



AMD AWARENESS  
WEEK | 20-26<sup>TH</sup> SEPT



Age-related Macular Degeneration (AMD) is the **No.1 cause of sight loss in Ireland for over 50s.\***

Get the full story about Age-related Macular Degeneration at **AMD.ie**

\*The Cost of Sight Loss Report NCBI 2011.





**2021  
AMD Awareness  
Week Ambassador  
Anne Doyle**

## **Foreword**

Reading offers us an escape from life into exciting worlds created by the imaginations of the best authors. So, we shouldn't let something like Age-related Macular Degeneration – or AMD – stop us from enjoying the pleasure it brings to our lives. Since retiring, I'm more conscious than ever of taking care of my health but I also know it's easy to ignore symptoms when we're leading busy, working lives.

The See the Full Story campaign is an important reminder to ensure we continue to enjoy one of life's great escapisms, reading, as we age. It gives us the opportunity to learn about the symptoms of AMD, the impact of fluid in or under the retina on our eyesight and prompts us to get our eyes tested regularly. We have the power in our own hands to take control of our eye health. Conditions such as AMD should never be a reason to reduce our quality of life as we age.

## What is Age-Related Macular Degeneration?

Age-related macular degeneration (AMD) or Macular Degeneration is a chronic, degenerative eye condition that gradually diminishes central vision, blurring or obscuring what you see when you look straight ahead.<sup>1</sup>

AMD, is caused by the thinning of the macula (MAK-u-luh), a part of the retina that is responsible for central vision.<sup>1</sup> With AMD, you may see a blank area in your vision or straight lines may look wavy.<sup>1</sup> It may be difficult to read a book, locate the edge of a kerb or recognise faces.

### There are two types of AMD: dry and wet

Dry is the more common (80-90%), and while there is no known cure, oral supplements may slow its progression.<sup>3</sup>

Dry AMD can progress to wet AMD, which is responsible for 90% of cases of severe vision loss.<sup>4</sup>

### The impact of fluid in or under your retina

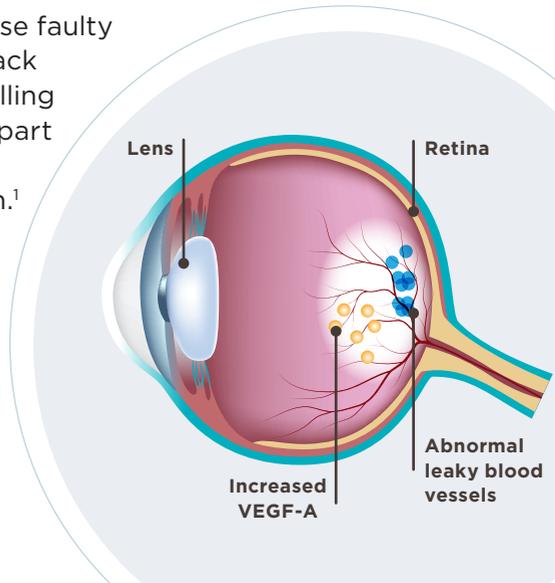
Wet macular degeneration is a chronic, degenerative condition characterised by abnormal blood vessels that grow underneath the retina.<sup>1</sup>

The condition gets worse as these faulty blood vessels leak fluid in the back of the eye. This may lead to swelling and damage of the macula, the part of the retina that lets you see colour and maintain sharp vision.<sup>1</sup>

A healthy retina is a dry retina.<sup>5</sup> If this fluid isn't controlled, central vision will gradually get worse, leading to difficulty doing everyday activities such as reading, recognising faces and driving.<sup>2</sup>

In Ireland over  
**100,000**  
people over  
50 years old  
have AMD<sup>2</sup>

Wet AMD  
causes  
**90%**  
of severe  
sight loss<sup>4</sup>





**Mr Mark Cahill,**  
Consultant Eye Surgeon and  
spokesperson for the Irish College  
of Ophthalmologists

“AMD is one of the most common causes of vision loss in older adults in Ireland; however its outcome has been greatly improved with new treatments. It is a privilege to be able to help patients regain their vision and this campaign provides an important reminder that the threat of sight conditions as we age is something we need to be more aware of.

