



## Summary of Liroth Activities 2012

In 2012 Liroth widened their activities to promote medical research, increase awareness of preventive medicine and to establish Friends of Liroth in the United States. A lot of activity was put into recruiting resources, such as for the mobile eye screening unit for the needy elderly, grants for young researchers and support for preventive medical care within the community.

Liroth's Management would like to send a heartfelt thank you to the organizations which supported these activities this year – **and to the many doctors and professionals who volunteered so much of their time in 2012.**

### 1. Promotion of Medical Research

#### Research Grants

In cooperation with the Office of the Chief Scientist of the Ministry of Health Liroth succeeded in increasing the support through research grants. Six research grants, totaling 1 million NIS were given to outstanding researchers. Between 2007 and 2011 Liroth has financed 19 research projects..



#### Conferences

In 2012 Liroth continued to organize innovative medical conferences.

##### 1. 03.05.12 - Conference in Recognition of Israeli Researchers, New York

An impressive and festive conference of Israeli and American researchers was held under the auspices of Liroth in New York with attendance Of American Friends, doctors, researchers, families of patients and American organizations such as FFS, RPB and FFB, who have worked for many years towards promoting research into prevention of blindness in the USA.

As a result of the event **the Association of Friends of Liroth in the USA** was established and will assist the organization to advance its goal to promote research in prevention of blindness and preventive medicine in Israel. Lectures from the event were uploaded to Liroth's website.



##### 2. 10.10.12 – Preventive Eye Medicine in the Arab Population

Liroth held the second conference in Arabic, this year in cooperation with the Association of Ophthalmologists and the French Hospital in Nazareth, with the medical advice of Dr. Anan Abbassi.

The conference and live pharma exhibition was held at the Golden Crown Hotel in Nazareth. The conference was presented in Arabic with the participation of the top Arabic speaking Israeli doctors. The audience was made up of optometrists and doctors from the northern area of Israel. The conference was covered extensively in the local press and on television.





For the first time this year an **Eye Health Supplement in Arabic** was produced in cooperation with the Sonara newspaper and distributed to thousands of Arabic speakers in Israel and the Palestinian Authority. In the supplement were articles by doctors at the conference and aimed at a general audience.

### **Participation in Conferences**

Participation and promotion at the ISVER Conference in March 2012, at the Association of Ophthalmologists in 2012, at the Optometrists' Conference at Hadassah College in June, the Council of Optometrists in October, and the Association of Pediatricians' Conference in November.

### **Grants Awarded at ISVER Conference 2012**

In 2012 we increased Liriot's support for young researchers with a grant of NIS 50,000. The grants were made possible as a result of a unique fundraising event in 2012 at the Menorah Exhibition funded by Discount Bank.

### **A Special Board Meeting with Dr. Steve Rose, a FFB board member**

In March a special Board Meeting was held with Dr. Steve Rose. The meeting was very productive and has allowed for the continued contact between Liriot and the American organization for the promotion of blindness prevention research in Israel



### **Publications**

Doctors and researchers of Liriot received up-to-date medical data, including summaries of the research conferences of ISVER, and of the ARVO 2012 conference.

## **2.Promotion of Preventive Medicine**

### **Pilot Program - Preventive Eye Care for Children, in cooperation with Leumit Health Care Fund**

2-4% of children in Israel suffer from amblyopia ("lazy eye") which can lead to blindness if left untreated.

Leumit Health Care Fund, together with Liriot, elected to test a sample number of children from the Central area of Israel. Throughout the months of June and July children were invited to the Maor Institute of Ophthalmology in Rishon Lezion and screened using the photo-screener.

Approx. 100 children were screened and 30% were found to need medical care. Screening was done with the assistance of volunteer optometrists from Liriot and Superpharm Rishon Lezion.





### **06.09.12 Health Night at Herzliya Park**

This is the second year that hundreds of children were screened at the “Health Night at Herzliya Park” sponsored by and in cooperation with optometrists of Hadassah College in Jerusalem and volunteer professionals of Lirot.

### **International Day of Older Persons in Herzliya**

Lectures for the elderly by Dr. Robinson and Dr. Burla



### **November / December – The Fourth Eye Health Awareness Month**

In cooperation with the Association of Ophthalmologists and the Ministry of Health.

#### **“Be Tested Today in Order to See Tomorrow”**

was chosen as the slogan by Gadi Adar’s Think Design company which volunteered their services again for the 2012 campaign.

Amongst the activities during the awareness month:

1. 07.11.12 Eye Health Supplement distributed with the Maariv weekend newspaper. Articles, written by the best doctors in the country, covered a variety of subjects including illnesses which cause blindness, technological innovation and new treatments. Professionals who volunteered their services this year were Prof. Pe’er, Dr. Verbin and Dr. Leiba.
2. Distribution of 145,000 Eye Health Supplements throughout the country at hospitals, doctors’ clinics, Health Fund offices, optometrists’ offices, etc.
3. Preventive Medicine Activities – for the prevention of amblyopia (“lazy eye”) in children  
25.12.12 in Rehovot, in cooperation with Kaplan Hospital, Ethiopian children were screened for eye problems.  
31.12.12 in Jerusalem, in cooperation with Michaelson Institute and Leumit Health Care Fund, children in the city’s Haredi neighborhoods were screened.
4. Eye Health Awareness Month Media Campaign  
For the second year we ran a media campaign with the pro bono assistance of Discount Bank who ran campaign advertisements on their in-house screens to encourage their customers to get tested. They also ran the advertisements on the large billboard type screens in the street, and on the radio. A promotional short film was also produced and shown at branches of Café Aroma throughout the country, at Cinema City and in taxis equipped with TV screens. In total it was broadcast on 1028 screens throughout the country throughout the whole of December.
5. Free Eye Tests at more than 120 Optica stores throughout the country  
Advertised on the Lirot website, in the press, in the supplement and via a QR code which was shown on all the screens broadcasting the campaign. A large number of people throughout the country called Lirot in order to get a referral for an eye test.





