

Summary of Lirot Association's activities during 2019

BY: NADINE HOLLANDER



THE ISRAELI RESEARCH ASSOCIATION FOR
EYE HEALTH AND BLINDNESS PREVENTION (R.A.)



Prof. Mordechai Shani was appointed president of the Lirot Association in order to lead its expansion and reach more patients to prevent blindness, this alongside promotion of research on eye healthcare in Israel



Prof. Dror Sharon was appointed vice chairman of the Lirot Association's Scientific Council and deputy of Prof. Ido Perlman

Promoting research on blindness prevention



New appointments



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✓ The Scientific Council presided by **Prof. Perlman** has continued the Consortium's activity on genetic retinal diseases.

✓ The Consortium members led by **Prof. Dror Sharon** published two articles with the research's results

✓ **Prof. Tamar Ben Yosef** assisted in writing requests for mobilizing resources for research.

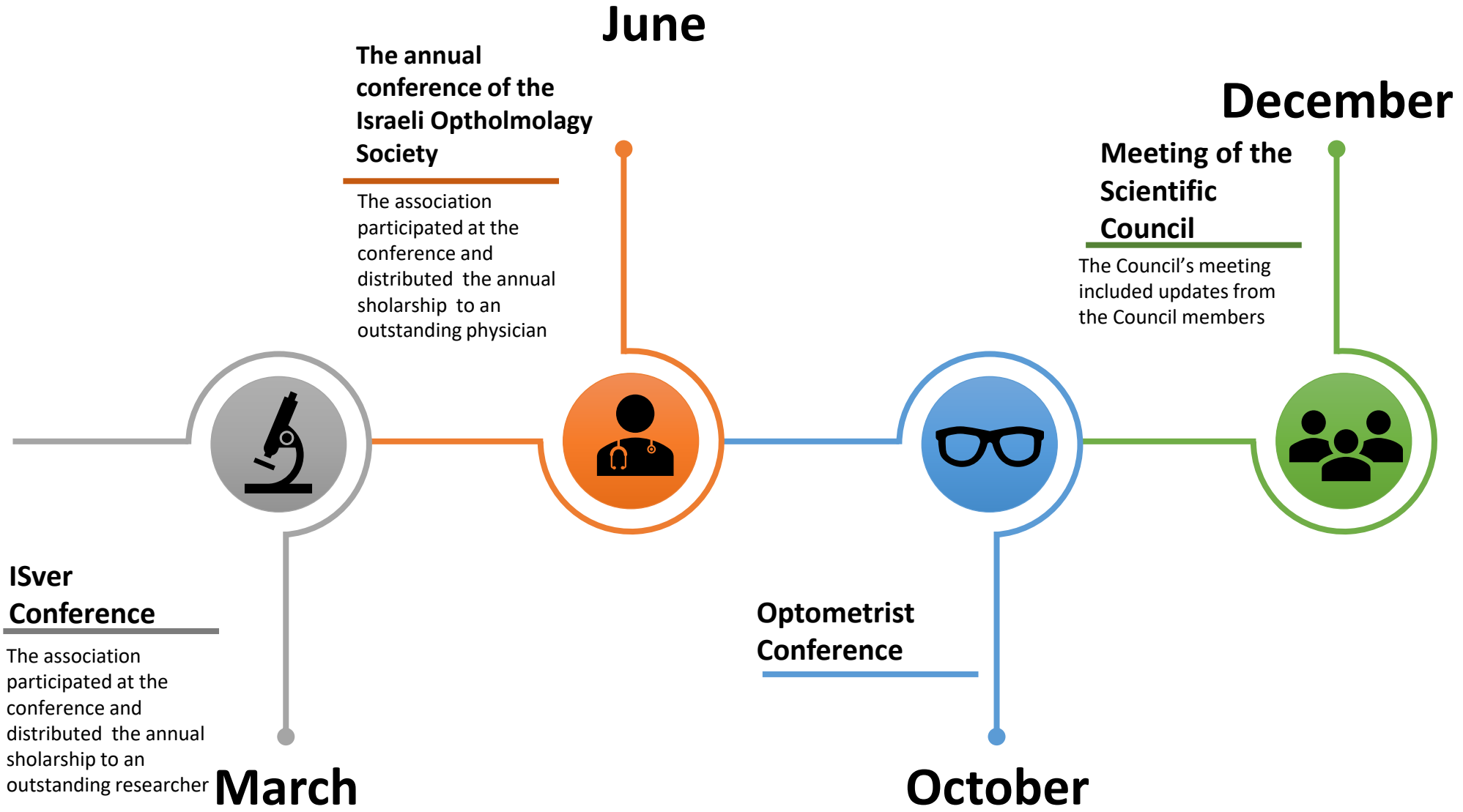
✓ We continued to update in the association's newsletters and on our Facebook on research innovations around the world.

