



## **Painting the World Green: Awareness and Early Detection Can Save Your Sight from Glaucoma**

**Amsterdam, The Netherlands, January 2021**

**The World Glaucoma Association (WGA) launches the “The world is bright, save your sight” campaign; a global awareness initiative on glaucoma spanning across all continents.**

Glaucoma is one of the leading causes of irreversible blindness and the figures are staggering. One in 200 people, aged 40, has glaucoma, and the number rises to one in 8, aged 80. As the world ages, and the population increases as well, glaucoma is becoming more and more common. Currently, an estimated 78 million people are diagnosed with glaucoma on a global level. This number is forecasted to skyrocket in the coming years, as over 112 million people will be impacted by glaucoma by 2040.

Although vision can't be regained once lost to glaucoma, damage due to glaucoma can be prevented. Regular eye - and optic nerve - checks are the number one rule for sight preservation, since glaucoma can be asymptomatic in its early stages. Thus, the earlier it is diagnosed, the less damage is done.

For over a decade, the WGA has been working to raise global awareness on glaucoma and the importance of prevention. The “The world is bright, save your sight” campaign urges everyone around the world to take action for a better future for sight.

Ivan Goldberg, Co-Founder World Glaucoma Week, comments, *“To be effective, community awareness projects need to be relevant. That means they need to be based locally and thus rely on individuals in each place to be involved actively, adopting the unifying global message into local culture”*.

The message of the campaign spreads beyond glaucoma patients. Even family members of people with glaucoma have a ten-fold risk of getting glaucoma themselves, with a one-in-four life-time risk.

Fabian Lerner, President of the World Glaucoma Association, remarks, *“10% of glaucoma positive diagnoses may be linked to relatives of glaucoma patients. We want to encourage those glaucoma patients to help raise awareness towards their relatives by getting frequently tested”*.

# **World Glaucoma Week** March 7 - 13, 2021



The 2021 theme reflects the hope that with regular testing, people continue to see the world around us: full of beauty, charm, and adventure.

## **How to be a part of the campaign**

We are counting on each individual to take action! Join us in our mission to eliminate glaucoma-related disability and prevent as many people as possible from going blind from this preventable and treatable disease. Browse through all the activities around the world and help us spread the word by submitting your own activity.

1. Visit [www.worldglaucomaweek.org](http://www.worldglaucomaweek.org)
2. Click 'Find an activity' to find out what others are doing worldwide
3. Register and submit your activity
4. Download the artwork to promote your activity
5. Use #glaucomaweek on your social media channels to spread the word

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## **Media inquiries**

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## **About the World Glaucoma Association**

The World Glaucoma Association (WGA) is an independent, impartial, ethical, global organization for glaucoma science and care. WGA's core purpose is to eliminate glaucoma-related disability worldwide. The WGA is the largest international glaucoma association, encompassing a network of 89 Glaucoma Societies worldwide and 11 Glaucoma Industry Members with over 12,000 individual members.

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