



PRESS RELEASE

Lions Clubs International Foundation Expands Sight for Kids Partnership with Johnson & Johnson Vision Care Expansion to Kenya and Turkey Celebrated on World Sight Day

Oak Brook, Ill., USA, October 6, 2014 – Lions Clubs International Foundation (LCIF) and Johnson & Johnson Vision Care (JJVC) are expanding their Sight for Kids school-based vision screening partnership program to communities in Kenya and Turkey.

These are the first two countries in Africa and Europe to receive Sight for Kids services since Sight for Kids was launched in Asia in 2002. Through the program, more than 20 million children in underserved schools and communities across the Asia Pacific region have received free Sight for Kids eye health education, high quality vision screenings and access to professional eye care.

“We are extremely proud of our Sight for Kids program accomplishments and longtime partnership with Johnson & Johnson Vision Care,” said LCIF Chairperson Barry Palmer. “It’s incredibly meaningful to launch these new project sites together during World Sight Day and to know that Sight for Kids will aim to serve an additional 260,000 children combined this year alone.”

Led by local Lions, JJVC employees and local partners, Sight for Kids engages eye care professionals who train teachers to conduct school-based vision screenings and eye health education in underserved communities. When needed, students are referred to local eye care professionals for eye exams, eyeglasses and further treatment and follow-up care at no cost.

“As our worldwide footprint grows, we know that the Sight for Kids model works and has made a significant impact on children in underserved communities,” said Robert Hollin, Worldwide President, Johnson & Johnson Medical Limited. “Many of these children see clearly for the first time, and in turn have the opportunity to reach their full potential.”

In Kenya, more than 20,000 children have been diagnosed with visual impairments and 10,000 children are blind (i). Sight for Kids will provide a chance for early detection and treatment of visual impairments and eye diseases – something that might not be apparent to the children or their parents.

“Many children do not know what normal eye sight is, and a lot of these eye conditions go undetected due to lack of facilities and or funds,” said Tanvi Shah, optometrist in charge of Sight for Kids Kenya, Lions SightFirst Eye Hospital. “As eye care professionals, we sometimes feel helpless when children cannot afford the necessary treatment. We’re thankful that Lions and Johnson & Johnson Vision Care have come together to help us.”

In greater Nairobi, Sight for Kids Kenya plans to train 1,100 teachers in eye health and vision screening this year. These teachers will provide basic eye health education and vision screening to their students across 55 schools in the surrounding area.



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There is a great need globally for access to basic eye exams and treatment access for school aged children (ii). A 2002 study of southwestern Turkey pediatric ophthalmology records showed that nearly 70 percent of children with visual impairment had cases that were considered either preventable or treatable.

“Through Sight for Kids, now we will be able to reach children in need at a more rapid pace, and identify and address vision issues,” said Zehra Gurol, Chairperson, Sight for Kids Turkey.

Sight for Kids Turkey plans to train 1,500 teachers in greater Ankara, with the goal of reaching 150,000 school-aged children in 500 schools. Local teachers will be trained to assess visual acuity and identify common ocular infections and other eye disorders.

In Asia, the Sight for Kids program continues to thrive in cities across India, Nepal, the Philippines, Sri Lanka, Thailand and Vietnam as well.

The announcement comes as part of World Sight Day (October 9), an international awareness and advocacy event launched by Lions in 1998 to encourage community service projects fighting preventable visual impairments and blindness. Lions Clubs International leaders will mark the day in Reykjavik, Iceland (October 14). Around the globe, Lions clubs will conduct community service projects for sight during October and throughout the year.

A new [Sight for Kids video](#) highlighting these projects and 12 years of achievements is now available online. For more details about the Sight for Kids program and mission, please visit www.lcif.org/sfk.

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About Lions Clubs International Foundation (LCIF)

LCIF is the charitable arm of Lions Clubs International, the world’s largest service club organization with more than 1.35 million men and women members in more than 200 countries and geographical areas worldwide. Since 1968, LCIF supports Lions by providing grant funding for their local and global humanitarian efforts, including preventing avoidable blindness on a global scale for more than 20 years through LCIF’s SightFirst program. To date, Lions are investing US\$415 million in SightFirst’s local capacity building efforts and have helped to restore sight to millions worldwide. Learn more at lcif.org.



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About Johnson & Johnson Vision Care

Johnson & Johnson Vision Care is committed to creating life-long solutions to vision care needs. Since the ACUVUE® Brand made its debut in 1987 as the world's first disposable soft contact lens, the company has repeatedly brought innovative, quality, and scientific advancements to the industry. Headquartered in Jacksonville, Florida, the company has some 3,000 employees worldwide. For additional information, visit jnvc.com.

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