



Myopia Action Month Rallied Global Momentum with Record-Breaking Engagement

Surging participation across Myopia Profile's platforms and partners reflects a worldwide movement to prioritize myopia management

BRISBANE (November 3, 2025)—[Myopia Profile](#)'s third annual [Myopia Action Month](#) recently completed as a marked success with explosive growth over the prior two years. Eye care professionals (ECPs) and industry experts worldwide interacted with free, evidence-based educational tools throughout September, discovering new ways to strengthen their myopia management expertise and community involvement.

This year's interactive content was shaped by clinician feedback and included a mix of short educational videos, focused lectures, practical business resources, and ready-to-use tools that helped ECPs share their myopia management experience with patients and communities.

Collectively, these resources drove over 3 million engagements across Myopia Profile's platforms, with the Myopia Action Month webpage specifically experiencing a 40% increase in activity compared to last year and 4.5 times more activity than in 2023. Organic activity across Myopia Profile's social media pages increased substantially with 4.5 times more growth. Sponsors, industry stakeholders, and ECPs worldwide significantly amplified the cause with 11 posts per day on average across platforms and more than 70% of Myopia Action Month posts coming from outside Myopia Profile itself.

"The massive interaction this year shows that listening to the eye care community pays off," said Dr. Kate Gifford, co-founder of Myopia Profile. "We look forward to gathering feedback from this year to make next year's Myopia Action Month even stronger, continuing to evolve and deliver content that truly supports ECPs and advances children's vision care worldwide."

Myopia Action Month 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, Menicon, OCULUS, Ocumetra, Alcon, Eyerising International, SEED, Topcon Healthcare Europe, and SightGlass Vision, Inc.

For more information and access to Myopia Action Month's 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](#).

Media Contact

Laura DiCaprio, McDougall Communications for Myopia Profile

Laura@McDougallPR.com

(585) 434-2153