the Essilor Presbyopia Education Program, and in Varilux Academy Asia Pacific.

Receiving a certificate in Optical Dispensing from Sydney Technical College in 1985 and an Optometry Degree from the University of New South Wales in 1987, Chuan has held various clinical and professional positions. He began his career at a Sydney based ophthalmic lens manufacturing laboratory. After a short time in private practice in Sydney, Chuan went to Singapore where he managed the professional services of an ophthalmic and contact lens laboratory. During his time in Singapore, Chuan became involved in the ASEAN business activities of the laboratory, and completed a Graduate Diploma in Marketing from the Marketing Institute in 1991. When Singapore Polytechnic commenced its formal national course to upgrade the skills of Singaporean practitioners, Chuan was one of the first lecturers in that school.

Chuan then moved to the University of Auckland, New Zealand to enrol in a Master of Science degree, studying the relationship between ocular dimensions and adult emmetropization. The degree was awarded in 1994, and the American Academy of Optometry awarded him the Garland Clay Award in 1996 for the most significant publication on clinical research. While at the University Auckland, Chuan was a Clinical Supervisor and a tutor in Applied Optics.

Before joining ICEE in 2000, Chuan was Principal Optometrist and Optometry Group Manager at Optik 2000 in Perth.



Making a Donation to ICEE

ICEE receives little government funding. You can make donations to ICEE by cash, cheque or credit card. In Australia, all donations of \$2 and over are tax deductible. Upon receipt of your donation ICEE will forward you a letter of thanks and a tax-deductible receipt. Our programs are directly dependent on the generosity of our supporters. Your contribution will allow ICEE to conduct more eye examinations, dispense more glasses and train more people in countries that are in desperate need of eyecare.

Tel: +61 3 9816 1542 / 1300 66 42 33

Email: donations@icee.org

On Line: www.icee.org

\$5 = A Pair of Glasses!

- Glasses for 1 person = \$5
- Glasses for 5 person = \$25
- Glasses for 10 person = \$50
- Glasses for 20 person = \$100
- Glasses for 50 person = \$250
- Or dare to dream \$

- Please charge my Credit Card
- Please find attached my cheque made payable to ICEE

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Last Name: _____

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Suburb: _____ State: _____ Postcode: _____

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Please mail to PO Box 2274, KEW VIC 3101

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ICEE



giving
SIGHT

Message from the Chair

Welcome to our Spring Edition of the ICEE quarterly newsletter. Over the past few months ICEE has been involved in many programs. Let me feature two of these and also recognise a wonderful supporter.

Program Update

In East Timor, 16 nurses undertook a refresher-training course for primary eyecare run by ICEE. Of these nurses, five have been selected to attend a training program at LV Prasad Eye Institute, India for a 12 month period. ICEE continues to work in partnership with the Ministry of Health in East Timor to plan for the ongoing development of eyecare in this newest of nations. There is now a permanent eye clinic established at Dili National Hospital (DNH) which is run by Sr Fatima Filomena de Rosalay, who has undertaken ICEE Primary Eyecare and Refraction training. As part of this local clinic, ICEE has also begun a permanent spectacle supply in partnership with DNH and the Royal Australian College of Surgeons (RACS) which will hopefully expand throughout the country over the coming year.

While in Eritrea, ICEE trainers Jacqui Ramke and Renee DuToit, in partnership with the Fred Hollows Foundation, conducted an intensive 2-week training course in refraction for ten nurses. This included two nurse teachers from the national training centre who will deliver eyecare training to nurses in the future. All of the nurses received a complete set of refraction equipment. At the same time negotiations were undertaken to ensure affordable glasses are accessible to the people of Eritrea, with a seed donation of 800 ICEE spectacles delivered with an aim of creating a self-sustaining fund for ongoing supply.

Education, Essilor and ICEE

Education is the key to developing sustainability. "Service Delivery" programs where a team flies in, examines eyes and dispenses glasses certainly help the people who receive the spectacles, but are ultimately not sustainable. It is vital to develop a country's local capacity to provide appropriate ongoing eyecare. As our name indicates, at the International Centre for Eyecare Education we are committed to education. We teach nurses, teachers, and community workers about eyecare. We train eyecare practitioners (including optometrists), to improve their skills and to become teachers of others. ICEE works with all our colleagues in the professions, Non Government Organisations and Government to help create the foundation for permanent change.

This newsletter features one of ICEE's key supporters in this work - Essilor which has provided outstanding support for our education at all levels. From the inception of ICEE, Essilor's support for our professional education programs in the management of presbyopia and the use of ICEE educational materials for the greatest benefit to those in need has been exemplary. As we go to press, Craig Butler and his team are delivering the latest in optical and professional management courses in India in collaboration with LV Prasad Eye Institute.

National Sunnies For Sight Day

Six hundred schools and \$105,000 raised by tens of thousands of children! What an extraordinary achievement. The money is going directly to support ICEE's East Timor Eye Project and other ICEE projects in the Western Pacific. Please put in your diaries our next National Sunnies for Sight Day, scheduled for Friday 27 February 2004. Next year we are expanding the event to invite optometric practices, pre-schools, fire services, libraries and councils, as well as primary and secondary schools, to all get behind this wonderful initiative. Our congratulations go to Greg Campitelli for the incredible enthusiasm and hard work he and his team have put into this very effective way of mobilising our children nationwide to help people see.



