



**VISION IMPACT
INSTITUTE**

Giving Vision a Voice®

Vision Impact Institute Expands Team to Support Advocacy Efforts in Africa and Europe

Organization appoints Eva Lazuka-Nicoulaud as Director, Europe and Africa

Dallas, Texas – December 19, 2018 – The Vision Impact Institute is expanding its vision advocacy efforts in Africa and Europe with the announcement of Eva Lazuka-Nicoulaud as Director, Europe and Africa, who will be based in Paris.

Eva's work with governments, key opinion leaders, non-governmental organizations, professional bodies, and other industry partners will raise awareness to ensure the priority of good vision for citizens throughout the region.

"Africa and Europe face very diverse economic and legislative challenges when it comes to vision care, but the need for vision correction and protection is paramount," says Eva. "In Africa, the population is young and [60 percent of the population](#) lives on less than \$2 a day. Awareness, access, and affordability are key issues. In Europe, as the population ages, the prevalence of uncorrected vision is on the rise and puts pressure on health care budgets. In Western Europe, the main cause of impaired vision is uncorrected refractive errors (URE), which can affect people from childhood to old age. With more than two billion people living in Europe and Africa, there is a clear need to prioritize vision care in the region."

Eva brings more than 20 years of international experience in the ophthalmic optics industry, scientific consulting, marketing, innovation strategy, and professional affairs to this new role. Most recently she served as head of global key opinion leaders and professional relations at [Essilor International](#), leading advocacy programs with this audience. She also served as Chief Editor of [Points de Vue](#), the International Review of Ophthalmic Optics. In addition to her work experience, Eva brings technical knowledge to the team through her education. She holds a Master's Degree in Management, Marketing and Business Development from ESSEC Business School in Paris and a Bachelor's degree in Optics and Contact Lenses from EOL, Optics School in Lille, France.

“As the Vision Impact Institute has expanded over the past five years, it has become increasingly important for us to advocate where the need is most critical,” says Kristan Gross, Global Executive Director, Vision Impact Institute. “We know that the time is right to create this new position to focus our awareness and advocacy efforts in this region, where, like in much of the world, the number of people living with impaired vision is on the rise.”

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About the Vision Impact Institute

The Vision Impact Institute's mission is to raise awareness of the importance of vision correction and protection to make good vision a global priority. 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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