

# Activity Summary of LIROT Association for 2018



העמותה לחקר בריאות העין  
ומניעת עיוורון בישראל (ע"ר)

01

Creating a new website for the association



02

Launching a campaign and activities to celebrate the 10 years anniversary of Eye Health Awareness Month 2018



03

Continuing the Mobile Eye Care Vehicle project with new partners



04

Continuing the activities of the Lirot friends' association



05

Continuing helping the Consortium with organizing a conference for recruiting more patients in Beer-Sheva



2018  
has ended  
with multiple  
and diversified  
activities in a  
number of fields  
specified in the  
enclosed report

# Promoting Research for Blindness Prevention

The scientific council presided by Prof. Perlman

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Management of the Consortium's research activities in retinal degenerative diseases known as Retinitis Pigmentosa (RP)



Conducting several update and report meetings with all researchers, including discussions about creating a patients database.

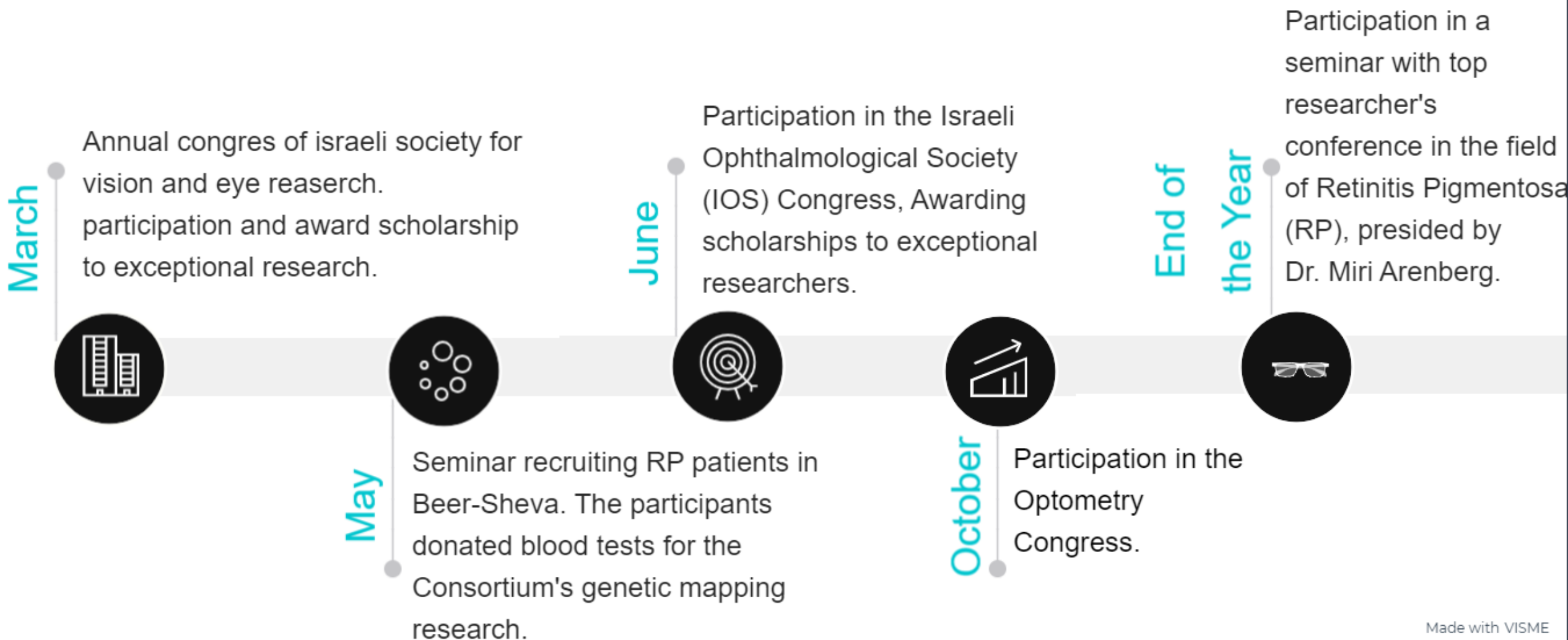


Continuing the relationship with the FFB which agreed to increase the funding of the Consortium's research by 300,000\$ for three additional years.