Promoting research in blindness prevention



During 2019

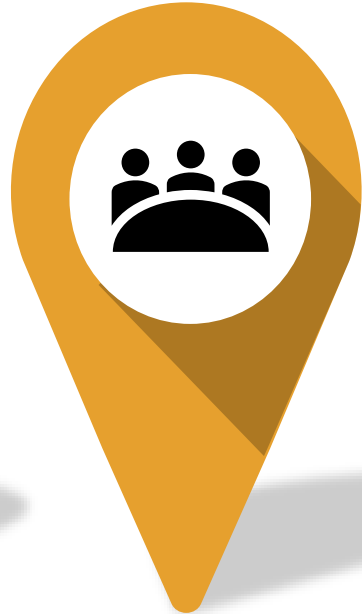






Rabin Medical Center

A conference presided by Prof. Irit Bachar and Dr. Miri Erenberg for RP patients



The Council for a Beautiful Israel

The conference of the "Lirot Rahok" community



Haifa, Bnei-Zion

A conference presided by Prof. Niza Cohen for the Arabic speaking population

Participants donated blood tests for the Consortium's genetic mapping research

Promoting Research in blindness prevention



Conferences for recruiting patients to the Consortium



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The sixth year of our Mobile Eye Care Vehicle Project - conducting eye examinations for the elderly and Holocaust survivors. Project manager – Mr. Zidkiyahu Baruch



Mobile Eye Care Vehicle Project – **2,399 people** were examined



Eye examinations were conducted in: nursing homes, day centers, Kupat Holim Meuhedet, Kupat Holim Maccabi. They were also conducted in Arab villages, such as: Arara, Ivtin, Baka el Garbiya and more.



Collaboration with Tel Aviv Sourasky Medical Center under the management of Prof. Michael Weisboard

Pilot Project of Telemedicine in the nursery homes and day centers

A total of 10 examinations days and over 100 patients examined



Promoting preventative eye care

Mobile Eye Care Vehicle Project



These patients are in institutions that house people from all types of populations and it is very difficult to have them go thorough eye examination in the regular community. Lirot Association helps making eye medicine accessible to all institutions and provides medical solution and eye disease detection, in cooperation with the management of the different institutions. **Up till today we had 106 patients examined.**

Eye screening test project with Rotary Caesarea in cooperation with Prof. Garzozzi

50 patients from the area and also Rotary members were checked detecting Glaucoma.

