



2019.06.18

BOLLYWOOD SUPERSTAR AMITABH BACHCHAN RAISES AWARENESS FOR EYE HEALTH IN INDIA

Bollywood actor, Shri Amitabh Bachchan is the face of a new campaign called “SEE NOW”, which raises awareness on eye-health with the ambition of closing the gap between preventable vision loss and service delivery in India.

Deployed across five key districts in Uttar Pradesh, India’s most populous state, the campaign is expected to reach tens of millions of Indians with a simple request: go and get your vision checked.

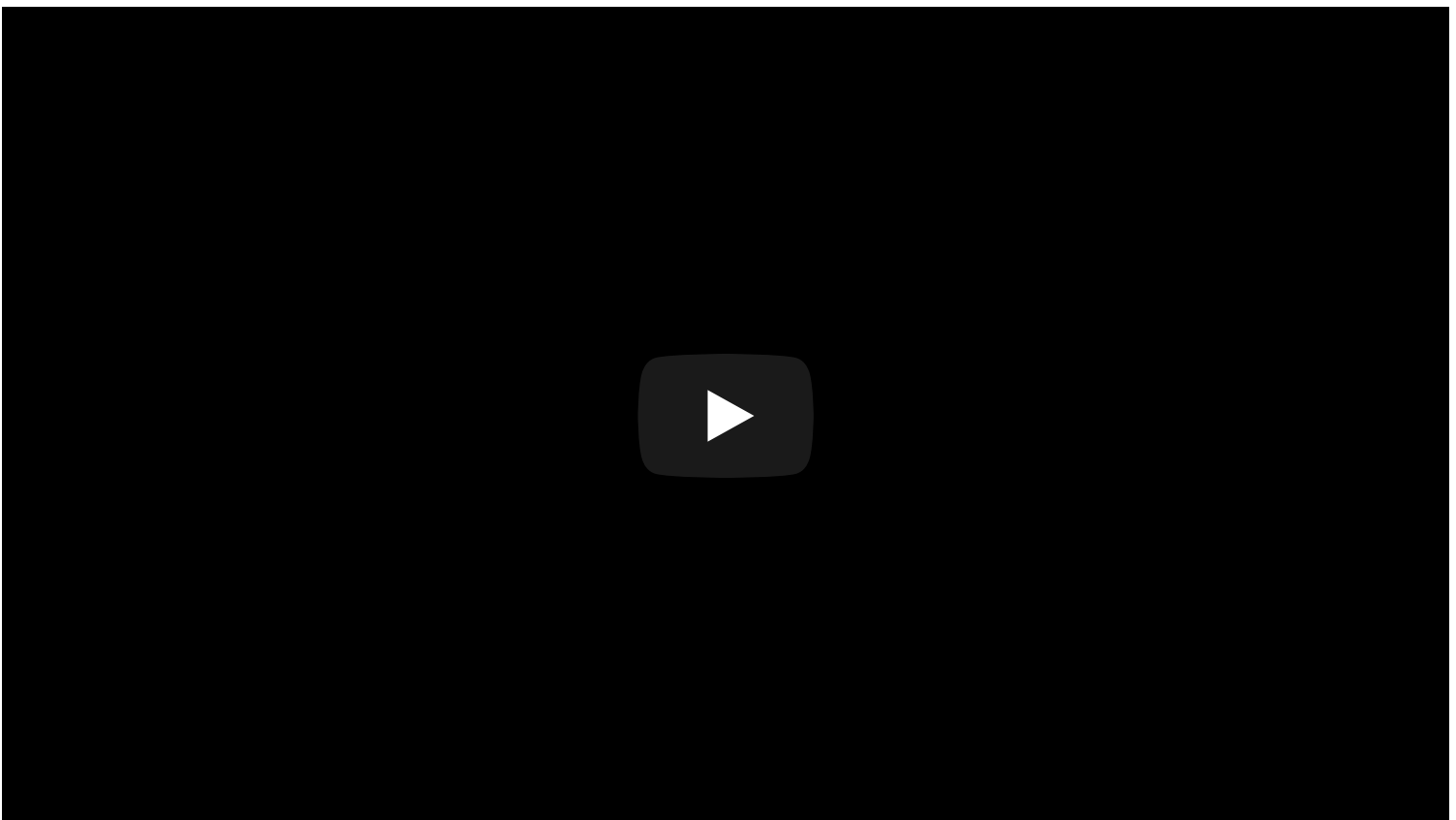
Vision loss: an extreme problem in India

- Almost half of all drivers have impaired vision, creating a public safety issue;
- Women account for 67% of vision problems, but are 40% less likely to access

services;

- Vision impairment is the second highest risk factor for learning difficulties in children;
- Poor vision accounts for \$37 billion in lost annual productivity.

The central solution lies in raising awareness of the importance of eye health, as well as on the safe and simple services that are available . Amitabh Bachchan has chosen to support this campaign to help raise awareness and urge people to go and get their vision checked at government approved services. He is a proud wearer of glasses, and hopes that this will encourage others to wear glasses without any stigma.



Commenting on the campaign, Bachchan said: “Vision problems are extremely common in India, currently about 550 million Indians have serious vision problems which affect their families, their work and their quality of life. The basic lack of understanding and awareness of how eye health works leads to stigma around simple and easy treatments. People are often not aware of the availability in their area of quality eye care services. It really is very simple to avoid a lot of different sorts of blindness by preventative care”

With the help from Sightsavers and Essilor 2.5 NVG, the campaign has also profiled “eye heroes” who work to restore vision and fit glasses. “A lack of awareness and access to eye care prevents 1 in 3 Indians from seeing the world

clearly. Essilor is proud to support the See Now campaign breaking down these barriers as we work towards our ambition to eradicate poor vision by 2050.” said Jayanth Bhuvaraghan, Chief Mission Officer, Essilor International.

SEE NOW has developed a sustainable campaigning model that will increase the salience of vision and drive demand for services across India through the use of innovative online and offline tactics. Leveraging the influence of Shri Amitabh Bachchan, it will deliver a targeted communications campaign to Indians to get their vision tested. The campaign, part of the global See Now Movement, is supported by The Fred Hollows Foundation, Vision for Life and Essilor Vision Foundation, Sightsavers India and VISION 2020 INDIA among others.

Find out more:

[The Fred Hollows Foundation](#)

[Sightsavers India](#)

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