



**seeing *is* believing**

..... ■ did you know?




**one in four**  
Australians  
are at risk of  
eye disease



You could have  
an eye disease  
and not even  
know it yet.

Up to 40% of the optic nerve  
can be damaged before vision  
loss is noticed.





***Twice*** as many  
people are afraid  
of going blind as  
they are afraid of  
premature death  
or heart disease.



***Eye disease can  
cost you more  
than your sight.***

**Vision loss  
increases  
the risk of  
depression  
by three  
times.**



---

# *The Good News...*

With early detection,  
75% of vision loss is  
preventable or treatable.

**Early Detection  
+ Treatment  
= Healthy Eyes**



# Are you at risk?

- Aged 55 or above
- Family history of eye disease
- Diabetic
- Smoker
- Obese
- Short-sighted
- High cholesterol
- Hypertension
- Had an eye injury
- Used cortisone drugs

## Ticked any of the risks?

Be sure to visit your optometrist or ophthalmologist for a comprehensive eye examination and to discuss whether your at-risk status requires further investigation.



***Do you  
know  
someone  
at risk?***

Give the gift of  
foresight.

Encourage your  
family and friends  
to get their eyes  
checked.



**Forewarned  
is Forearmed.**

# If you have an eye disease

Use the voucher below to encourage your family members to get their eyes checked. Print this page as many times as you need, cut out the voucher below and pass onto your **family members**. This will ensure they are aware that they are at risk of eye disease, but that early detection can prevent blindness.

**A VOUCHER FOR YOU**  
**The Gift of Foresight**

To \_\_\_\_\_

This year I give you the gift of foresight:  
**“The ability to foresee or prepare wisely for the future”**

- I have an eye disease that is hereditary.
- My eye disease is called \_\_\_\_\_
- You may also develop this condition.
- Early detection can save your sight.
- It's as easy as visiting your optometrist or ophthalmologist and presenting this voucher so that they can ensure you are properly assessed for this eye disease.

From \_\_\_\_\_

**EARLY DETECTION SAVES SIGHT**

 **This gift of foresight can only be redeemed by visiting an optometrist or ophthalmologist**  
www.cfeh.com.au BEST USED BEFORE 31 DECEMBER 2011

# If you know someone at risk

Print this page as many times as you need, cut out the voucher below and pass onto your **friends and family members**. This will help ensure that they are aware of the risk factors for eye disease and the importance of early detection in preventing blindness.

**A VOUCHER FOR YOU**  
**The Gift of Foresight**

To \_\_\_\_\_

This year I give you the gift of foresight:  
**“The ability to foresee or prepare wisely for the future”**

- One in four Australians are at risk of eye disease.
- The leading causes of blindness are preventable.
- Early detection can save sight.
- You could have an eye disease and not even know it.
- Tick the boxes below that apply and make an appointment with your optometrist or ophthalmologist to discuss whether you are at-risk.

<input type="checkbox"/> Aged 55 or above	<input type="checkbox"/> Short-sighted
<input type="checkbox"/> Family history of eye disease	<input type="checkbox"/> High cholesterol
<input type="checkbox"/> Diabetic	<input type="checkbox"/> Hypertension
<input type="checkbox"/> Smoker	<input type="checkbox"/> Had an eye injury
<input type="checkbox"/> Obese	<input type="checkbox"/> Used cortisone drugs

From \_\_\_\_\_

**EARLY DETECTION SAVES SIGHT**

 **This gift of foresight can only be redeemed by visiting an optometrist or ophthalmologist**  
www.cfeh.com.au BEST USED BEFORE 31 DECEMBER 2011



# Centre for Eye Health

Centre for Eye Health (CFEH) is a community initiative aimed at saving sight through the early detection of eye disease.

CFEH works in conjunction with eye-care practitioners (optometrists and ophthalmologists) to help ensure that sophisticated diagnostic technology and expertise is made available to everyone in our community – regardless of economic, geographical or social disadvantage.

To be assessed at this world class facility, people require a referral from their eye-care practitioner. There is no cost to attend and accommodation, travel, translation and accessibility assistance is available to people who need it.

If you believe that you, or someone you know, may be at-risk of developing an eye disease please speak with your optometrist or ophthalmologist to arrange for an assessment.

## Sources:

- Australian Bureau of Statistics (2010 data relating to people aged 50 years or older).
- Pfizer commissioned survey of individuals aged 40 and above conducted by GfK Group (March 2008).
- Distelhorst JS and Hughes GM. Open-Angle Glaucoma. American Family Physician. 2003. 67(9). 1937-1944.
- Australian Institute of Health and Welfare, Bulletin 27, July 2005.
- Access Economics “Economic Impact of Vision Loss in Australia”, 2010.

This presentation is not intended to provide or substitute advice through the appropriate health service providers. Although every care is taken by CFEH to ensure that the publication is free of errors or inaccuracy, CFEH does not make any representation or warranty regarding the currency, accuracy or completeness of this presentation. Copyright 2010, Centre for Eye Health Limited.

The University of New South Wales  
Rupert Myers Building (South Wing)  
Kensington NSW 2052

Ph: (02) 8115 0700 or 1300 421 960  
enquiries@cfeh.com.au

[cfeh.com.au](http://cfeh.com.au)

“Top notch service, facilities, care and attention. A model for ‘how to get it right’. You have set a terrific benchmark for others to aspire to.”

Keith, October 2010  
(client)

An initiative of Guide Dogs NSW/ACT and UNSW