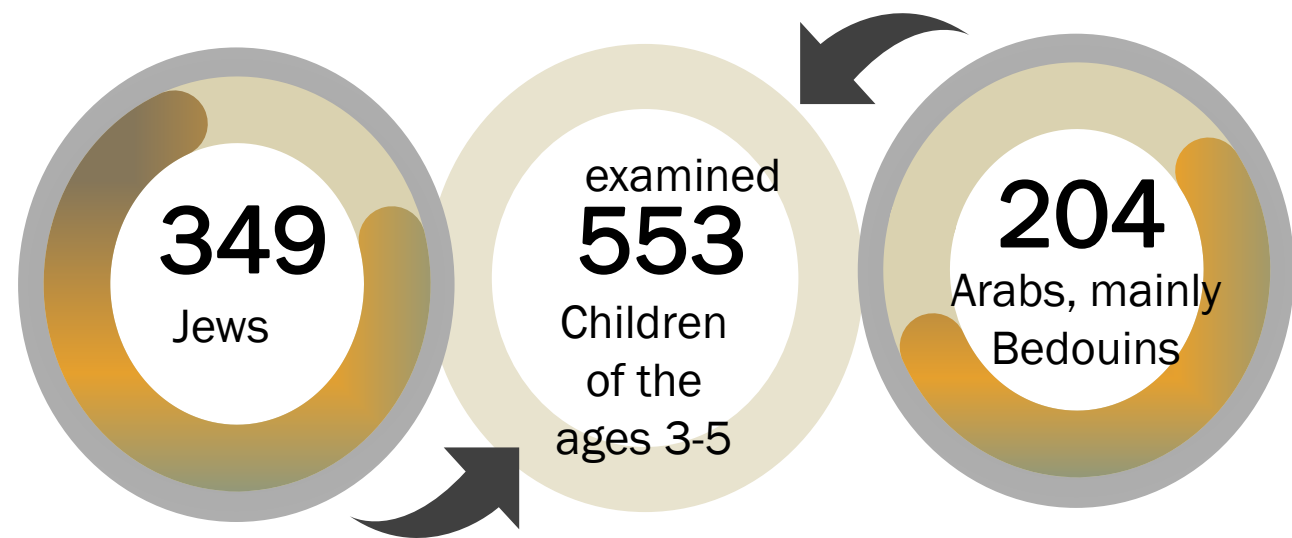


Promoting preventative eye care

Eye examination project
for disabled people
A joint project with
Migdal Or



Eye examination project for children in the regional council of Zvulon,
Headed by Dr. Alvit Wolf, Head of the Children Ophthalmology
Department at the Israeli society of Ophthalmology



Total referrals for an ophthalmologist follow-up - 53 (9/5%)

Referrals in the Jewish population - 22 (6.3%)

Referrals in the Arabic population 31 (15%)



