



VISION IMPACT INSTITUTE™

**Vision Impact Institute Offers Additional Translations of Vital Eye Health Research
Website Now Available in Chinese; Portuguese Soon to Follow**

Dallas – Nov. 17, 2015 – The [Vision Impact Institute](#) is proud to announce that all website content – from blog posts to research studies to news releases – is now available in Chinese.

China is the world's largest ophthalmic market in volume, with nearly 57 percent of its population requiring vision correction. Of the 1.39 billion people globally whose native language is Chinese, 618 million people – twice the population of the United States – are active Internet users in China¹. The Vision Impact Institute believes that the best way to reach this Chinese population and encourage them to get the eye exams they need is to address the issue directly in their language and through their communication medium of choice – the Internet.

Thanks to the effort to expand the accessibility of this information to multiple language groups and the Institute's continued growth to international markets, the goal of promoting the enhanced quality of life that comes with healthy vision globally is well underway. This global sharing of information will continue with additional translations to Portuguese by the end of the year.

"These translations allow us to emphasize the importance of healthy vision and the many benefits of visual correction on a global scale," said Maureen Cavanagh, president of the Vision Impact Institute. "In China alone, visual health problems account for the dissipation of nearly three percent of the country's annual GDP. As we continue working closely with global advocacy organizations, including the World Health Organization and the International Agency for the Prevention of Blindness that focus on reducing avoidable blindness and vision impairment by 25% by the year 2019, we are confident these new translations of our website will allow the message to reach its maximum audience and people of all language groups."

Globally, more than 7 billion people need vision protection and correction, yet 2.5 billion people remain uncorrected. Uncorrected refractive error costs [\\$272 billion worldwide annually](#), with the Asia-Pacific

1 Source: China Internet Network Information Center

2 Smith et al: Potential lost productivity resulting from the global burden of uncorrected refractive error Bulletin of World Health Organization 2009,87: 431-437 (adjusted to 2015 population data).

region and the Americas region losing \$158 billion and \$57 billion, respectively². The translations to Chinese and Portuguese will help reach some of the largest countries in each of these regions, while also inviting international government policy-makers, industry leaders and influential advocates to join the conversation around this research. Together, by Giving Vision a Voice – in multiple languages – the Vision Impact Institute aims to help people around the world live better lives through better sight.

About the Vision Impact Institute

The Vision Impact Institute's mission is to raise awareness about the socio-economic impact of vision impairment due to Uncorrected Refractive Error and about the benefits of visual correction. Its Advisory Board comprises five independent international experts: Pr. Kevin Frick (United States), Pr. Clare Gilbert (United Kingdom), Pr. Kovin Naidoo (South Africa), Mr. Arun Bharat Ram (India) and Mr. Wu Jianmin (China).

The Vision Impact Institute is an international not-for-profit organization, which benefits from the support of Essilor, the world leader in ophthalmic optics. The interactive web platform of the Vision Impact Institute, a unique data base of research is accessible from: <https://visionimpactinstitute.org>.

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