

## Celebration of 15th World Sight Day (WSD) on 8th October, 2015

7 messages

**NARENDER KUMAR Agarwal** <ddgnpcb2010@gmail.com>

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Dear All SPOs (NPCB)

World Sight Day (WSD-2015) is being celebrated globally on second Thursday of October every year since 2000 with different theme every year. The theme for World Sight Day 2015 is **Eye Care for All with a call to action "Save Your Precious Eyesight"**. The key intervention of the WSD is to promote universal Eye Health Coverage and reduce levels of avoidable blindness due to cataract, refractive error, Corneal Blindness, Diabetic Retinopathy, ROP, Squint etc. **This year the World Sight Day will be observed on October 8<sup>th</sup> 2015.**

The main objective of World Sight Day is to enhance public awareness about preventing various eye problems and controlling of curable blindness amongst all sections of public, particularly elderly and children population, more so those residing in rural areas.

In this connection, you are requested to undertake the following activities well in advance focusing on the preventive and curative services that are available for all the eye diseases under the NPCB.

- • To organize screening camps in the rural areas and do referral to base hospitals;
- To identify persons including children and adolescents suffering from eye ailments;
- To identify & to provide curable blind persons the best possible treatment available in the district/region;

- To setup mechanisms for referral, coordination and feedback between organization dedicated to prevention and treatment;
  - To organize radio talk with experts in the local radio station and through local cable network in the State;
  - To organize mega rally at State & District level;
  - To conduct awareness meetings in schools and colleges on the prevention of blindness;
  - To conduct group meetings in far flung areas to create awareness among general public about prevention of blindness.
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State Programme Officers (NPCB) may incur expenditure for organizing IEC activities from approved funds for IEC in the PIP. Approval of the activities to be undertaken and allocation of funds may be obtained from NHM flexipool by making a request to the Mission Director NHM

Lastly, I would request you to provide a feed back in the form of a brief report together with photographs/success stories to this office latest by 30.10.2015 positively so that the event could be publicized in the forthcoming NPCB-India quarterly News letter.

With regards,

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