Promoting
preventative eye
care

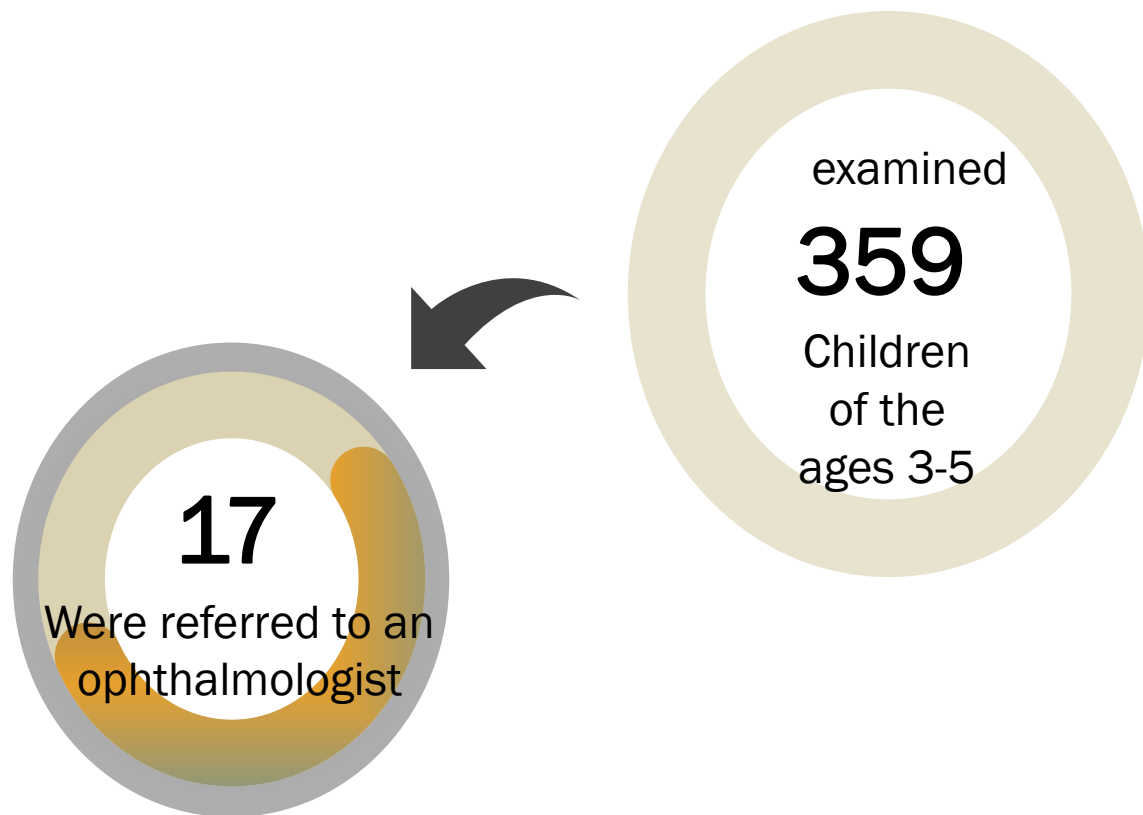
Eye examination project
for children



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Eye examination project for children in cooperation with the Ramat Hasharon Rotary Club and Ramat Hasharon Municipality under the management of Dr. Miri Erenberg from the Schneider Children's Medical Center in Israel

The project started in November



Promoting preventative eye care

Eye examination project for children



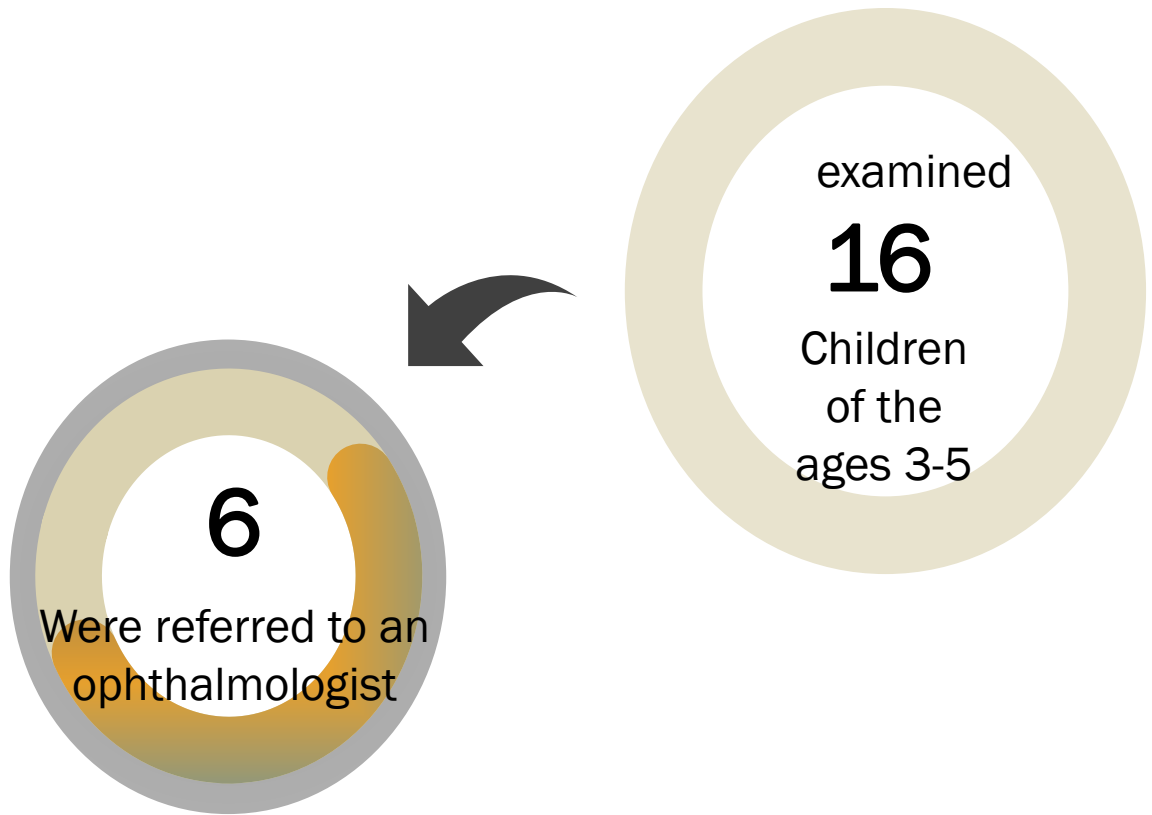
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Eye examination project for children in the regional Nahal Oz Kibbutz, initiated by Prof. Kleinman. Head of the Ophthalmology Department in Wolfson Hospital



Promoting preventative Eye Care

Eye examination project for children





Forums of 7 senior physicians

We continued the forum's medical counseling activity together with Zap Doctors.