**Our sincere thanks to Prof. Perlman whom without we wouldn't have reached this achievement over the years.**

# 2018 Activities

## Promoting Research for Blindness Prevention – 2018 Activities.



# Promoting Research for Blindness Prevention

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During year 2018 we continued our participation in medical congresses in which our goal was to recruit ophthalmologists to the Mobile Eye Care Vehicle project. In this congresses we distributed informative materials, the annual supplement.



We continued to provide update on global research innovations through the association's newsletters and facebook page.



# 10 years anniversary of Eye Health Awareness Month 2018

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At the end of December we conducted a very successful campaign for increasing public awareness of the importance of performing eye checkup for at risk population and providing the public with information about the eyesight topics.

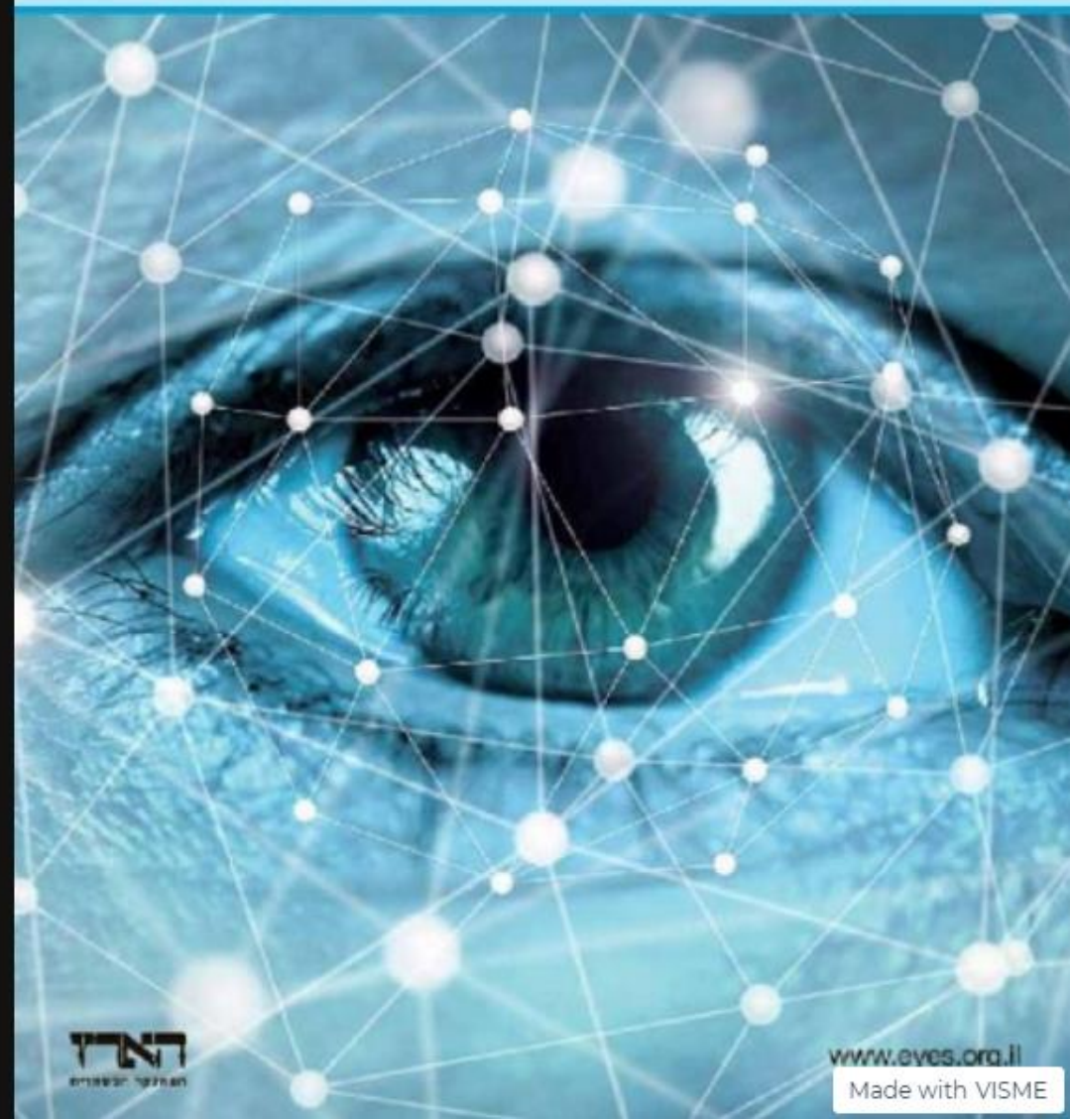


