



Kia ora Friend

Welcome to the Eye Health Aotearoa **September Newsletter**

It has been a busy time for the Trust. Below are a few of the highlights.

Awareness Campaign: 'Eye Checks Save Sight'

On **22 September**, our new campaign goes live across Aotearoa. Look out for our billboards in major centres with the message,

“Be Eye Smart – Book Your Eye Check Today.”

Regular eye health checks, every two years at all ages, lead to early detection and treatment of eye health issues and are, therefore, the best way to prevent avoidable vision loss. Social media messages and multilingual posters will also help to spread this important message during the campaign.

Find [your local optometrist](#).



As part of the campaign EHA has shared resources with **1,200 primary and intermediate schools** to help children reduce the risk of myopia (short-sightedness), to provide education and raise awareness of this rapidly growing condition.

The University of Auckland also ran free vision screening at Holy Trinity Primary School in South Auckland. This initiative was very well received by both staff and parents alike. A big thank you to the School of Optometry and Vision Science for participating in the campaign. The children identified with visual issues will be receive more in-depth screening by the [Vision Bus](#) which will visit the school next term.



Many thanks to the funders of the Awareness Campaign: One Foundation, Foundation North and COGS.

Eye Health at Parliament

On **7 October 2025**, EHA will host the **Parliamentary Friends of Eye Health** event together with Co-Leaders Hon Sam Uffindell and Hon Dr Ayesha Verrall.

The event will include:

- Vision screening during the day for Parliamentary staff, run by Specsavers.
- An evening event highlighting:
 - The importance of early detection and timely intervention.
 - The social and economic costs of untreated eye conditions.
 - Bringing together MPs, clinicians, researchers, stakeholders and community leaders to drive cross-party action on eye health.

If you would like to attend, please contact brigid@eha.org.nz.

We are grateful to our event supporters: Specsavers, RANZCO and Carl Zeiss Ltd.

In the Media

NZ Optics published an article on the upcoming **Parliamentary Friends of Eye Health** event in their September edition [Join EHA at Parliament for World Sight Day](#).



Macular Degeneration Study

EHA collaborated with Roche NZ on a joint study to **capture the patient journey while undergoing treatment for wet AMD**. The report has recently been released and can be viewed on the [EHA Website](#). An article on the report was also published by [NZ Doctor online](#).

Eye Health Aotearoa on the International Stage

In May 2025, Chrissie Cowan, EHA Co-Chair, attended the [IAPB 2030 In Sight Live](#) conference in Kathmandu, Nepal. She represented EHA, presented the Kāpō Māori Declaration on Engagement and Exchange, and participated in the planning for the [Global Eye Health Summit](#) which will be held in 2026. The summit is calling for international government commitment to eye health, practical actions. A side meeting of Australian and NZ delegates was hosted by EHA and Vision 20/20 Australia; this collaboration is on-going.

Earlier this year EHA presented a poster at the **RANZCO conference** in Rotorua, outlining EHA's purpose and recent achievements.



EHA representatives Sarah Berman, Dr Francesc March de Ribot, Dr Justin Mora and Co-Chair Chrissie Cowan.

Glaucoma NZ

[Glaucoma NZ](#) is represented on the EHA Trust Board by Pippa Martin, General Manager. This is a charitable trust with a mission to eliminate blindness caused by glaucoma. Their focus is on increased public awareness to facilitate early diagnosis, and to develop “new” patient education to improve treatment adherence. The Sightwise Programme is a vital part of the organisation's strategy to deliver patient-centered care to all those impacted by glaucoma.



Objectives of the programme

- Empower those who have been diagnosed to understand their disease and make informed decisions to maintain their quality of life and preserve their vision.
- Provide one-on-one practical support via our Clinical Educators to help manage the anxiety of receiving a glaucoma diagnosis.

- Play a facilitation role within each patient's circle of care, to maximise rates of appointment and treatment adherence, slow disease progression, and reduce vision loss.
- Support eye health professionals by 'extending their care' beyond practice, thereby maximising long-term patient treatment outcomes.

We encourage eye health professionals to refer their patients to Glaucoma New Zealand, and people living with glaucoma to become members to participate in the programme.

World Sight Day

World Sight day 2025 is 9 October. Visit the [IPAB website](#) for more information and remember to Love your Eyes.



Want to make an impact? Join us in protecting sight and preventing avoidable blindness. Every dollar you donate helps us strengthen advocacy, support community programmes, and bring eye health to the forefront of public policy. [Donate today](#) and be part of the change.

If you would like to find out more about Eye Health Aotearoa please visit our [website](#) or get in touch with brigid@eha.org.nz

[Donate to Support 'Eye Checks Save Sight'](#)

Ngā mihi nui

The [Eye Health Aotearoa](#) Team



Eye Health
Aotearoa



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