



AMD AWARENESS WEEK

25th - 30th September

See the Whole Picture
visit www.amd.ie



Irish College of
Ophthalmologists
Eye Doctors of Ireland, protecting your vision

 **NCBI**
Working for People
with Sight Loss





See the Whole Picture

AMD AWARENESS WEEK 2017

The **2017 Age-related Macular Degeneration (AMD) Awareness Week** is supported by Novartis, the Association of Optometrists Ireland, Fighting Blindness, the Irish College of Ophthalmologists, the National Council for the Blind, and Healthy Ireland. To mark the 10th year of this very important campaign, we have put the spotlight back on the real people who are affected by AMD; those who live with the condition every day.

The **See the Whole Picture** campaign aims to showcase the reality and impact living with AMD has on a person's vision and their life, and encourages the public to take an AMD test during the awareness week to ensure that they see the whole picture for years to come.

Please visit www.amd.ie for more information on the campaign and the free AMD testing locations at the Novartis mobile testing unit, and for a list of participating Optometrists.

We wish to thank Eamonn O' Nolan, Margaret Critchley, Margery Duffy and Noel Delaney for participating in this campaign. We also wish to express our gratitude to renowned photographer Barry McCall for bringing the campaign to life through his vivid photography.





What is Age-Related Macular Degeneration?

Age-Related Macular Degeneration (AMD) is the leading cause of sight loss in Ireland.¹

IN IRELAND
100,000
OVER 50'S
HAVE AMD¹

EVERY YEAR
7,000
DIAGNOSED
NEW CASES²

AMD HAS
2 TYPES
WET & DRY

WET AMD
CAUSES
90%
OF SEVERE
SIGHT LOSS⁴

As the symptoms of AMD can often go unrecognised, it is crucial that people over 50 get their eyes tested regularly so that if there are any signs of AMD it can be diagnosed and treated as early as possible.

AMD affects the macula at the back of the eye, which is responsible for central vision and allows you to see detail.

There are two types of AMD: dry and wet. Dry AMD is the most common (80-90%).³ At this time there is no known cure of Dry AMD, but taking oral health supplements can slow its progression. Dry AMD can progress to Wet AMD. Wet AMD is responsible for 90% of the cases of severe vision loss.⁴

The good news is, 90% of patients who are diagnosed and treated early will stabilise their vision. 70% may even experience an improvement in their vision.⁵





What are the early symptoms of AMD?

The most common symptom of AMD is distortion and blurring in the centre of the eye.⁶ **If you notice any change in your vision, see an eye care professional immediately, especially if there is a history of sight loss in your family.⁶**

What can I do to protect my vision?

Wet AMD cannot be prevented, there is treatment available and its onset can be delayed by making some lifestyle changes and by ensuring that you have your eyes examined regularly.



**HAVE AN
EYE EXAM EVERY
TWO YEARS**



**EAT MORE
LEAFY GREENS**



**STOP SMOKING
STRAIGHT AWAY**



**SEE AN EYE
DOCTOR IF YOUR
VISION
CHANGES**

AMD is a progressive disease and it is also painless. While AMD may affect your detailed central vision, most people still retain side (or peripheral) vision.





Seeing the Whole Picture for 10 years and counting



“For the past 10 years the Association of Optometrists Ireland has been committed to promoting AMD awareness, detecting the condition early and offering advice to the public. Each year, our members offer free AMD tests nationwide and I am pleased to announce this year will be no different. Please take the time to visit your local participating optometrist during AMD Awareness Week, it could save your sight.” – *Lynda McGivney Nolan, CEO, Association of Optometrists Ireland*



“The Fighting Blindness team is here to provide information and support to people and families affected by sight loss. We’re very excited to continue to support AMD Awareness Week now in its 10th year, an important health campaign raising awareness of the condition and encouraging people to protect their vision by getting their eyes tested regularly.” – *Kevin Whelan, CEO, Fighting Blindness*



“This year is a special anniversary where we mark 10 years of raising awareness about AMD. The Irish College of Ophthalmologists is proud to support the campaign and to advocate for early detection of the condition. The vision loss often associated with a range of eye conditions including AMD, is preventable and diagnosis and treatment by an Eye Doctor, at the earliest opportunity is important to ensure the best health outcomes.” – *Siobhan Kelly, CEO, Irish College of Ophthalmologists*



“As the national sight loss organisation, the NCBI is passionate about ensuring that people are equipped with all the information they need about AMD. Recognising the early symptoms of the condition is key. Our NCBI shops nationwide will be hosting coffee mornings for AMD Awareness Week to raise awareness around this important health initiative, which is celebrating its 10th year, a very important milestone.” – *Chris White, CEO, NCBI*



“Novartis is proud to continually support AMD Awareness Week. This year we celebrate 10 years of commitment to raising awareness of AMD during which time almost 6,000 people have availed of a free AMD test. This year’s campaign, **See the Whole Picture**, puts the focus back on the courageous individuals who live with the condition every day. We would like to welcome everyone to visit the Novartis AMD testing unit travelling the nation this week or their local participating optometrist to avail of the free eye tests.” – *Loretto Callaghan, Managing Director, Novartis Ireland*
Log onto amd.ie for more information





The penguin shown in this picture represents a special trip my two daughters and I took last year to South Africa.

Seeing these were one of the highlights of my stay and something I'll always remember.

This adventure was like none other, and I'm so glad I could share it with my daughters. Experiences like these remind me of why I do not let AMD get the better of me.

*Margaret Critchley
Aged 60, Maynooth, Kildare*



How Margaret sees the world with AMD.





How Eamonn sees the world with AMD.

Since being diagnosed with AMD 10 years ago, I have had to make some adjustments to my life, but I have never let it stop me.

I can still drive during the day, travel the world with my wife, and visit my children, grandchildren, and great-grandchildren. I wanted to be photographed with my iPad as it never leaves my side. I'm always checking golf scores and share prices, reading the paper, and of course looking at photographs of my family.

I would urge everyone to get tested for AMD, if caught early it is a very manageable condition."

*Eamonn O'Nolan
Aged 89, Ballinteer, Dublin*





How Noel sees the world with AMD.

I think my sight is the same as any 82-year-old, despite the fact that I have AMD in both eyes for the last ten years.

It hasn't stopped me - I travel with my wife, meet up with friends and spend hours surfing the web. It is so important to pay attention to your sight and notice the warning signs early. For me it was a small brown speck in my vision, which I later found out was advancing AMD.

I tell everyone that if I hadn't had that speck checked out I would be blind by now.

*Noel Delaney
Aged 82, Tallaght, Dublin*





How Margery sees the world with AMD.

One of my favourite pastimes is reading, I'm an avid reader and a member of a regular book club. I couldn't imagine not being able to pick up a novel and escape into its story.

I was diagnosed with AMD in 2010 during a routine eye test. I was so lucky to have been caught early, and because I started treatment immediately the condition has never affected my vision.

*Margery Duffy
Aged 83, Dundrum, Dublin*





Get your free
AMD test during
AMD Awareness Week,
25th - 30th September.

Visit www.AMD.ie

REFERENCES

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