

MIDO, the most important appointment in the optical industry at international level, has always been a strong supporter of eye health and prevention. For its next edition - scheduled from February 24th to 26th, 2018 in Milan, Italy - MIDO will host a special event dedicated to EYE HEALTH AWARENESS promotion.

WHY: STARTING POINT

Many actors around the world organize campaigns to promote more efficient eye health practices among the public. Up to now there is not enough coordination and exchange of information among the players.

HOW: GETTING TOGETHER

MIDO would like to bring together selected international actors who share an interest in eye health promotion. They will have the opportunity to present their experience in front of a qualified audience of MIDO international visitors - opticians, distributors, professional operators, eyewear and lenses companies, ophthalmologists, press, bloggers, industry opinion leaders - with the objective of finding common grounds for cooperation.

WHAT: PLANNING FUTURE ACTIONS

The 1st **EYE HEALTH AWARENESS DAY** will hopefully be the first step of an international awareness campaign that will constitute the framework of joint actions in each national context and will help build a stronger position towards institutional actors.

Players to be involved: actors active in eye health promotion, the World Health Organization, the Italian Ministry of Health and the European Commission.

A round table involving all presenters and audience members contributions will build a common platform to share a manifesto/declaration about key messages all players intend to disseminate.

GETTING TOGETHER

1st EYE HEALTH AWARENESS DAY @MIDO 2018

Fiera Milano hall 3 (Otticlub), Rho, Milan, Italy

Sunday February 25, 2018
Opening 2:00 pm