A special edition of our magazine on innovation in Ophthalmology edited by Prof. Irit Bachar in collaboration with the Israeli Ophthalmological Society (IOS).

# המדריך לראייה טובה

## על חדשנות ברפואת עיניים בישראל

מיוחד לחודש המודעות לבריאות העין ה-10 | דצמבר 2018



החברה הישראלית  
לרפואת העין

[www.eyes.org.il](http://www.eyes.org.il)

Made with VISME

# The Eye in Art Exhibition

Sponsored by Dr. Fischer , in  
ZOA , Tel Aviv presenting 30  
artists who donated their work to  
Lirot Association.



## גלריה ZOA על שם דבורה פישר

לציון עשור לחודש המודעות לבריאות העין  
הנכם מוזמנים לפתיחת תערוכה

### בעין האמנות

בהשתתפות מיטב אמני ישראל למען עמותת "לראות"

הפתיחה תערך ביום ראשון, 30.12.18 בשעה 18:30

בגלריה ZOA ע"ש דבורה פישר,

רחוב אבן גבירול 26 פינת דניאל פריש 1 תל אביב.

#### ברכות:

ד"ר אלי פישר - נשיא תשלובת ד"ר פישר

פרופ' אירית בכר - מנהלת מערך העיניים, מרכז רפואי רבין

נדין הולנדר - מנכ"ל עמותת לראות

דורון מולק - אוצר התערוכה

נגינה בפסנתר - קרן חנו



[www.eyes.org.il](http://www.eyes.org.il)