Many people who contact the association for information are referred to free medical counseling.



Newsletters to the association's mailing list

We continued sending newsletters updates in Hebrew and English to the association's members and supporters, several times a year.

The newsletters were sent to 3,000 addressees.



Medical counseling through the Internet



2 Enlarging the whatsapp groups according to interest, with hundreds of participants.

1 Expanding “Lirot Rahok” presided by Yossi Saidov, an RP patient who volunteers in our association and promotes this topic. Conducting the first very successful conference for the community members.

3 Creating a Uveitis patients group on the initiative of Prof. Zohar Wilner, Head of the Uveitis patients department



Promoting patients' communities under the management of Lirot Association



2 On the initiative of the Patients' Rights Association Nadine was filmed for a general interview on the Lirot Association's activity ,

1 Radio interviews were held with Prof. Niza Cohen on the topic of genetics and with Dr. Miri Erenberg on the topic of children Ophthalmology

Everything was posted on the associations' Facebook and YouTube



More public relation through out the year and continuous Facebook activity



At the end of December and during January we conducted a very successful campaign to raise awareness of the importance of eye examinations in children. Our goal was to enable people who do not search for information about amblyopia (lazy eye) to be exposed to this topic.

The campaign was conducted with the assistance of Dr. Alvit Wolf, a specialist in Pediatric Ophthalmology and strabismus in Carmel Medical Center and serves as the chairperson of the Israeli Society of Pediatric Ophthalmology and Strabismus

And with the assistance of Prof. Yair Morad, an Ophthalmology specialist and the Head of the Pediatric Ophthalmology Unit at the « Shamir » Medical Center (Assaf Harofe).

Medical counseling was also given by Dr. Wolf on the topic of ophthalmology in the "Eye Diseases Forum" of Lirot Association in the Zap Doctors' website.



Eye Health Awareness Month



[Campaign film no. 1](#)

[Campaign film no. 2](#)



An article about amblyopia (lazy eye) – by **Dr. Alvit Wolf**



An article about myopia - by **Pro. Yair Morad**



A video about screening tests for prevention of amblyopia (lazy eye) - by **Dr. Alvit Wolf**



An article about Uveitis in children – by **Prof. Zohar Wilner** on the Walla website



An article about eye diseases in children which cause blindness – by **Prof. Niza Cohen**



Eye Health Awareness Month

A digital campaign with
the Doctors website



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An article about contact lenses - by **Dr. Alvit Wolf**



Direct mailing to **180,000 people** – a public of young parents



Banners on the Doctors website with a link to the Lirot Association, the Ophthalmologist Association and the Society of Pediatric Eye Care.



Lirot Association's forums



Lirot Association's newsletters



Eye Health Awareness Month

A digital campaign with the Doctors website



THE ISRAELI RESEARCH ASSOCIATION FOR EYE HEALTH AND BLINDNESS PREVENTION (R.A.)

The digital campaign was sponsored by:

- ABBVIE
- DR. FISHER
- Johnson&Johnson
- SKYMED
- Private donors



Eye Health Awareness Month

A digital campaign with
the Doctors website



Website Traffic during the Eye Health Awareness Month

	Awareness month	October 2019	
1,089 ↑	3,092	2,003	Visits
943 ↑	2,611	1,668	Special visitors
1,333 ↑	4,931	3,598	Page views
945 ↑	2,508	1,563	New visits
	1.59	1.80	Pages for visiting
0.98 ↑	1.18	0.20	Average time on website
	103	105	No. of returning visitors
	3.9%	6.29%	% of returning visitors



An advertisement campaign with the assistance of TBWA

Creating a humoristic video about amblyopia (lazy eye) which was presented during Hanukah in the Cinema City Complex. Promoting this video on social networks and in the media.

