Lirot - The Israeli research association for Eye Health and Blindness Prevention.

Summary of the Eye Health Awareness month

At the end of December The Lirot association held a very successful campaign raise awareness of the importance of eye examinations for groups at risk and transmit information to the public.

The slogan of the campaign was:

Early eye examination can prevent vision loss
In patients with diabetes, glaucoma and AMD or retinal degeneration.

All eye examinations are included in the National health insurance.
Funded by the Health Council
Activities of the Eye Health Awareness month:

- The "Guide for Good Vision" Lirot's yearly magazine on innovation in ophthalmology with the professional editing of Pr. Irit Bahar, head of Ophthalmology department at Rabin Medical center.
• Opening of the "The Eye In Art" art exhibition hosted by Dr. Fisher, At Beit Zionei America (ZOA) with about 30 artists who contributed their works.

• A Creative media campaign as a pro bono service of the TBWA advertising company and funded by the Health Council.

The campaign was published at one of the main television channel, on the national radio, on digital social media and printed media in "Israel today" newspaper.

The newspaper add was:

IIT’S NOT A MISTAKE!

Loss of sight can hit at any stage of life

If you are within the risk groups:

Diabetics, glaucoma, Hypertension, Retinal degeneration

Lirot association encourage you to get checked!
12 לא טעות!
אנוариיה唐代לאפפיעי לכל אחד ביהיו.
אותי בהם ב真皮יה, רוח
ויכולות שונים: כדי להד
שעות והשכון מmuchדד את הכלים/הنصر

www.eyes.org.il
נטאון/פלאש/מגזר
כל הזכויות שמורות
כל הזכויות שמורות
The radio message was:
"From this thing Danny Roop will not warn you, neither Rafi Ginat
nor Zvi Yehezkeli, not even Nachman Shai. Not our journalist in the
south or in the north. (those are famous journalists who accepted
to be part of the message)
No one will warn you.
Loss of vision can come as a surprise without any warning.
Check, maybe you can prevent it"

To watch the campaign see attached links:
Including interviews with Prof. Hani Verbin and Prof. Anat
Lowenstein serving at lirot's board.

*Live At Night – With Pr. Hani Verbin
*Paula and Leon, The Morning – With Pr. Anat Lowenstein
*Mako
*Message on Radio

- A new website of Lirot Association went up on air, a
  user-friendly site with up to date information on diseases,
tests, medical advice, research innovations, and the
association's projects.
Link to "Eye Health Awareness Month" at the Lirot site
In addition, a very successful campaign was launched on Facebook, with the exposure of all the information from the eye health month to the public following Lirot on social media.

This year's exposure exceeded all of our expectations. There was no citizen who has not heard or seen the important messages to encourage eye examinations to maintain a healthy vision.

As a result, there have been many inquiries to the association for medical consultation and referral to senior physicians at the HMOs (health insurance organizations) and detailed information on Lirot's site.

- Fundraising at L'Occitane stores all over the country for the sake of eye screening tests for children and the elderly in the community.

L'occitane the French brand joined the fight for the prevention of blindness.
Since 1997, L'Occitane added braille writing on its packaging. L'Occitane foundation established in the year 2000 and since been operating for blind and visually impaired people. The goal is to reach 10 million children and adults who will receive eye exams
and tests by 2020 thanks to L'Occitane. This is the third year in Israel that L'Occitane Israel supports the "Lirot" association, thus enabling the various populations to be examined in time to prevent blindness.

On the occasion of the eye health awareness month we invite you to L'Occitane's stores to donate 15NIS and receive a 50 ml/gr product as a gift!
Thanks to all the partners in action!
Without the help and professional work of many, we would not have succeeded in reaching every household in Israel.

Press here for the full list

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