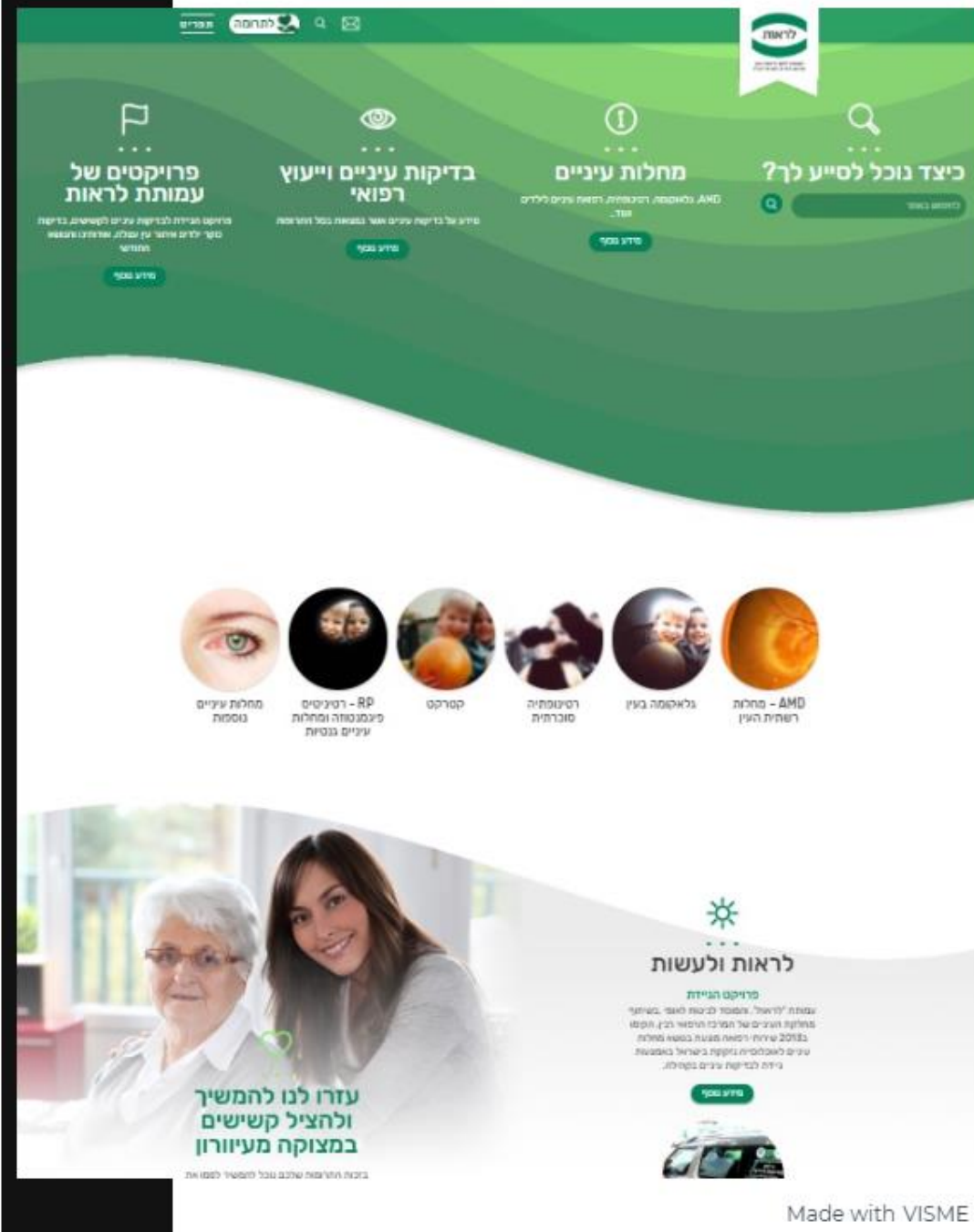


## Creation of a new website for the association

A new user friendly website that contains:  
updated information about diseases, eye  
exams, medical consultation, research  
innovations and Lirot's projects.

## Facebook advertising campaign and website promotion

A very successful campaign that  
presented all the information  
concerning the Eye Health  
Awareness Month.



## Creative media campaign

Creative media campaign funded by the Health Council on encouraging eye examinations for groups at risk led by TBWA's - advertising firm pro bono services.

The campaign went up to television, radio, digital and the print media

**בדיקת עיניים מוקדמת  
יכולה למנוע אובדן ראייה**

כל בדיקות העיניים כלולות בסל הבריאות



חפשו עמותת לראות בגוגל  
במימון מועצת הבריאות



**אצל חולי סכרת, גלאוקומה  
ו-AMD או ניוון הרשתית**

כל בדיקות העיניים כלולות בסל הבריאות



חפשו עמותת לראות בגוגל  
במימון מועצת הבריאות



## Website traffic during the Eye Health Awareness Month 2018

	October 2018	December 2018	
Visitors	2,403	5,055	2,994 ↑
Unique visitors	2,272	4,591	2,633 ↑
Page view	3,992	16,357	13,010 ↑
New visits	1,934	3,966	2,2778 ↑
Visit pages	1.7	3.2	1.6 ↑
Average time in the website	01:19	03:28	02:02 ↑
No. of returning visitors	469	1,089	716 ↑
% of returning visitors	19.5%	21.51%	3.4% ↑

## TV Campaign



| Blurred image during the popular  
| "The Next Star" television show

| The "Alive at Night" late night  
| show with Prof. Hanni Verbin

| The "Paula & Leon this Morning"  
| morning show with Prof. Anat  
loewenstein



## Radio campaign

A very creative commercial aired for 5 days in the national radio channels:

Kan B

Kan G.

88FM

**- a total of 244 commercials**



## Digital media

Articles about the campaign in Mako website and mobile app.

A video of the campaign in Artmedia (website and mobile app) with 111% performance and over half a million views.