Sponsored by Opticana, Dr. Fischer and The Pediatric Society in the Ophthalmologist Association
Our deepest gratitude to the Pro Bono services of TBWA



Cooperation with Kupot Holim (HMO)

Promoting banners and articles about amblyopia (lazy eye) in Kupat Holim Maccabi

With the assistance of Dr. Alvit Wolf, the chairperson of the Israeli Society of Pediatric Ophthalmology and Strabismus



Eye Health Awareness Month

Additional campaigns





A free conference for the wide public in cooperation with Ramat Hasharon Municipality and Ramat Hasharon Rotary Club

A conference sponsored by the Deputy Mayor **Dovrat Wisner**

A conference in honor of the Awareness Month and 1500 screening test for children in kindergartens around the city.



Public relation campaign with the assistance of ABBVIE

Items on the radio, TV, press and digital network.

Radio Interview with Dr. **Zohar Wilner**

Radio interview with **Dr. Alvit Wolf** and **Nadine Hollander** on eye diseases which cause blindness and on the Awareness Month.

Our deepest gratitude to the PR agent **Tali Noah**



Eye Health Awareness Month

Additional campaigns



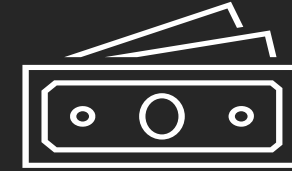
150,000 shekels
More than the
sum raised in
2018



\$ 100,000
From the FFB
second year out of)
three)

989,177 shekels
From private
donations, funds
abroad, Pharma
companies and
government
budgeting

800,000 shekels
From the Head
Scientist of the
Ministry of Health
for the Consortium



Fundraising for the Lirot Association



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205,907 shekels
Volunteers' services



187,255 shekels
Mobile Eye Care
Vehicle Project



180,000 shekels
Eye Awareness
Month
advertisement



29,440 shekels
Government and
municipal support

**A total of 1,996,990
including researches**

**Donations
Distribution**

144,000 shekels
Private donations



243,700 shekels
Funds from abroad



185,530 shekels
International Pharma
companies



In order to help fundraising, the members of the small group were very active and used to meet regularly.

Our deepest gratitude to Irit Perlman for her fundraising activity during the holidays .

Our deepest gratitude to Liora Gavish for recruiting Ramat Hasharon Rotary and Ramat Hasharon Municipality to the Mobile Eye Care Vehicle Project.



Continuing the activity of the Friends Association alongside the work of the association board



Our greatest appreciation to all the private and business donors who donated to the association and supported financially all the goals and activities of Lirot Association throughout 2019. We hope you will continue your cooperation and support also in the future.



abbvie



Donors from abroad:

- ✓ Edith Blum Foundation
- ✓ Mr. Ralph E. Loewenberg
- ✓ Hilfe fur the Blinde



Our deepest gratitude to all the association's donors for 2019

Donations over 20,000 shekels



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Our deepest
gratitude to all the
association's donors
for 2019

Government funding and
budgeting



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Our deepest gratitude to each and every one of you



