



The **Fred Hollows**
Foundation

Young Lions Cyber Competition

Background information

The Fred Hollows Foundation is an international development organisation focused on blindness prevention, based in Australia. The Foundation is inspired by the work of the late Professor Fred Hollows (1929–1993) who was an eye doctor, a skilled surgeon of international renown and a social justice activist. Like Fred, our vision is for a world where no one is needlessly blind. We currently work in over 19 countries. Everything we do is aimed at empowering local people to establish government supported, sustainable and comprehensive eye health programs.

Avoidable Blindness

Approximately 32.4 million people in the world are blind. A staggering 80 per cent (4 people out of 5) of these cases are avoidable or treatable. Untreated cataract is by far the most common cause of avoidable blindness – but other diseases include trachoma and diabetic retinopathy.

Why are people blind?

In most cases, blindness is preventable or treatable. In fact almost half of those people with avoidable blindness suffer from a condition called cataract which is a disease that can be corrected by an operation that takes around 20 minutes and costs as little as \$25US.

People are blind in the world today because they don't have access to or cannot afford treatment readily available to people living in the developed world.

Treating blindness

We can end avoidable blindness by addressing three areas:

1. **Disease control** – eliminate infectious diseases like trachoma and control other diseases like cataract and diabetic retinopathy
2. **Human resources** – ensure there are enough trained eye doctors and medical staff to support eye health services
3. **Infrastructure and equipment** – ensure that eye health professionals have the tools and resources to treat patients, regardless of where they live.

Underpinning these three pillars are community education, research, advocacy and resource mobilisation (ensuring that blindness prevention and treatment receive appropriate funding).

The role of governments

Development organisations like The Fred Hollows Foundation can only do so much to end avoidable blindness on our own. **We will only end avoidable blindness globally when national governments properly fund their own sustainable eye health programs.**

We believe that ending avoidable blindness is the low hanging fruit of all government health interventions. But in most cases, governments do not see avoidable blindness as a priority area – and

therefore simple measures needed to help people see, are not addressed. With your help, we want to change this.

The Brief

Create an online campaign to raise the profile of avoidable blindness as a global issue that can and must be addressed.

Target Audience

- A global audience to help influence governments and decision makers – particularly those in developing countries where 90 per cent of all avoidable blindness exists

Insight

- **32.4 million** people in the world are blind, but 80 per cent of these cases (or **4 out of 5**), are avoidable or treatable.
- A further **191 million** people are visually impaired
- **90 per cent** of all avoidable blindness is in the developing world
- It's estimated that on average in developing countries, an additional **\$2.20 per capita**, per year, for the next ten years - is required to end avoidable blindness and vision impairment.
- It is estimated that for every \$1 invested in preventing someone from going blind, at least four times the financial benefit goes to the economy. This places investment in eliminating avoidable blindness on par with primary education, in terms of its broader economic value.
- Over 50 per cent of global blindness is caused by cataract, a disease easily treated through an operation taking as little as 20 minutes, and costing as little as \$25USD in some countries.

Campaign objective

To mobilise political will to act NOW to end avoidable blindness

Key messages

- We can end avoidable blindness
- 4 out of 5 people who are blind, don't need to be (or 80% of blindness is avoidable)

Tone of voice

The Fred Hollows Foundation is the fastest growing NGO in Australia. We believe our success is largely based on **being positive**. We want people to feel **inspired** and feel like they are part of changing the world.

Mandatory inclusions

This campaign is about the issue - not our brand. We just want people to know the online campaign is powered by The Fred Hollows Foundation.

Budget

None specified – but feel free to think big. We're changing the world here!

Timeline

The campaign could begin on International World Sight Day 2014, which this year falls on 9th October 2014. The duration of the campaign should be set by the competition participants.

KPI

- Campaign reaches a significant global audience both in the developed and developing world.
- Campaign has a measureable impact in mobilising support for blindness prevention in developing countries

FTP

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U: lionscyber2014

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