Brien Holden
Brien Holden
Chairman

Professor Brien Holden and Eric Bernard CEO, Essilor Australia and New Zealand

Essilor International Profile



Essilor International, the world's largest manufacturer of spectacle lenses, has sponsored and supported the ICEE Presbyopia Education Program and now continues this work in the Varilux Academy Asia Pacific. Essilor has brought significant innovation to spectacle wearers worldwide, firstly when they invented the plastic spectacle lens and then via the invention and development of progressive lenses (lenses that replace old fashioned bifocals). Essilor's ingenuity has, over more than a quarter of a century of growth and change, impacted on every sector of the optical industry from manufacturing to retail.

Essilor International was born 31 years ago from the merger of two groups; Essel, a worker's cooperative and Silor, the then industrial branch of the French retail optical group Lissac. The result produced a company that is not only a financial success but which probably owes its strength and identity to this marriage of two apparently contradictory business cultures.

From 1997 on, the Group has become a genuinely global company, not only because of its geographic spread but in terms of its diverse workforce; a community of more than 22,000 people, from several dozen nationalities, covering five continents.

Holding the dominant position in the ophthalmic lens market worldwide, Essilor produces more than 180 million lenses a year through its 18 production facilities. More than 150 offices and distribution centres around the globe drive the Group's sales above \$US2 billion per annum.

The success has been forged by hard work, trials and successes as well as the ingenuity and scientific innovation of its Research and Development teams. Above all Essilor is its people, as Xavier Fontanet, Chairman and Chief Executive Officer of Essilor International, wrote on the 25th Anniversary of the company, "It is a crucible which always welcomes new people and never fails to be enriched by them".



Essilor and ICEE

A successful partnership

Many natural changes occur with our bodies as we age. One change, called presbyopia, affects the ability of our eyes to focus on things we hold closer than arm's length, such as books or newspapers. With symptoms commencing around the age of 40, this condition means that almost everyone will require some assistance for their 'near vision', usually with spectacles, by the age of 50.

Recognising the need to improve eyecare for the ageing led, in 1998, to a unique partnership being formed between Essilor and ICEE. Five years later, through this partnership, more than 4,800 practitioners and almost 400 educators have been taught how to provide the best and latest care, first via the Presbyopia Education Program (PEP) and now through Varilux Academy Asia Pacific.

Because presbyopia affects everyone, it is important that eyecare practitioners have up-to-date information on its management and correction options. "The key to effective management of presbyopia is knowledgeable practitioners", says Professor Brien Holden, Chair of ICEE, 'and the key to attaining this knowledge, is education.'

Supported with US\$5 million from Essilor, PEP was designed to enhance the skills of practitioners, to enable them to provide complete eyecare to their communities. In addition, educators are provided with the latest and most up-to-date teaching resources and materials to support long-term improvement in presbyopia treatment and knowledge of ophthalmic lenses.

To date, the program has been successfully conducted in New Zealand, India, China, Philippines, Indonesia, Malaysia, Singapore, Hong Kong, Thailand, Japan, Korea and Australia.

Essilor also actively supports education in Australia. The Essilor-ICEE Scholarship was established in 2002 for a student to undertake research in the area of presbyopia or internet education.

Varilux Academy - the next three years

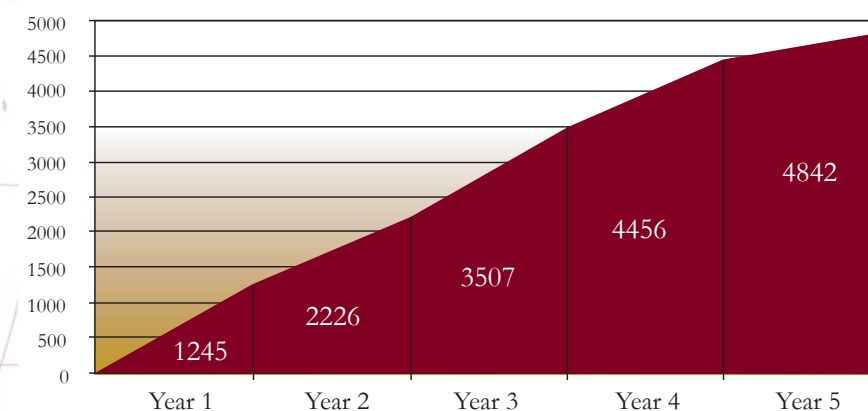
Varilux Academy Asia Pacific (VAAP) was developed in response to eyecare practitioner and industry representative requests to expand the scope of practitioner education in the region. The Academy is sponsored by Essilor and was developed by ICEE, using as a model both Varilux University Paris and the successful Presbyopia Education Programs.

In addition to teaching clinical skills for successful prescribing and fitting of Progressive Additional Lens (PAL) and other modern lens designs, VAAP programs go further and include communication, psychology and sales skills for the management of presbyopia.

Over the next three years Essilor will collaborate with ICEE to conduct 110 Varilux Academy education days for up to 3,300 practitioners in 9 countries in the Asia Pacific. A large proportion of time will be spent in China, India and Indonesia, which represent not only the most populous countries in the world but the ones whose communities will benefit significantly from improved quality of eyecare.

In addition, more than 60 educators at undergraduate teaching institutions throughout the region will be given education materials and training to assist them to produce optometrists skilled in the use of modern spectacle lenses. These educators will join the others who have already benefited from this work since 1998.

Practitioners Presbyopia Education Program (PPEP / VAAP)
Practitioners trained over 5 years



Practitioner Presbyopia Education Program (PPEP) - developing the skills of practitioners has an immediate and direct effect on the eyecare they provide.