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Press Release: 15 September 2023

**National Eye Health Week 2023 (NEHW) 18 – 24 September**

National Eye Health Week (NEHW) aims to raise the profile of optics by encouraging the public to be ‘eye aware’. It uses a series of daily themes inspiring greater take up of routine sight tests and highlighting that lifestyle can play a role in preventing avoidable sight loss. The campaign offers ‘Live Well, See Well’ tips on how to prevent screen fatigue and much more.

David Cartwright, Chair of National Eye Health Week explains: “Eyesight declines as part of the natural aging process and some cases of sight loss are still sadly unavoidable but for many simply going for regular eyes tests and adopting a healthier lifestyle could prevent sight loss having a significant impact on our lives and help people to live well for longer.”

CEO Janice Foster says: “Given the staggering statistic that over 2m people in the UK are living with sight loss, NEHW is as important today as it was when it first started 11 years ago. This year’s focus on prevention is an important message as small actions can make a big difference. Through supporting people to make simple lifestyle changes, helping them feel confident to undertake self care when appropriate, and encouraging them to visit their local high street opticians for professional advice, we will begin to reduce the number of people who sadly experience sight loss that may have been avoided with early care. We always encourage LOCs to get involved in NEHW. It is the ideal opportunity to shine a light on the great work undertaken every day by passionate local professionals to make a real difference to local people.”

*LOCs text to be inserted here.*

Anyone interested in getting involved can read more here [www.visionmatters.org.uk](http://www.visionmatters.org.uk/)

## Notes to Editors

## LOC Information

## Press Contact