



ITEM Coalition Celebrates World Sight Day 2023

World Sight Day 2023, coordinated by the [International Agency for the Prevention of Blindness](#), aims to focus global attention on the need for accessible, available and affordable eye care. This year's "[Love Your Eyes](#)" campaign encourages individuals to take care of their eye health and draws attention to the over a billion people worldwide who have avoidable vision loss and no access to eye care services.

This year, the ITEM Coalition is joining World Sight Day and the IAPB to challenge 10 million people globally to pledge to have their sight checked before World Sight Day. The focus of this year's campaign is to encourage workplaces to have the vision of the employees checked. Clear, healthy vision improves productivity, prevents workplace injury and improves employee wellbeing.

Good vision and healthy eyes play a role in the workplace and help our workforce maintain their economic well-being. Without adequate access to eye care through public and commercial insurers, employees may not be able to realize their full personal economic independence and productivity which can exacerbate inequities and shortcomings in the national and global economy.

“The ITEM Coalition is proud to stand with the IAPB and the prevention of blindness community on this important, global initiative,” said Peter Thomas, co-coordinator of the **Independence Through Enhancement of Medicare and Medicaid (ITEM) Coalition**. **“It cannot be understated the positive impact of comprehensive eye examinations to promote visual, systemic, and cognitive health and well-being and the need that eye care service be used to inform policy and practice not only in the United States, but also around the world,”** said Thomas.

[The Independence Through Enhancement of Medicare and Medicaid \(ITEM\) Coalition](#), coordinated by Powers, is a national consumer- and clinician-led coalition comprised of members devoted to raising awareness and building support for policies that will enhance access to assistive devices, technologies, and related services for people with disabilities and chronic conditions, as well as the providers who serve them, including low vision and blindness. The ITEM Coalition has a Low Vision Subgroup that works exclusively on issues pertaining to low vision and the prevention of blindness.

Peter Holland, CEO of IAPB, said, “World Sight Day has grown into an incredibly important date on the international calendar, and is a true reflection of how when people work together, we can achieve remarkable things. This year, we have shifted our focus to the workplace. Prioritizing employee eye health cannot be underestimated because healthy vision allows people to perform better, safer and maintain their employment. I encourage all workplaces to check the vision health of their workforce this October.”

Everyone is invited to join the campaign. Visit <https://www.iapb.org/world-sight-day/> to learn how your or your organization can #LoveYourEyes and encourage others to do the same.