



First-Ever *Myopia Action Month* Announced for September 2023

***New Global Initiative from Myopia Profile to Empower Eye Care
Providers and Practice Teams in Myopia Management***

BRISBANE (April 5, 2023) Myopia Profile, the internationally trusted clinical myopia management information center for eye care professionals (ECPs), announced its launch of *Myopia Action Month* to channel myopia awareness into action. Taking place across September this year, the inaugural event will bring four-weeks of global education, industry collaboration, and encouragement to ECPs to empower them to take effective action against the disease. The global initiative is sponsored by founding partners CooperVision, EssilorLuxottica, and Johnson & Johnson Vision.

“In the past few years, we have witnessed huge growth in myopia management research awareness, industry innovations, and education, and yet we continue to see reports of single vision corrections being predominantly prescribed to children with myopia,” said Dr. Paul Gifford, director at Myopia Profile. “Our mission is to accelerate the uptake of myopia management in clinical practice. We saw the need for something more—a new strategy to empower myopia awareness into myopia action.”

Myopia Action Month will focus on supporting ECPs in building their clinical capacity with community support and accountability through an ambitious instructional program. Educational materials and resources will be accessible through Myopia Profile’s unique and extensive digital ecosystem.

“For each week of the event, in partnership with event sponsors, we will feature new video resources, themed action plans, and specific educational and practical materials to support ECPs at any level to grow their myopia action plans and management strategies,” said Dr. Kate Gifford, director at Myopia Profile. “We are also launching challenges, online courses, downloads and more to make the month engaging, inspiring and most of all empowering for ECPs to take myopia action.”

More information on Myopia Action Month, including how to register, will be published on myopiaprofile.com in the coming months.

###

About Myopia Profile

From humble beginnings as a two-page PDF download, [Myopia Profile](#) has grown into a company fostering a thriving, engaged community of eye health professionals around the world, with millions of engagements across web and social media platforms. It is the largest and most popular multi-channel professional educational resource dedicated to childhood myopia management and public awareness. Join the discussion on [Facebook](#), [LinkedIn](#), [YouTube](#), and [Instagram](#).

Media Contact

Laura DiCaprio, McDougall Communications for Myopia Profile

Laura@McDougallPR.com

(585) 434-2153