



新聞資料 *Media Information*

Lions Eye Caring Programme for Children

To rectify our Children's amblyopia around the Greater China Region

(17 October 2009, Hong Kong) To rectify our children's amblyopia around the Greater China Region and bring them a healthier life before the 8-year-old "Golden Treatment Period", Lions Clubs International District 303 Hong Kong & Macau, China will kick-off our regional "Lions Eye Caring Programme for Children". Subsequent to the kick-off ceremony today, the programme will serve until March 2010 nearly ten thousand children around the Greater China Region, with service scopes of eye examination, treatment referral, ocular products provision and eye care education. For a total of 4,000+ Po Leung Kuk (co-organizer in Hong Kong) students from more than twenty kindergartens, and their parents, as well as Kuk's residential children, we will arrange eye examination and eye care talks. Referral to ophthalmologists will be made thereafter, if necessary, for prescriptions and other medical follow up.

Officiated by Lion Kenny Chan, District Governor of Lions Clubs International District 303 Hong Kong & Macau, China, Mr. David C H Ho, Chairman of Po Leung Kuk and Ms. Edwina Lam, Pharmaceutical Division Manager, Alcon (major sponsor), the kick-off ceremony cum media briefing was followed by an educational talk, eye examination by optometrists and ophthalmologists, exhibition for the eye care knowledge and game booths. For those cases confirmed to be necessary for medical treatment, we will set down service requirements and provide suitable ocular products or refer to hospitals.

Amblyopia can be classified into 4 types namely, (i) Strabismic amblyopia; (ii) Refractive amblyopia; (iii) Anisometropic amblyopia; (iv) Deprivational amblyopia, which is a common eye problem in childhood, affecting 4-6% of our children. Since one of each child's eyes is usually seeing well still, therefore amblyopia is very often ignored by parents.

Treatment of amblyopia is effective only before the age of eight. The main reason is that the visual cortex in a child becomes mature at the age of six to eight. Both of the eyes have to be able to see clearly simultaneously so that the neural connections between the eye and the visual cortex can be established. Any blurring of vision in either eye will interfere with the establishment of such connection, resulting in subsequent suppression by the visual cortex and amblyopia is developed.

Lion Kenny Chan, District Governor of Lions Clubs International District 303 Hong Kong & Macau, China expressed his gratitude, "Preventing and curing blindness, as well as fighting against ocular diseases have always been the flagship service scope of Lions Clubs International. We are very grateful to have the support from Alcon as our major sponsor for part of the programme's funding,



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and Po Leung Kuk has also provided full facilitation during our planning and organizing as the co-organizer. I also want to express gratitude to Miss Karen Mok, as our Eye Caring Ambassador, with her dedication to community service and support for our programme's publicity."

Mr. David C.H. Ho, Chairman of Po Leung Kuk, said, "Eye care is a lifelong process, this programme provides comprehensive eye caring education. About two months ago, we started promoting this eye caring programme among 22 Kuk's affiliated kindergartens; we have been receiving prompt and overwhelming responses from schools, teachers and parents. Today, nearly 100 students from PLK Vicwood Chong Kee Ting Kindergarten, parents and Kuk's children attend the first service day. I sincerely wish that, by participating in this meaningful programme, all teachers and parents can enhance their knowledge of eye care, stay alert to eye health to prevent eye disease."

Ms Edwina Lam, Pharmaceutical Division Manager of Alcon, said, "We are much honoured to participate in this event and Alcon keeps impelling vision care for public. Eye allergy is also very common amongst children in Hong Kong and various symptoms of eye allergy bring about negative impacts to the children's life. Children's vision are now in the stage of development, parents need to pay more attention to their health of vision, that let the children to be able to study and to develop their potentials in the growth." Alcon also provided a game booth today, to educate parents and children with eye care knowledge and to identify the allergens. All participants received a Children Common Eye Disease booklet and have chance to get free souvenir.

In order to cope with our programme publicity, we have arranged poster display, eye caring exhibition panels and promotion with Internet and emails. We also express our gratitude for the support from New World First Bus Services Limited, Citybus Limited and JCDecaux Cityscape for bus shelters publicity as well as HOYA's donation for the optical products.



Today at the ceremony the officiating guests kicked off the programme series. (Left 6: Ms. Edwina Lam,



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Pharmaceutical Division Manager, Alcon; left 7: Lion Kenny Chan, District Governor of Lions Clubs International District 303 Hong Kong & Macau, China; left 8: Lion Doris Ho, Chairperson, District Eye Caring Committee, Lions Clubs International District 303 Hong Kong & Macau, China; right 7: Mr. David C H Ho, Chairman of Po Leung)



The children were doing eye tests to check if they have any symptoms of amblyopia.

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Appendix: Backgrounder of relevant organizations, Eye Examination Content



Appendix

1) Backgrounder of relevant organizations

Organizer:

Lions Clubs International was founded in 1917 by Lion Melvin Jones with a small group of local business club members in Chicago, U.S.A. Today, we operate in more than 200 countries and geographical areas with about 140 million members. Our District 303 came into being in the fiscal term 1960/61 (the first club was actually chartered in 1955 in Hong Kong). In all these years, we have served Hong Kong, Macau and the Mainland China with service scopes including, Vision, Medical and Health, Education, Environmental Protection, Youth, China Projects, Elderly Services and Leadership training. We also established the first non-profit making eye bank and pioneered in cornea transplant; funded the biggest and the first non-profit Haemodialysis Centre and donated funding to construct the International Lions Village and to purchase other resources for the 512 Sichuan victims.

Co-organizer :

Founded in 1878, Po Leung Kuk is committed to the objective of “protecting the young and the innocent”. The Kuk is dedicated to providing the Hong Kong community with diverse social services.

Since its establishment, the Kuk has evolved into a multi-dimensional charity organisation in line with the social and economic changes over time. Today, Po Leung Kuk has become one of the largest charitable organisations in Hong Kong. The Kuk now runs over 230 service units in the areas of welfare, educational, recreational and cultural services serving over 400,000 people a year.

Major sponsor:

Alcon is currently the world's largest professional ophthalmic pharmaceutical manufacturer, marketing of the product range up to 500 products, used in ophthalmic, ophthalmic surgery and contact lenses care. Alcon launched many pioneering eye products: included the first plastic drip bottles developed in 1953, which has now become the industry standard in packaging. Pataday™ is the only one of once-daily eye drops in relieving eye allergies significantly and help patients to enhance the quality of life. Alcon insists on high quality as the first corporate objective: to discover and develop innovative eye care products that improve the quality of life by helping people see better. To contribute to the community, Hong Kong branch of Alcon participates in various charities in each year. Alcon (Alcon) continues to develop the most advanced ophthalmic products, providing higher-quality eye care for the public in future.

2) Eye Examination process:

1. Stereopsis: Children are to wear a pair polarized glasses and point out the three dimensional images
2. Color Vision: Children are to identify the numbers from Ishihara Chart
3. Visual Acuity: Children are to read from the Snellen Chart at a distance of 3 metres



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While vision of 6/6/ is considered normal, 6/9 and 6/12 is usually acceptable. Each eye of a child is to be tested separately with and without the pin-hole. Referral to ophthalmologists is made if necessary for prescriptions and other medical follow up.

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