

Macular Degeneration Awareness Week - June 5 to June 11 2006

This year's MD Awareness Week adopted an Australian theme to highlight the impact of central vision loss caused by Macular Degeneration. The campaign included the use of a community service announcement aired on major TV and radio networks across Australia.

During the campaign, over 27,000 posters and more than 190,000 flyers were sent to optometrists, ophthalmologists, selected GPs, podiatrists, pharmacies and health food stores.

The Foundation's Tasmanian support group held a successful launch on Saturday 3 June at Wrest Point, Sandy Bay.

In Queensland, the Rotary Club of Burleigh Heads also contributed by supporting a local advertising campaign.

In Sydney, the official launch was held on Tuesday 6 June at NSW Parliament House. Guest speaker Elizabeth Carr, an inaugural member of the Foundation, spoke with passion about the effect of MD on her late father and the recent diagnosis of her mother. She also outlined the increased level of support now available since the Foundation's inception. Chairman Leslie Lofthouse welcomed all attendees whilst Dr Paul Beaumont discussed the changing landscape of MD treatments. Board Member Peter Brown then launched the new publication *Low Vision - A Guide*.



Above - The campaign theme



Above - Guest speaker Elizabeth Carr

A special thank you to the organising committee and our sponsors Blackmores, Novartis Ophthalmics and Optometrists Association Australia for their support.

MD Education Tour Roundup

The Foundation has recently completed successful education tours of Canberra, Victoria, Queensland and the Northern Territory as well as the North Coast and Hunter Regions of NSW.

These sessions provided information on MD, its risk factors, treatment options and management of the disease for nearly 2000 attendees.

The Foundation wishes to thank all of its partner organisations for their assistance during these tours including Quantum Technology, HumanWare, Guide Dogs NSW / ACT, Vision Australia, Canberra Blind Society, Royal Blind Foundation Queensland, Guide Dogs Queensland, Queensland Blind Association, Australian Hearing and Guide Dogs Victoria.

Upcoming Tours

Please check the MD Foundation's new website for information on upcoming education sessions or phone 1800 111 709 for further details.

Below - Taylor Bradshaw from Guide Dogs NSW / ACT makes a presentation at Port Macquarie



Building Relationships - Julie Heraghty, CEO

The MD Foundation is building and strengthening its relationships both at home and abroad. Recently the Foundation signed Memorandums of Understanding (MOU) with Royal Guide Dogs Association of Tasmania, Glaucoma Australia and the Royal Blind Foundation, Queensland.



A Global Summit on Age Related MD Action took place in Brussels on May 14 and 15. AMD Alliance International hosted a vast gathering of AMD patient advocates, opinion leaders and expert medical advisers. The MD Foundation was one of 55 Alliance members from 21 countries represented at the summit. The Foundation was also elected as a member of the Board of Directors of AMD Alliance and Regional Lead for the Asia Pacific. With International partners the Foundation will work to reduce the incidence and impact of Macular Degeneration.

Left - MD Foundation CEO Julie Heraghty with Alexander Gilliland, CEO of Royal Blind Foundation, Queensland at the signing of the MOU.

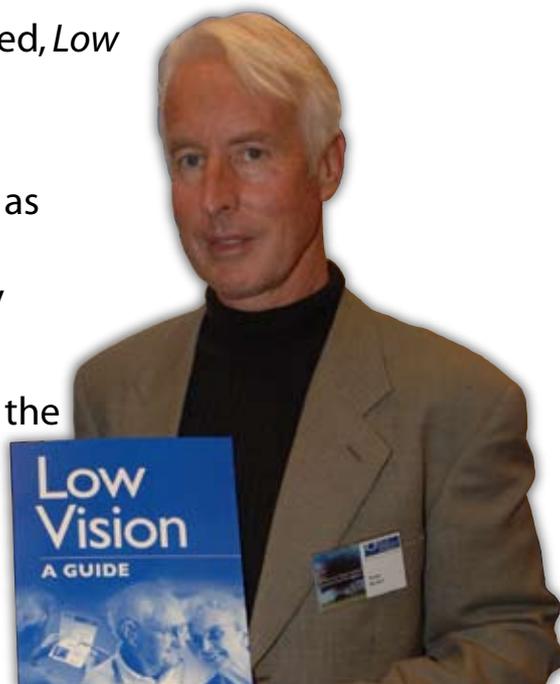
Low Vision - A Guide

The Foundation has released its latest publication titled, *Low Vision - A Guide*, in response to the growing need for information on low vision.

The 20 page booklet addresses important issues such as coping strategies and low vision tips for the recently diagnosed. It also includes a detailed service directory of low vision organisations in Australia.

To order a copy of *Low Vision - A Guide* please contact the MD Foundation on 1800 111 709 or visit our website.

Right - MDF Board Member Peter Brown at the Awareness Week launch with a copy of the newly released publication Low Vision - A Guide, a valuable resource for the MD Community.



Launch of new website - www.mdfoundation.com.au

The Macular Degeneration Foundation has launched its brand new website as part of MD Awareness Week 2006.

What's new?

The Foundation's new site features a text only version specifically designed

for those with a vision impairment and also includes the option of increasing text size for easy viewing.

Other new additions include:

- A comprehensive guide to low vision
- A media and communication section
- A new range of fact sheets, research reports and publications
- Revised information on MD, its risk factors and treatment options.

If you have any feedback on the new website please feel free to contact the Foundation on 1800 111 709 or email info@mdfoundation.com.au.



Information on Treatments for Wet Macular Degeneration

Due to the changing nature of treatments for Wet Macular Degeneration, the Foundation has made available a 5 page document titled 'Information on Treatments for Wet MD.' This can be downloaded from the Foundation's website (<http://www.mdfoundation.com.au/page143043.aspx>).

A copy is available on request from the MD Foundation. Please note that this document is not to be considered as medical advice.

Treatment options should be discussed with your ophthalmologist.

Our focus is your vision

Contact Us

Suite 302, Level 3, 447 Kent Street
SYDNEY NSW 2000

Helpline 1800 111 709 **Tel** 02 9261 8900

Email info@mdfoundation.com.au

Website www.mdfoundation.com.au

Donate to the Foundation

As a charity, the MD Foundation relies on donations, bequests and sponsorship to fund its operations. A donation slip and reply paid envelope is included with this newsletter for your convenience.

An easier and quicker option is available by calling the Foundation to make a credit card donation. All donations over \$2 are tax deductible.

The MD Foundation would like to say a big thank you to all who have donated so far in 2006!

Supporting this Newsletter...

The Winter Edition of the Macular Degeneration Foundation newsletter was kindly sponsored by HumanWare.

About HumanWare

HumanWare is a company committed to designing innovative solutions to assist vision-impaired people lead more enhanced and independent lives.

Contact HumanWare on 02 9686 2600 to find out more about their range of

Congratulations!

The MD Foundation congratulates its former patron and noted author Colleen McCullough for being appointed an Officer in the Order of Australia (AO) as part the Queen's Birthday honours list. Colleen received the AO for services to the arts as an author and to the wider community through support for education programs, medico-scientific disciplines and charitable organisations and causes.

The Foundation is delighted that formal recognition has been given through this award in honouring a great supporter of the MD Community.



*Left -
The 2004
Awareness
Campaign
centred on
Colleen*

solutions designed to maintain privacy and assist with reading and writing.

Call HumanWare before 31 August 2006 if you would like to receive a personalised Solutions Catalogue.

www.Humanware.com

DISCLAIMER: This Newsletter is produced by the Macular Degeneration Foundation Australia. It is intended as a Newsletter and its contents do not constitute medical advice and should not be relied on as such.