



## Myopia Action Month Kicks Off

***Global Initiative Provides Free Educational Resources to Combat Childhood Myopia, Encouraging Practices of All Sizes to Take Action***

**BRISBANE (September 5, 2023)** After months of extensive preparation and planning, [Myopia Profile](#) today announced its international launch of [Myopia Action Month 2023](#). The initiative serves as an inspiring platform to bring together eye care professionals (ECPs) from around the world in a collective effort to combat the escalating prevalence of childhood myopia by taking immediate action against the growing epidemic. The program will be marked with free online seminars, lectures by industry experts, and educational resources advancing myopia management as the standard of care.

“The successful launch of Myopia Action Month became a reality thanks to the exceptional support and enthusiasm of the ECP community and our visionary sponsors throughout its conception and development,” said Dr. Kate Gifford, co-founder of Myopia Profile, “Building the program’s curriculum was truly a collaborative effort, with the singular focus of empowering ECPs to turn myopia awareness into action.”

The curriculum was created in conjunction with Myopia Action Month sponsors, as well as in response to ECPs’ interests and feedback collected by Myopia Profile’s custom “Have Your Say” online survey, ensuring practical and clinically relevant learning. Curriculum assets shaped by ECPs’ feedback include evidence-based and clinically relevant educational materials, practice tools, and online resources. The programming includes:

- [Myopia Management Made Simple](#) - a free, one-hour course that is available to ECPs throughout September. The course pulls together the latest myopia research and evidence-based treatment options into a clear, concise, and highly practical format that builds clinician confidence and capability in caring for young myopes.
- [The Myopia Action Month Online Seminar Series](#) – resources that showcase the latest in myopia research, treatments, and techniques with internationally recognized experts. A new 90-minute seminar will be launched each week, available live or on-demand. Event times have been chosen to maximize access for ECPs across the world (all times in GMT): Thursday, September 7, 12:30 am to 2:00 am; Tuesday, September 12, 6:30 am to 8:00 am; Tuesday, September 19, 7:00 pm to 8:30 pm; and Tuesday, September 26, 10:00 am to 11:30 am.

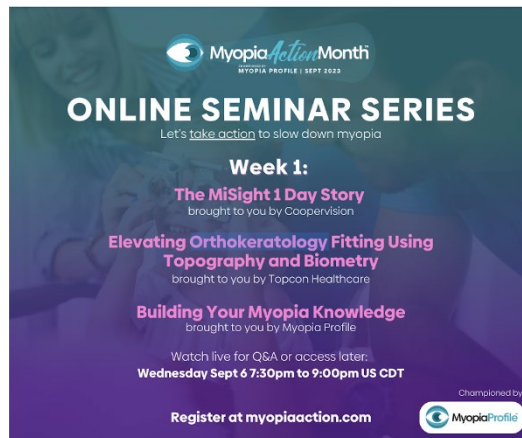
Each of Myopia Action Month’s four weekly seminars will conclude with a themed lecture from Myopia Profile covering myopia management and practice. Themes include Building

Myopia Knowledge, Educating Your Practice Team, Setting Up Your Systems, and Evolving One Step.

Myopia Action Month is backed by several sponsors, each of which have also contributed to the month's educational program. Premier Sponsors include [CooperVision](#), [Topcon Healthcare](#), [EssilorLuxottica](#), and [Johnson & Johnson Vision](#). Supporting Sponsors are [HOYA](#), [Menicon](#), [Ocumetra](#), [SightGlass Vision](#), and [Vioneering Technologies, Inc.](#)

“We’re grateful to our industry sponsors who have dedicated months of collaboration and support to bring this global event to fruition. The resources developed by both Myopia Profile and our sponsors have cumulated in a robust program that will hold immense benefits for ECPs seeking to enhance their knowledge of myopia management,” said Gifford.

For more information on Myopia Action Month, including how to access the Myopia Management Made Simple course and registration for the Online Seminar Series, visit [www.myopiaaction.com](http://www.myopiaaction.com).



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### **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](#).

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