SkyMed



Esther Beck



L'Occitane



Shlomit and Dan Kampel



J-C. Health



The Research Management Fund- Tel Aviv Medical Center



Dr. Fischer







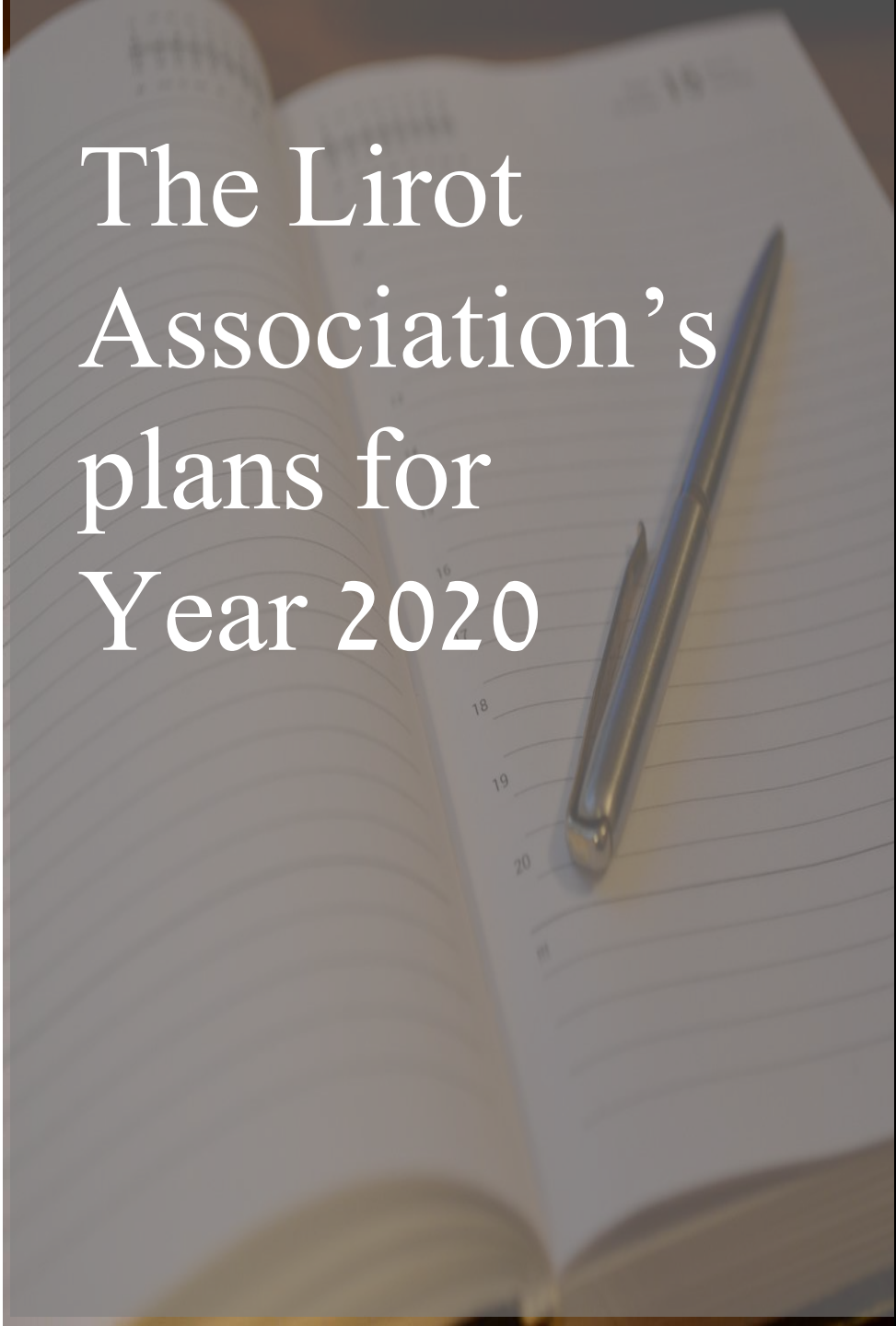
Our deepest gratitude to all the association's donors for 2019

Donations of 10,000 shekels and more



Due to the Corona virus (COVID-19) we were forced since March to stop all The eye examination activities in the community, however the office continued working as usual performing various managerial tasks and fundraising

-  Planning and managing a project of crowdfunding.
-  Mobilizing resources for stem cell research.
-  Managing the Mobile Eye Care Vehicle project.
-  Website management, SaleForce software, social network management.



The Lirot Association's plans for Year 2020



Continuing our eye test screening project in Ramat Hasharon with Ramat Hasharon Rotary.



Organizing conferences for Uveitis patients and RP patients.



Organizing and managing the Eye Awareness Month 2020.



Publications – The Lirot Association's Brochure, the Eye Healthcare Brochure.



Managing patients' communities – RP and Uveitis.



Managing the association's volunteers and Friendship Associations.



Planning and supporting fundraising with the help of the President.

The Lirot Association's plans for Year 2020

Thank You!

The Lirot Association's management would like to express its deepest appreciation and gratitude to all the organizations which have supported it this year, also to the dozens of physicians, professionals and many volunteers who have given also this year more than 8, 430 hours of volunteering to help with all of the association's activities during 2019.

2,400 hours more than during 2018!

Without them Lirot Association would have not achieved its various goals and be able to preform all its activities and programs, in the field of research promotion as well as in the field of preventive ophthalmology in Israel.

