

SUMMARY REPORT OF THE PROJECT LAUNCH CEREMONY

~ “PREVENTING AVOIDABLE BLINDNESS FROM DIABETIC RETINOPATHY IN ANHUI PROJECT” ~





“Preventing Avoidable Blindness from Diabetic Retinopathy in Anhui Project” was launched by the Fred Hollows Foundation and together with local partners and government stakeholders in Anhui Province, China on 21 September 2022.

The project can support both strengthening health systems and improving health literacy in the areas of ophthalmology and eye care. Eye complications caused by diabetes, such as diabetic retinopathy (DR) can cause visual impairment and even blindness and DR is one of the world’s leading cause of blindness and vision impairment. If the patients are diagnosed and treated at early stage, serious visual impairment can be avoided. In order to protect local people’s health, this project is expected to benefit more than 150,000 local people at risk of becoming blind from complications associated with diabetes.

There were three sessions: local media interview, leaders delivering speeches, and project introduction and mobilization meeting. Each Leader has a strong passion and responsibility to promote this project and delivered speeches.

MESSAGE

Zhang Hongwei, Director, Corporate Communication attended this ceremony. The following is his comment.

It is a great honor for me to be here on behalf of Astellas, to witness the kickoff of this project to improve availability, affordability and accessibility of diabetic retinopathy services in Anhui. As a global pharmaceutical company with 28 years history in China, Astellas is always committed to sustainable development and social responsibility. In fact, sustainability has become one of the four strategic goals outlined in our Corporate Strategic Plan 2021. In China, Astellas is aiming to play a leading role in oncology and specialty care. Meanwhile, we are proactively fulfilling corporate society responsibility. “Changing Tomorrow” is a global volunteer activity focused on the themes of “health” and “environment”. In the past year, employee volunteers from Astellas China spent over 1000 hours in total, in teaching students in rural region diversified healthcare knowledge.

We look forward to new progress working together to help build a more sustainable future.



Zhang Hongwei, Director,
Corporate Communication

Over the course of the project the Fred Hollows Foundation will have impact on the community through the activities listed below:

- 150,000 people living with diabetes will receive screenings conducted through community-based outreach activities
- Development of an online Diabetic Retinopathy (DR) training course
- Establishment of a DR grading center
- Provision of training and equipment for such as screening and treatment for DR
- Training 750 community health workers in primary care for Diabetes Mellitus and DR
- Development and distribution of 2,000 sets of primary eye health toolkits to township and village doctors
- Provision of regular DR education sessions to local people by township doctors