People over 50 and those with a family history of AMD should be aware of the symptoms and have their eyes checked every two years or as directed by their eye care professional. The early detection and diagnosis of wet AMD by an eye doctor and prompt treatment is crucial to prevent sight loss. It is also important to remind people that simple lifestyle changes can have a big impact and help to slow the progression or onset of AMD, like giving up smoking, eating a healthy diet rich in leafy greens and exercising regularly.”



**Kevin Whelan,**  
CEO, Fighting Blindness

“The Fighting Blindness team provides information and support to people and families affected by sight loss. We’re committed to continue to support AMD Awareness Week, an important annual health campaign raising awareness of the symptoms of this condition and encouraging people to protect their vision by getting their eyes tested regularly.”



**Chris White, NCBI CEO**

“NCBI fully supports this campaign as early detection of AMD is crucial to maintaining levels of vision as you get older. It is important that anyone noticing changes in their vision have it checked out as AMD is common among the over 50s. NCBI services are available throughout the country to anyone affected by AMD offering practical and emotional support, rehabilitation services and other training to maximise independence.”



**Lynda McGivney-Nolan,**  
Optometric Advisor to  
Association of Optometrists

“The most effective way to detect AMD is by having regular eye examinations with your eye care professional. AMD testing is routinely carried out by all optometrists during an eye examination. Optometrists are trained to identify the early changes at the macula that can appear before your eye sight is affected. They are also trained to give you advice on how to reduce and manage your risk of developing AMD. If you have any concerns about your vision, you should talk to your optometrist.”



**Audrey Derveloy,**  
Managing Director, Novartis Ireland

“Novartis is committed to helping people with eye diseases and we are proud to continually support the 14th year of AMD Awareness Week. Our ‘**See the Full Story**’ campaign highlights how daily tasks that involve reading can be impacted by wet AMD. We’re encouraging people over the age of 50 to get their eyes tested and learn the AMD symptoms to watch out for. We’re delighted to also re-launch [www.amd.ie](http://www.amd.ie), a helpful resource designed to help those at risk, their caregivers and the general public.”





# AMD Symptom Checker



**Normal Vision**

**IF YOU NOTICE ANY OF THESE AMD SYMPTOMS,  
CONTACT YOUR EYE CARE PROFESSIONAL  
IMMEDIATELY.**



**Blurred Vision**



**Distortion**



**Dark Spots**

**AMD cannot be prevented;**  
however, the onset can be delayed by making some  
lifestyle changes and through regular eye tests<sup>3</sup>



You should have your eyes tested every two years by an eye care professional, especially if there is a history of sight loss in your family<sup>3</sup>



Eat more leafy greens rich in Lutein such as kale or spinach<sup>3</sup>



Take supplements like Vitamin E and Zinc<sup>3</sup>



Stop smoking<sup>3</sup>

If you are worried about your sight, please see an eye care professional for a full eye examination



## Helping people living with wet AMD

# www.amd.ie

Free information booklet downloads

Educational videos

AMD Symptom Checker

Helpful advice for carers

Tips & advice for support services

**Get the full story**  
about Age-related Macular  
Degeneration at  
**AMD.ie**



**References:** **1.** National Eye Institute. Facts About Age-Related Macular Degeneration. Available at [https://nei.nih.gov/health/maculardegen/armd\\_facts](https://nei.nih.gov/health/maculardegen/armd_facts). Accessed July 2019. **2.** Akuffo KO, Nolan J, Stack J, Moran R, Feeney J, Kenny RA, Peto T, Dooley C, O'Halloran AM, Cronin H, and Beatty S. Prevalence of age-related macular degeneration in the Republic of Ireland. *British Journal of Ophthalmology*. 2015. Available at: <https://bjo.bmj.com/content/bjophthalmol/99/8/1037.full.pdf>. Accessed July 2019. **3.** <http://www.eyedoctors.ie/your-eye-health/eye-conditions.asp>. **4.** Arnold et al. *BMJ* 2000;321:741-744 Clinical Evidence AMD. **5.** Arnold J et al. The role of sub-retinal fluid in determining treatment outcomes in patients with neovascular age-related macular degeneration – a phase IV randomised clinical trial with ranibizumab: the FLUID study. *BMC*.

Photos posed by models.

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