



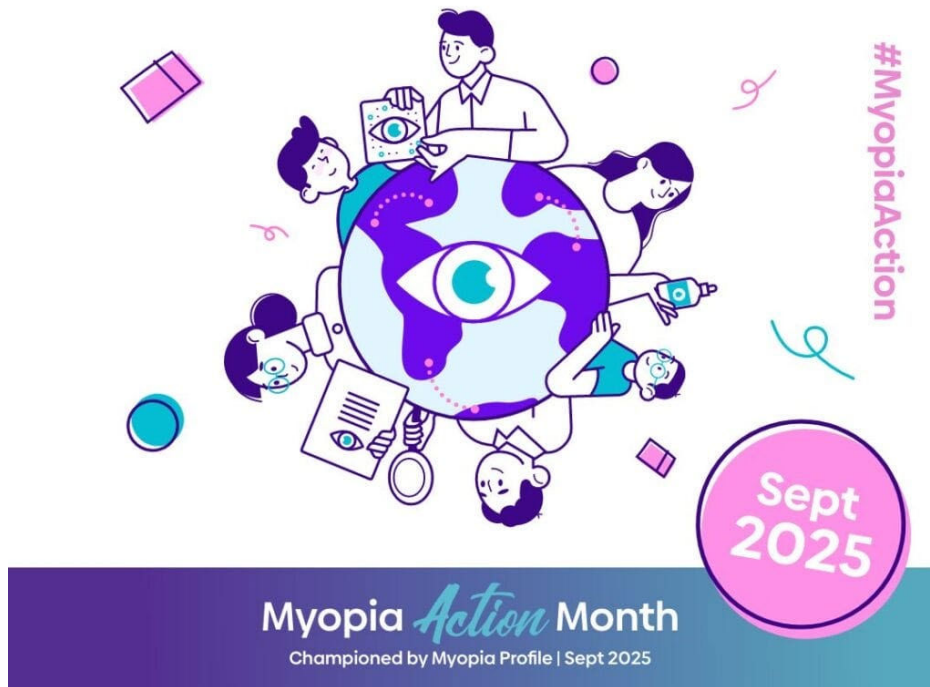
Myopia Action Month Returns in 2025

Free Tools and Resources Empower ECPs to Turn Myopia Awareness into Action

BRISBANE (September 2, 2025) – Myopia Profile today announced the return of Myopia Action Month this September (MyopiaAction.com). Now in its third year, the global initiative builds on the success of previous editions by providing eye care professionals (ECPs) worldwide with new programs and free resources that turn myopia awareness into action. Throughout the month, participants will have access to focused, evidence-based education, actionable tools, and clinically relevant insights designed to assist ECPs at all points in their myopia management journey.

“Every year, Myopia Action Month improves thanks to feedback from ECPs around the world,” said Dr. Kate Gifford, co-founder and director of Myopia Profile. “That input guides us to deliver the resources practitioners need to focus on their priorities. This year, we’ve developed targeted, actionable content streams that address the most common themes we heard, helping them elevate their myopia management practices.”

It's time to take #MyopiaAction.



Throughout September, ECPs can access programs and resources designed to guide practitioners at every step of building effective myopia management programs, including:

- **Myopia Quick Takes** – More than a dozen bite-sized clinical snapshots covering essentials from testing to treatments, distributed across Myopia Profile’s social media channels throughout the month.
- **Clinical Clarity Series** – A weekly 10-minute lecture offering practice pointers on key topics, including getting started, screen time, optical treatments, and atropine.
- **Practice Essentials** – Highlights of resources from Myopia Profile and industry partners to support the next steps in building sustainable myopia management programs.
- **Social Media Toolkit** – A free downloadable kit enabling ECPs to showcase their commitment and expertise in myopia management to patients and local communities.

The initiative aligns with the World Council of Optometry’s advocacy for myopia patient care and is supported by Myopia Profile’s visionary sponsors, including CooperVision, EssilorLuxottica, HOYA, Johnson & Johnson Vision, Menicon, OCULUS, Ocumetra, Alcon, Eyerising International, SEED, Topcon Healthcare Europe, and SightGlass Vision, Inc.

For more information on Myopia Action Month 2025, including access to free resources, visit 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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