## Newspaper campaign



**זו לא טעות!**  
אובדן ראייה עלול להפגיע בכל שלב בחיים.  
אם אתם בקבוצות הסיכון:  
חולי סכרת, גלאוקומה, יתר לחץ דם וביוון הרשתית  
עמותת לראות מעודדת אתכם להבדק!

Two very creative ads for encouraging at risk population to conduct eye exams were placed in the Israeli newspaper "**Israel Today**" to summarize our campaign.



# Promoting Eye Preventive Medicine

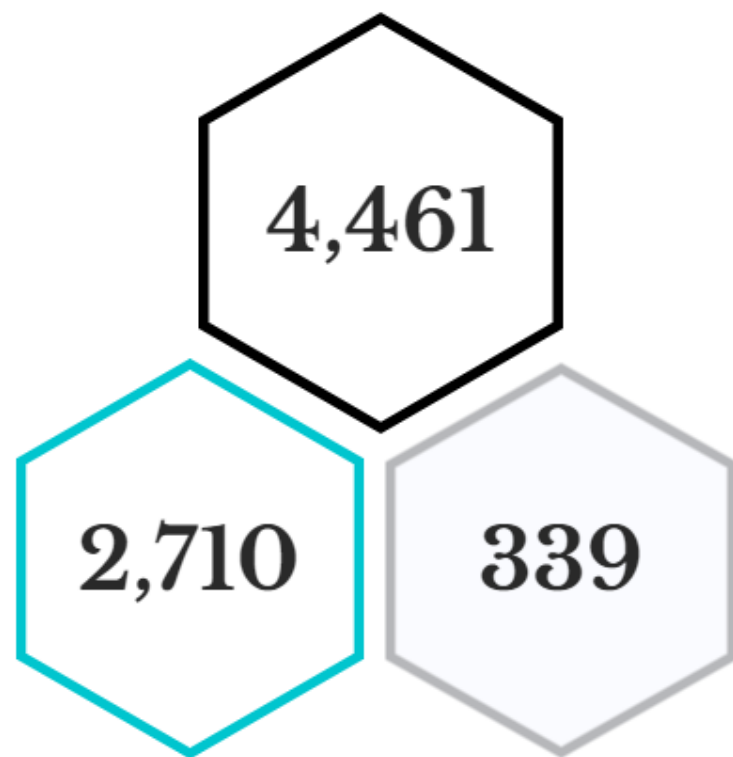
Continuing Lirot's Eye Health Mobile Vehicle project for the elderly in need and Holocaust survivors, run by Mr. Zidkiyahu Baruch, the project manager



After 5 years we completed our business relation with the National Insurance Institute of Israel and have continued conducting various projects around the country.

**4,461** elderly were examined throughout Israel among them **2,710** with clinical findings

We managed to save the eyesight of about **15%** of the people after referring them to immediate medical care.





# 01

Eye examination day in the Israeli Parliament (the Knesset) with the collaboration of the Israeli medical Association managed by Dr. Viki Dai from the Israeli Ophthalmological Society (IOS).

# 02

The Good Deeds day in Petah Tikva with Prof. Irit Bachar.

