

2019 World Sight Day Project

SEE THE SUNSHINE

In connection with 'World Sight Day' 2019, Giridhar Eye Institute (GEI), in association with SSM Eye Research Foundation, Kerala Society of Ophthalmic Surgeons (KSOS) and Cochin Ophthalmic Club (COC) launched an awareness and school screening campaign called '**See the Sunshine**' on 9th of October.

Diagnosis and appropriate treatment for Myopia in children within the age group of 5-10 years was earmarked as the chief objectives of the program, along with spreading awareness amidst parents and teachers about the significance of playing and engaging with nature in the real world as opposed to gaming and playing in the virtual world.

Dr S Sasikumar (President of KSOS) inaugurated the function, which was presided by Mrs Justeena Olga, Headmistress, St Micheal's LP School. Dr D Balamani (President of Cochin Ophthalmic Club) felicitated the campaign which would be conducted across Ernakulum and nearby districts in the initial phase. The Outreach team stated their intention to cover 100 Lower Primary schools before 2020 March 31st by upholding this year's World Sight Day call for action – Vision First.

One of the serious challenges today is that the younger generation, especially young children are spending increasingly longer durations of time with their eyes glued to the brightly lit LED screens of digital equipment like Computers, Mobile phones or Play stations. And this duration is only increasing considerably day by day. This dependence on digital screens is now being acknowledged as a serious threat to the mental and physical well-being of children. One of the primary organs to be affected by this over exposure is "eyes". And that's why the number of children complaining of Myopia related issues is growing rapidly. The most ideal way to tackle this is to limit digital screen time and encourage kids to step outside and play in the sunlight. And hence, the entire campaign of "**See the Sunshine**" has been conceptualized, planned and rolled out, keeping these facts in mind. State level Screening camps have been organized and large-scale awareness campaigns have been planned for students, parents and the general public to educate and warn them about the gravity of the situation and to help them understand the benefits of natural sunlight and open air play.



Inauguration of 'See the sunshine' campaign

