



## **Myopia Action Month Concludes with Record Engagement: ECPs Embrace Initiative's Impactful Content**

### ***Website Visits and Social Media Activity Soars, Showing Growing Global Support for Myopia Care***

**BRISBANE, September 23, 2024**—[Myopia Profile](#) is wrapping up Myopia Action Month ([MyopiaAction.com](#)) on a high note this week, with impressive engagement numbers highlighting the global enthusiasm of eye care professionals (ECPs) for the initiative's second year. ECPs have actively participated, drawn to the new, interactive content that Myopia Profile has provided, which will remain available through the end of the month.

“We're thrilled to see such incredible global interest during Myopia Action Month, with eye care professionals from all corners of the world embracing this important initiative,” said Dr. Kate Gifford, co-founder of Myopia Profile. “This year's participation demonstrates a rising commitment to advancing myopia care and raising awareness about its impact on children's eye health.”

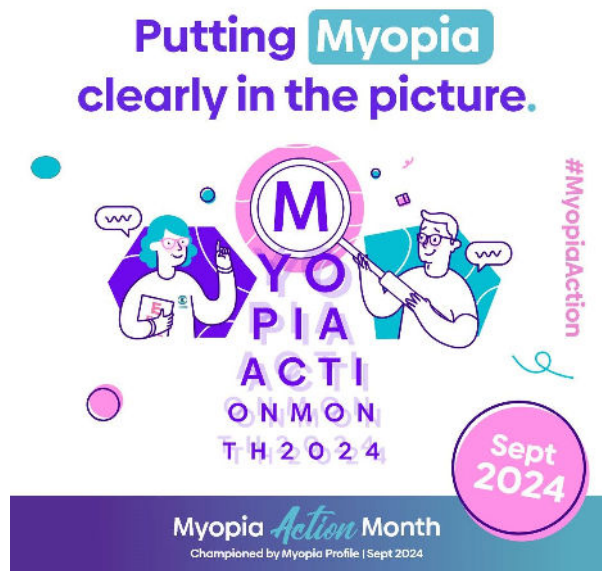
Website activity on the program's dedicated page, [MyopiaAction.com](#), has increased by 16% compared to last year, while social media reach and engagement have surged exponentially. This year, there have been ten times as many posts from ECPs, sponsors, professional associations, educational institutions, and myopia advocacy groups. Notably, only 10% of all social media content was generated by Myopia Profile, highlighting the strong organic interest in the cause.

In this final week of Myopia Action Month, ECPs are encouraged to utilize the evidence-based educational materials, practice tools, and online resources available. These resources are designed to be highly relevant and directly applicable to clinical practice, enhancing both learning and patient care.

“The collaboration with our sponsors has been invaluable in making this effort a success, and we look forward to finishing off the rest of this week with continued enthusiasm and impactful contributions. Together we are making significant strides in addressing myopia and improving outcomes for young patients worldwide,” said Dr. Gifford.

The global initiative aligns with the World Council of Optometry’s advocacy for myopia patient care and is fully supported by Myopia Profile’s visionary sponsors including CooperVision, EssilorLuxottica, HOYA, OCULUS, Johnson & Johnson Vision, Menicon, Ocumetra, Alcon, Topcon Healthcare Europe, SightGlass Vision, Inc., and Visioneering Technologies, Inc.

For more information on Myopia Action Month, including how to access the Online Seminar Series, visit [www.myopiaaction.com](http://www.myopiaaction.com).



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### **About Myopia Profile**

From humble beginnings as a two-page PDF download, [Myopia Profile](#) has grown into a company fostering a thriving, engaged community of eye health professionals around the world, with millions of engagements across web and social media platforms. It is the largest and most popular multi-channel professional educational resource dedicated to childhood myopia management and public awareness. Join the discussion on [Facebook](#), [LinkedIn](#), [YouTube](#), and [Instagram](#).

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