World Sight Day newsletter article

# This World Sight Day, take the pledge to #LoveYourEyes

World Sight Day is the perfect time for Australian’s to take the pledge to **#LoveYourEyes.**

World Sight Day, held on Thursday 13th October, is an international event that provides an opportunity to focus the world’s attention on the importance of good eye health and vision care.

This years World Sight Day will focus on the #LoveYourEyes campaign which aims for **5 million sight tests to be** [**pledged**](https://www.iapb.org/world-sight-day/pledging-tool/) during the month leading up to World Sight Day.

#LoveYourEyes is about creating awareness that everyone, at some stage in life, will experience an eye health issue. Those of us who can access eye care should prioritise our eye health and support efforts to ensure that everyone enjoys the same access.

With 90% or blindness and vision loss avoidable or treatable if detected early enough. Vision 2020 Australia, is calling on all Australian’s to show their support for World Sight Day by [pledging](https://www.iapb.org/world-sight-day/pledging-tool/) to get their eyes tested.

Australian’s are fortunate to have access to some of the best eye care services in the world. Eye tests can be arranged directly with an [optometrist](https://www.optometry.org.au/find-an-optometrist/) without the need for a referral from a GP and are usually covered by Medicare.

Click here to book an [**eye test**](https://www.optometry.org.au/find-an-optometrist/)today!

## Key tips for looking after eye health:

* Make sure you have a regular eye check, especially if you are over 40
* Wear a hat and sunglasses when outside
* Wear eye protection when playing sports like squash, or performing hazardous work
* Quit smoking
* Maintain a healthy diet with regular exercise
* Manage your diabetes (blood glucose, blood pressure and cholesterol levels)

For further information about how you can support World Sight Day and get involved in the [#LoveYourEyes](https://www.iapb.org/love-your-eyes/) campaign visit <http://www.vision2020australia.org.au/our-work/worldsightday/>