# 03

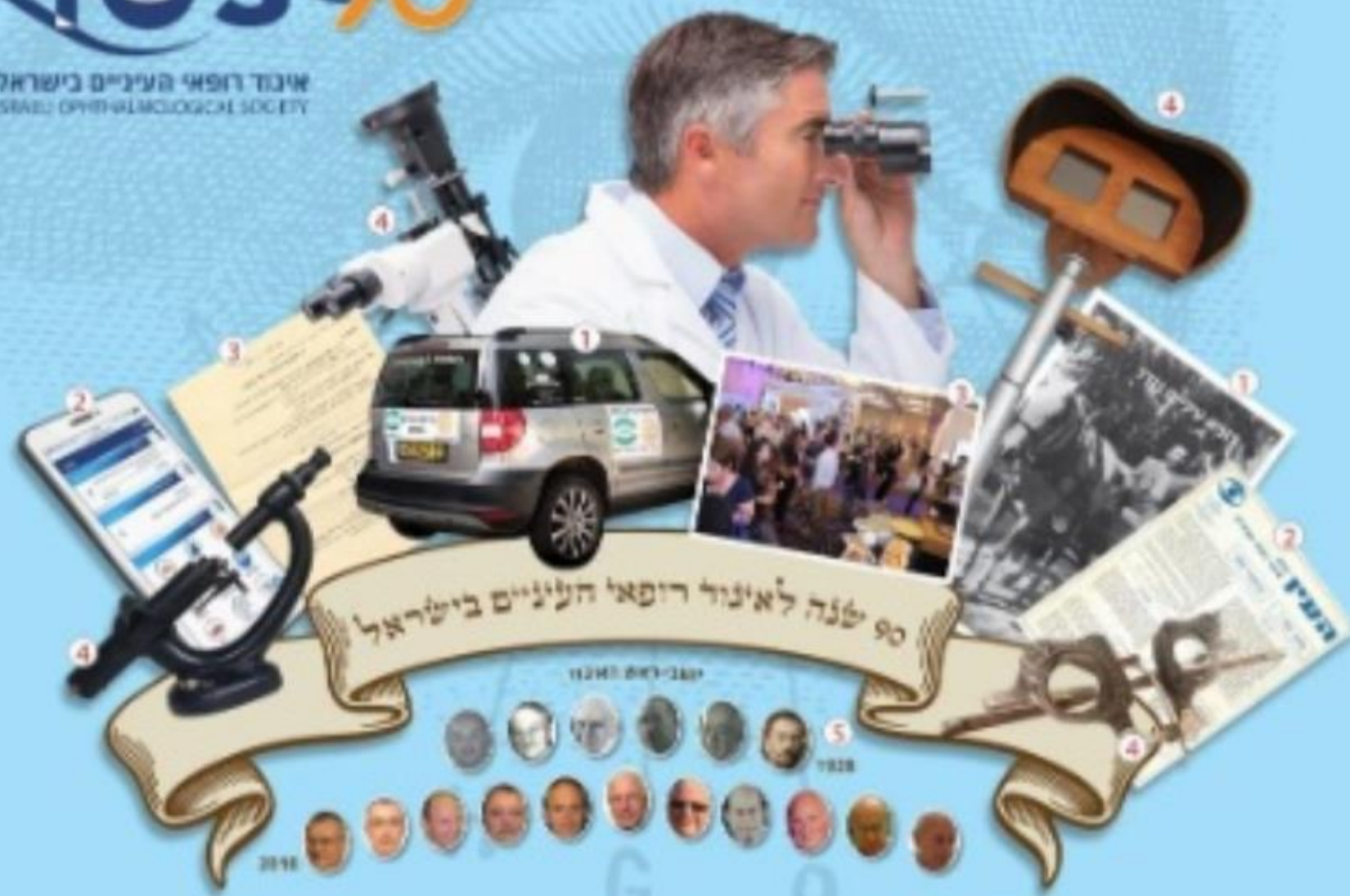
A special activity with Ramat Hasharon Rotary Club initiated by Liora Gavish from Lirot's Friends Association.

# 04

A special poster marking 90 years of Ophthalmology was presented by the Israeli Ophthalmological Society (IOS) in participation of the Lirot's Eye Health Mobile Vehicle project.



איגוד רופאי העיניים בישראל  
ISRAEL OPHTHALMOLOGICAL SOCIETY



90 שנה לאיגוד רופאי העיניים בישראל

1928-2018





# Continuing the eyesight survey with the Photo Screener for children in Jewish and Arab kindergardens

Thanks to the 2018-2019 budget of the Occitane Fund A project conducted with the participation of Dr. Alvit Wolf, chairman of the Children Ophthalmology Department.