### 3. Information and Advice Online



#### Online Requests for Information

Some 60,970 patients and family members contacted Lirrot online in 2012. At this point we do not have any data breaking down the number of enquiries by illness.

In 2012 Lirrot's website received 20% more hits.

The number of people looking for information were:

1. 55,446 visitors to the website (at least 75% were patients and their family.)
2. To Heads of Eye Departments through forums - approx. 18,786 forum hits.
3. By phone and email to Lirrot – on average 50 enquiries a month.

#### Visibility

1. **Lirrot's website** is regularly updated with news, research and events. You are welcome to visit and make recommendations: [www.eyes.org.il](http://www.eyes.org.il) The site is advertised on **Guidestar** in Hebrew, English and Arabic.
2. Clips from Lirrot, including lectures from various conferences and activities, are available on **YouTube**.
3. Activities are advertised on our **Facebook** page, which is regularly updated.
4. **Separate Site in English** This year we have a new site for our activities abroad and for the English speakers in Israel; [www.lirrot.org](http://www.lirrot.org)
5. **Senior Doctors' Forum**  
Medical advice, given by the best doctors in the country, is given through the forum on Lirrot's website:  
Prof. Melamed (glaucoma) – 75 hits a year  
Prof. Weinberger (retinal disease) – 127 hits a year  
Dr. Adi Michael (cataracts) – 146 hits a year  
Prof. Pe'er and Dr. Shachar Frenkel (eye tumors) – 33 hits a year  
The forums are advertised on Lirrot's site, on the Doctors website and at all the conferences that Lirrot participates in or initiates.
6. **Lectures Recorded Live**  
Patients, professionals and experts get the best medical information from the best ophthalmologists in Israel via recorded hour-long lectures. The lectures cover all the areas of adult and pediatric eye health





**7. Translations into Arabic, Russian and English**

Available on the Arabic and Russian websites and include all our programs, and on the English website with news from Lirot.

**8. Films on the internet**

We have uploaded films of Lirot's activities onto YouTube and Facebook. In 2010 we added lectures on to YouTube and got 1515 views! In 2011 we added more lectures to YouTube and got 6,429 views!

In 2012 we uploaded to YouTube recordings of the year's lectures.



#### 4. “Friends of Liriot in America” established

The following is the breakdown of main activities of US Liriot during 2012. Liriot US staff and volunteers: written by Iris Sagi

- Arranged introductions and scheduled meeting between RPB Scientific Advisory Panel and Prof. Perlman. This will lead to collaboration in 2014
- Introduced and arranged a meeting between Dr. Steve Rose, from Foundation Fighting Blindness and Prof. Perlman. This will lead to collaboration in 2014
- Found volunteers to build US Liriot website. After July 2013, Liriot has to take over paying \$15 per month or the site will do down.
- Introduced Prof. Perlman to Dr. Morse, founder of Jewish Guild for the Blind. Need to follow up in 2013.
- Officially established a US Friends of Liriot Board of Directors. Jack Tawil is Chairman of the Board.
- Had 4 board meeting in 2013 to discuss US activities
- Introduced Liriot to the Sephardic Community Center in Brooklyn. JoeTawil, member of the board is our main liaison with the Community Center in Brooklyn. This will lead to "Liriot Eye Screenings" in Brooklyn community in 2013-2014
- Established contact with the Israeli Consulate in NYC. They are always willing to help Liriot with PR and connecting with other Israeli NGO's
- Established relationship with the Israeli Economic Mission in NYC. This will lead to collaboration on setting up a Israeli Ophthalmology Start-up Seminar in NYC>
- Organized May 2012 event for Israeli Vision Researchers co-hosted by NY Hospital Queens. Corporate sponsor Israel Discount Bank gave \$3,000. Invited press. It was featured in Yediot Ahahonot.
- Worked with the Board of Directors to prepare a 2013 fundraiser.
- Submitted grant application to get funding for joined project with Fight For Sigh for exchange of Israeli and US researchers, to start in 2014





## 5. Mobile Eye Screening Unit for the Elderly

In December 2012 we signed a contract with the National Insurance to run the Mobile Screening Unit for the Elderly throughout the country for five years.

This project took many years to plan but we are confident that we will be able to meet its objective, which is to prevent blindness in 10% of the elderly who are screened.

The aim is to screen 10,000 elderly per year.

The project is in cooperation with National Insurance, Health Care Funds and many sponsors to whom we give our heartfelt thanks for their donations.

Prof. Weinberger and Dr. Robinson will oversee the project from a medical standpoint.

Tzidkiyahu Baruch took on the role of Project Manager in November 2012.

Good luck to everyone!

In May 2013 we started the eye screenings in Rishon le Zion:

And on the first check-up day the doctor send a patient to the hospital for urgent care ,hoping we will have saved her vision!





## **6. Plans for 2013**

### **1. Cooperation**

- a. Plan to finance research and medical research institutions.
- b. Running the Mobile Screening Unit for the Elderly throughout the country.
- c. Medical advice via forum of medical experts and heads of eye departments.
- d. Organizing awareness days for eye tests for the population at risk.
- e. Organizing eye health awareness month in December.
- f. A seminar, with lectures by the best of researches and doctors, to be broadcast live on the Lirot website.

### **2. Planned Projects**

- a. Promotion of eye screening for children with the photo-screener
- b. Continued recruitment of resources for medical research in Israel and abroad.
- c. Recruitment of resources for the Eye Mobile project.