



VISION IMPACT INSTITUTE™

The Vision Impact Institute Expands Reach with Launch of French Language Website

Website gives French-speaking population access to more than 250 research studies and resources that make the case for healthy vision.

Dallas – August 18, 2017 – The [Vision Impact Institute](#) (VII) has launched a French language version of its website, expanding access to information on the social, economic, and quality of life benefits of healthy vision to more people in more regions around the world.

With an estimated [2.5 billion](#) people globally suffering from vision problems and more than [220 million French speakers](#) worldwide, there is a huge need to reach vision health influencers in their native language. This is especially true in Africa where French is the main language in over 25 countries, and where half the world's French-speaking population lives. Across the continent vision problems are linked to [school absenteeism, scholastic achievement, literacy levels, and future success](#). By tackling eye health conditions early on, however, people and ultimately communities can realize significant gains in regards to improved wellbeing and enhanced educational and employment opportunities.

“We are delighted to launch a French version of our website,” says Kristan Gross, Global Executive Director. “From the day we started the organization in 2013, we’ve stressed that impaired vision is a global challenge. Our French website will connect more people, who we’ve previously been unable to reach, with evidence for change. It’s one more way for us to give vision a voice.”

Since inception, the VII has collected more than [250 research studies](#) with compelling evidence to make the case that eye health should be a priority. At an [annual global cost of \\$272 billion](#), the cost of uncorrected vision breaks down to:

- Asia-Pacific: \$158 billion
- Americas: \$57 billion
- Europe: \$50 billion
- Africa & Middle East: \$7 billion

In addition to being available in [French](#), [visionimpactinstitute.org](#) is also offered in the English, [Portuguese](#), [Chinese](#), and [Spanish](#) languages. Visitors to the site can easily engage with the VII by

[signing up](#) to receive the newsletter, following the organization on social media, reading the monthly [blog](#), or downloading relevant [statistics in the form of infographics](#).

About the Vision Impact Institute

The Vision Impact Institute's mission is to raise awareness of the importance of healthy vision, including the socio-economic impact of uncorrected refractive error (URE) and quality of life benefits of visual correction. Its Advisory Board is comprised of five independent international experts: Pr. Kevin Frick (United States), Pr. Clare Gilbert (United Kingdom), Pr. Kavin Naidoo (South Africa), Mr. Arun Bharat Ram (India), and Dr. Wang Wei (China).

The Vision Impact Institute is a registered 501(c)(3) non-profit organization, which receives support from the Vision for Life Fund from Essilor, the world leader in ophthalmic optics. The Vision Impact Institute hosts an interactive web platform, a unique database of research, available at visionimpactinstitute.org.

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