



## Momentum Grows as the Inaugural Myopia Action Month Draws Near

*Global Initiative Unites Eye Care Professionals to Combat Myopia Epidemic;  
Website and ECP Survey Debut, More Industry Sponsors Added*

**BRISBANE (August 7, 2023)** Myopia Profile, the internationally trusted clinical myopia management information center for eye care professionals (ECPs), today announced several developments for its highly anticipated inaugural Myopia Action Month, scheduled for September 2023. The international event serves as an inspiring platform to bring together ECPs from around the world in a collective effort to combat the escalating prevalence of childhood myopia.

Today's launch of a [dedicated website](#) and ECP survey, plus the addition of several new industry sponsors, will further expand the initiative's momentum.

“Early intervention and elevating the standard of pediatric vision care are pivotal in improving outcomes for children with myopia,” said Dr. Kate Gifford, co-founder of Myopia Profile. “Myopia Action Month encourages even more ECPs to be a part of the solution by providing them with the educational materials and clinical practice tools necessary to start taking action now, or for those already involved, to have a greater impact.”

The new, dedicated Myopia Action Month [website \(myopiaaction.com\)](#) is a central hub for exclusive news, resources, and activities updates. ECPs are encouraged to visit the site to sign up for timely e-newsletter updates leading up to the month-long initiative.

In addition, a “Have Your Say” survey empowers ECPs to share insights regarding the educational and clinical materials they want come September. This input will be instrumental in shaping the event to cater to their needs and aspirations, ensuring that Myopia Action Month becomes a personalized and impactful experience for all participants. Curriculum assets that will be shaped by ECP feedback include evidence-based and clinically relevant educational materials, practice tools, and online resources.

Six additional industry organizations have signed on as Myopia Action Month backers. [Topcon Healthcare](#) joins previously announced Premier Sponsors [CooperVision](#), [EssilorLuxottica](#), and [Johnson & Johnson Vision](#). [HOYA](#), [Menicon](#), [Ocumetra](#), [SightGlass Vision](#), and [Vioneering Technologies, Inc.](#) have joined as Supporting Sponsors.

“We recognize that collective action is vital to address the growing prevalence of childhood myopia,” said Dr. Gifford, “The enthusiasm and support from our esteemed Premier Sponsors and Supporting Sponsors reflect the shared commitment to make a positive difference in the lives of children worldwide.”

Visit [myopiaaction.com](https://myopiaaction.com) for more information, to sign up for e-newsletter updates, and to take the “Have Your Say” survey.



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## **About Myopia Profile**

From humble beginnings as a two-page PDF download, [Myopia Profile](https://myopiaaction.com) 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](https://www.facebook.com/myopiaaction), [LinkedIn](https://www.linkedin.com/company/myopiaaction), [YouTube](https://www.youtube.com/channel/UCv8v8v8v8v8v8v8v8v8v8v8), and [Instagram](https://www.instagram.com/myopiaaction).

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