



# The Vision Initiative

## Overview

The Vision Initiative is a coordinated public eye health program that aims to prevent avoidable blindness and reduce the impact of severe vision loss. Implemented in Victoria as a pilot project by the Vision 2020 Australia partnership, this initiative raises the awareness of the importance of eye health among the general public, health and community sectors and government.

In Victoria alone, more than 120,000 people have a significant degree of vision loss or impairment. The good news is almost 80 per cent of eye conditions are preventable or treatable. Saving your sight could be as easy as having a regular eye test.

This means that for most people, blindness or vision impairment can be avoided or greatly reduced in severity. The Vision Initiative focuses on the five major eye conditions that cause almost 80 percent of vision impairment in Australia:

- Age related Macular Degeneration (AMD)
- Cataract
- Diabetic retinopathy
- Glaucoma
- Refractive error

The Vision Initiative's public campaign, Save Your Sight, has three key messages to promote correction and early detection of some eye conditions, and prevention of eye damage:

- Have regular eye tests if you are over 40 years, have diabetes or a family history of Glaucoma or Age-related Macular Degeneration.
- As smoking and UV radiation cause eye damage, quit smoking and wear sunglasses and hats to protect eye damage caused by the sun.
- Get your eye tested immediately if you notice any change in your vision,
- Protect your eyes from injury while at home, at play or at work.

Through our professional education program, The Vision Initiative allows ophthalmologists, optometrists, GPs, pharmacists, and other vision professionals to promote a consistent message to their patients and customers regarding eye care. It also focuses on improving referral pathways and knowledge among health professionals to reduce the incidence of avoidable vision loss through increased prevention, early detection and intervention.

To find out more about the Save Your Sight campaign go to [www.saveyoursight.org.au](http://www.saveyoursight.org.au).