



News Release

## **Bright Ribbon Campaign to Raise Standard of Eye Health**

### **Singapore Lags Behind According to Global Study**

**5 November 2009, Singapore** – Johnson & Johnson Vision Care, the world leader in vision care, launched The Bright Ribbon Campaign today in an effort to increase awareness and educate the public on the means to achieving true eye health. The campaign aims to encourage both the public and the professionals to play an active role in attaining and maintaining true eye health.

**The campaign will consist of holistic efforts to reach out to the public as well as a charity initiative to sponsor eye check-ups for less privileged youths.**

The campaign was conceptualised based on findings from a global eye health study on eye health standards and practices, which was conducted by Johnson & Johnson Vision Care (JJVC) and The Vision Care Institute™ in 2008. The study investigated eye health standards and practices across 13 countries worldwide and revealed that Singapore was lagging behind the eye health maintenance standards when compared to western countries such as Germany, France and the UK.

One of the findings showed that 83% of Singaporeans surveyed felt that sight was the most important sense, yet they placed eye health low on their health regiment list. Singaporeans visited eye care professionals at an average rate of once every five years, as compared to annually for dental examinations and once every two years for general health screenings. 72% of Singaporean adults were also found to have never had a thorough eye examination with a majority of Singaporeans unsure of what an eye examination entailed.

A thorough eye exam not only evaluates how well the person sees distant and near objects but also assesses the condition of the cornea (the surface) as well as the internal features of the eye.

Singaporean parents were shown to leave the care regiment of their children's eyes mostly to the general vision screenings provided in schools. 79% of Singaporean children have never been to a thorough eye examination before, and the average incidence of thorough eye checks for

Singaporean children was once every five years, compared to going for a general health exam once every 15 months, and once every year for a dental exam.

Findings confirmed that promoting eye exams was an effective means towards improving the level of eye care. The study showed that Singaporeans who had not gone for a thorough eye exam had less knowledge of eye exams and were found to take less care of their eyes in general. Parents who have had an eye exam themselves were more likely to take their children for an eye exam as well.

The Bright Ribbon Campaign seeks to encourage consultations with eye care professionals who are able to screen, diagnose and prescribe suitable vision correction tools to their patients, as well as recommend a suitable regular eye exam schedule based on the individual's eye condition.

“As many problems affecting the eyes do not exhibit symptoms in the early stages, regular eye exams at your eye care professional are therefore very important for timely detection and diagnoses. Catching problems at an early stage will give you the best chance in treating it successfully,” Ng Quan Wei, Professional Affairs Manager and optometrist from Johnson & Johnson Vision Care Singapore, said.

The public can find out more about how to care for their eyes, as well as conveniently find the details of their preferred eye care professional outlets for appointment booking at [www.brightribbon.com.sg](http://www.brightribbon.com.sg). As part of the drive towards contributing back to society in line with Johnson & Johnson Vision Care's credo-based culture, visitors to the site can also take the opportunity to sponsor an eye exam for the less privileged youths from Singapore Boy's Town, Gracehaven and Beyond Social Services.

The Bright Ribbon Campaign will run up to the end of March 2010 and the general public can sponsor a free eye exam for the charities from 5<sup>th</sup> to 31<sup>st</sup> November at the campaign website. These checks will take place at the Singapore Polytechnic Optometry Centre.

“We are very pleased to partner with Johnson and Johnson Vision Care in their drive to raise awareness and educate the public on eye health with the Bright Ribbon Campaign. Through this partnership, our graduating optometry students will work closely with their lecturers in performing the free eye exams for less fortunate youth of Singapore. In doing so, we hope to groom our future Optometrists with professional calibre and social consciousness while giving back to society,” Danny Sim, Head of Singapore Polytechnic Optometry Centre said.

“The Bright Ribbon Campaign is one part of Johnson and Johnson Vision Care’s continued drive for public education and efforts to raise the overall standards of eye health in Singapore. We seek to reach out and arm Singaporeans with knowledge, and work closely with eye care professionals to facilitate regular eye exams and provide proactive eye health education to their patients. We hope that in doing so, we can encourage Singaporeans to take an active role in the attaining and maintaining true eye health, for their overall well-being.” said Bebe Teo, Country Manager of Johnson & Johnson Vision Care, Singapore.

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#### **About Johnson & Johnson**

Johnson & Johnson is a company committed to transforming the world's vision. Since the inception of the Vision Care division, they have strived to increase awareness of the importance of vision and vision care and to provide the world's most exceptional vision correction options. To that end, Johnson & Johnson’s passion for innovation and unwavering commitment to the highest standards of quality has enabled them to become the world leader in vision care, providing a family of outstanding contact lens. Johnson & Johnson Vision Care vision is headquartered in Jacksonville, Florida. It is the maker of ACUVUE® Brand Contact Lenses, the world leader in soft disposable contact lenses.

Johnson & Johnson Vision Care Singapore adheres closely to the credo-based culture of the organization, championing public education, development of professionals in the industry and community development initiatives. This dedication has recently been recognized at the 2009 8<sup>th</sup> National Congress of Optometry and Opticianry, with Johnson & Johnson Vision Care Singapore receiving the prestigious “Corporate Social Responsibility” Award.