2018 – Planning

2019 – Performing

L'OCCITANE  
EN PROVENCE

## ל'אוקסיטן מותג הטיפוח הצרפתי למען מניעת עיוורון

משנת 1997, L'OCCITANE הוסיפה כתב ברייל על אריזות מוצריה. קרן L'OCCITANE הוקמה בשנת 2000 ומאז פועלת למען עיוורים ובעלי מוגבלויות ראייה. המטרה להגיע ל-10 מיליון ילדים ומבוגרים שיזכו לבדיקות וטיפול עיניים עד שנת 2020 בזכות L'OCCITANE. בישראל, זו השנה השלישית ש-L'OCCITANE ישראל תומכת בעמותת "לראות" ובכך מאפשרת לאוכלוסיות השונות להיבדק בזמן ולמנוע עיוורון.

לרגל חודש המודעות לבריאות העין,  
אנו מזמינים אתכם לחנויות L'OCCITANE  
לתרום 15 ₪ ולקבל מוצר בגודל 50 מ"ל/גרם במתנה!

L'OCCITANE  
CARES  
about Sight





# Information and medical consultation on the Internet



## A new website for the association

During this last quarter of year 2018 we received funding from Bayer Company in order to create a new user friendly website adapted to mobile.

## 7 active forums of chief ophthalmologists

2 managers were replaced: **Dr. Rita Erlich** replaced Prof. Weinberger in the Retinal Forum.

**Dr. Alvit Wolf** replaced Prof. Morad in the Children Forum

## The association's newsletter

Through our English and Hebrew newsletters we continued updating our members and supporters (3,000 subscribers) with the aid of our devoted volunteer, **Mr. Ofer Zeidenfeld**.

# Fundraising for the Lirot Association

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₪ 200,000  
more than in  
2017

\$ 100,000  
For 3 years  
FFB



₪ 800,000

₪ 1,500,000  
for 2 years for the  
Consortium from the  
Ministry of Health's Chief  
Scientist

Private donations, funds from abroad,  
international pharma companies, Mobile Eye  
Care vehicle services and advertisement of  
the Eye Health Awareness Month

# Fundraising for the Lirot Association



₪ **153,000**

International pharma  
companies



₪ **132,000**

Donations from  
abroad



₪ **80,000**

Private donations



₪ **32,000**

Government and local  
support



₪ **180,000**

Advertisement of the Eye  
Health Awareness Month



₪ **183,000**

Mobile Eye Care  
Vehicle project

# Our sincere thanks to all our donors during year 2018

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We would like to express our deep appreciation and gratitude to all our donors who donated to the Lirot Association and financially supported its causes and activities throughout 2018. We hope to continue our cooperation and your support also in the coming future.

**Nadine Hollander, CEO Lirot**

**Ohad Lahav, chairman Lirot**

# Donations over 20,000 shekels

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abbvie

 NOVARTIS



# Donations from abroad

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- ✓ Edith Blum Foundation
- ✓ PEF Israel Endowment Funds
- ✓ L'OCCITANE  
EN PROVENCE
- ✓ Hilfe for the blind



# Budgeting and government support

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# The activities of Lirot's Friends Association

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The members of the small group are very active and meet regularly in order to help with the fundraising.



Fundraising of private donations during the holidays of 2018 was conducted by Irit Perlman.



Ramat Hasharon Rotary Club and the Ramat Hasharon Municipality were recruited by **Liora Gavish** to help with the Mobile Eye Care Vehicle project.

# Lirot Association's Plans for 2019



Collaborations in the Mobile Eye Care Vehicle project - This year we will begin the Tele Medicine's project together with the Tel Aviv Sourasky Medical Center and a joint project with Migdal Or for conducting eye examinations in populations with multiple-disabilities in the north of Israel.



Fundraising for scholarship and research funds



Handling the database for the Consortium

# Lirot Association's Plans for 2019



Conducting conferences for patients in Hebrew and in Arabic in order to support the Consortium.



Promoting the project "To see faraway" managed by Yossi Saidov, an RP patient who volunteers in the association and promotes this topic.



continuing and expanding the children's eye survey project in the north of Israel with government support.

## **Lirot Association Staff**

**Nadine Hollander, CEO Lirot**

**Zidkiyahu Baruch, manager of the Mobile Eye Care Vehicle project and  
about 120 active volunteers**

**Thank you from the bottom of our hearts!!**

