



2015 Eye health awareness month campaign summary

Greetings,

The seventh annual Eye health awareness month, December 2015, has come to an end with great success and greater public exposure as compared to previous years.

This year we have chosen to adjust the data concerning Eye health to 3 age groups: 60+, 25-45 and children.

Over a million people were exposed to the campaign

We bring to you a variety of activities that were held in the field of preventive eye medicine.

1. **The online conference "Lirot Kadima" with cooperation from the Israeli ophthalmologist association**

For the first time in Israel, Lirot association has held an online medical conference (Webinar) in live broadcast.

The conference focused on issues such as lazy eye, dry eye, Glaucoma, cataract and vision issues when working with computers. **The conference was held with the support of the ministry of welfare and social services.**



הזרוע המודעת ה-7 לבריאות העין

20:00-21:00 - משבוע לזכר 40 פוליס

ב-21.12.15 לא עוצמים עיניים! "ליראט קדימה"

כנס הרצאות באינטרנט בוידעו חי שיפקחו לכם את העיניים בהשתתפות מיטב הפאי העיניים מנתנו.הבט.בניך.תולדו.מונ"ל.עשתה.ליראט

19:00-20:00 - משבוע לזכר 80 פוליס

21:00-22:00 - משבוע לזכרם של ילדים בני שנה

ליראט קדימה

www.eyes.org.il



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2. Lirot association awareness month movie

The Lirot association awareness month movie, which was kindly produced by the advertising agency TBWA was broadcast in the daily community Israeli media:

- Reshet – 8 broadcasts, about 740,000 viewers
Keshet – 7 broadcasts, about 500,000 viewers
Channel 10 – one broadcast , about 25,000 viewers
- Plasma screens at 125 Dicount Bank branches
- **The movies was screened on the big screen at the Cinema city complexes in Gilot, Rishon Lezion and Jerusalem and was viewed by 400,00 people.**
- **Aroma coffee shops-** screening at 104 branches across the country.

In total, 2 million views allowed us to reach a wide population and to encourage them to go and get checked at an ophthalmologist to maintain their eye health.



3. Press

The annual journal on eye health of Lirot (7th issue)

Lirot professional journal, including 13 articles was edited by Prof. Irit Bareket.

70,000 copies were distributed to subscribers of Haaretz Newspapers on the 03.12.2015.

More copies were distributed at the fifth conference in Ophthalmology in the community and hospitals.



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4. Articles published on the Internet

- **zap doctors** – [An article by Prof. Eyal Benin](#) on a new treatment based on stem cells giving hope to people suffering from retinal diseases causing blindness.
- **Informed-** [An article by Prof. Hani Verbin](#) on child Glaucoma, why does it happen? And what is the proper treatment
- **walla** – [A article by Dr Tamar Vigenenski-Yafa and Dr. Idi Mezer](#) on the connection between Visual impairments in children and ADHD



5. Internet promotion

- Banners advertising the Awareness month on various websites: Tapuz, ONE, Mako, Walla, NANA10, ynet, web3.
Thanks to the advertising agency TBWA.





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Our thanks to our partners in the 7th annual awareness month 2015

A special thanks to the main sponsors of the 7th awareness month: Novartis company and Bayer company which allowed us to hold a variety of public activities about preventive eye medicine in Israel.



NOVARTIS

Advertisement

Our thanks to the advertisement agency TBWA and to Michael Leheman and Omer Hertog that gave us pro bono services, were attentive to every request and did above and beyond, being responsible for the production of marketing and advertising materials.



Public relations

Our thanks for the assistance by PR Pro Strategy, the strategic media and public relations counseling office of the ophthalmologist association.

Our thanks to the sponsorship department of Discount Bank and to Ms. Yamit Ashkenazi, for printing the Awareness month banner on the account summaries sent to the bank clients.

Internet



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Thanks to Zap Doctors portal and to Ms. Helena Lidsky.

Annual Eye Health Journal

A special thanks to the editor of the journal Prof. Irit Bareket, for editing and selecting the best and latest medical topics from Israeli ophthalmologist

To Smadar Averbuch, Ilana Cohen and Orna Birnbach for their assistance in producing and distribution of the journal.

Thanks to the ophthalmologists who volunteered articles for the eye health journal :

Prof. Irit Bareket, Prof. David Tzadok, Prof. Eyal Banin, Dr. Karin Mimoni, Prof. Anat Lowenstein, Dr. Eyal Cohen, Prof. Ayala Polak, Dr. Irit Kanisbachar, Dr. Itamar Klamperer, Dr. Zohar Habet-Vilner, Dr. Daniel Brisko, Dr. Fanny Segev, Optometrist Ivan Har, Prof. Hani Verbin-Levkovitz, Dr. Hagai Avizemer, Dr. Tamar Vigenensky-Yafa and Dr. Idee Mezer.

Thanks to the advertisers and sponsors:

Discount Bank, Ein Tal, Johnson&Johnson, The Dr. Levinger medical center, American Laser, Erocca, Meditech, BAYER and NOVARTIS

“ Lirot Kadima” conference

Our thanks to the lecturers:

Dr. Gabriel Katz, Dr. Yura Barak, Dr. David Hauser, Dr. Uri Meler, Prof. David Tzadok, Dr. Yaniv Barkana, Dr. Henia Lichter, Dr Fanny Segev, Dr. Hadas Meshulam, Dr. Ronit Friling, Dr. Ron Neuman and Dr. Arie Markovitz.

Movies on plasma screens and at Cinema city complexes

Our thanks to Mr. Avi Edri, who donated the Cinema city movie theaters for the screening of the Awareness month movie. Thank to him we reached a crowd of hundreds of thousands.

Thanks to Mr. Noam Gdalyahu, Social responsibility manager at Aroma who agreed to screen the Awareness month movie on screens in coffee shops throughout the month without cost.

We thank you all and hope to get again your cooperation in 2016

Nadine Hollander

CEO Lirot association
www.eyes.org.il

Doron Zaresky

Manager of Awareness month
activities