

## **Lucentis - A Treatment That Is Sight-Saving For Many People With Wet AMD**

The Opticians Association of Canada (OAC) is a member of the National Coalition for Vision Health (NCVH). One of our fellow members in the NCVH is the Canadian National Institute for the Blind (CNIB). This week the CNIB has launched a campaign regarding access to a new treatment for Age Related Macular Degeneration (AMD) and they have asked for our assistance. The following is a message from Keith Gordon, Head of Research at the CNIB. We urge you to review the material.

“I wanted to make you aware of an advocacy campaign that CNIB has embarked on this week on an issue that I believe concerns us all: the access to the new treatment, Lucentis, a treatment that is sight-saving for many people with wet AMD.

Thanks to a recent decision by Canada’s Common Drug Review (CDR), tens of thousands of Canadians may needlessly go blind – or only wealthy Canadians may afford what is an essential treatment for the leading cause of blindness in Canada.

The CNIB advocacy campaign entitled Right to Sight is designed to encourage CDR to change its decision when it next meets on January 23<sup>rd</sup>. More information on this issue is available at the bottom of this email.

We issued a media release earlier this week which is available on our website at:

<http://www.cnib.ca/en/news/archive/01092008-righttosight.aspx>

### **How you can help**

There are several ways you can personally help with this campaign.

1. Visit the campaign website at [www.righttosight.ca](http://www.righttosight.ca) and participate in our letter writing campaign to government decision makers.
2. Join CNIB’s Facebook group, **10,000 Strong for the Right to Sight in Canada**. (<http://www.facebook.com/group.php?gid=9512210551>). The group was set up so people can get more information about AMD, post stories about their experiences with the disease, and show even more support for the issue. You also might want to invite your Facebook ‘friends’ to join the group if you think they would be interested.
3. Forward this email, with Right to Sight campaign information at the bottom, to members of your organization or anyone you know who would be interested in supporting this issue. The campaign email below contains direct links to our letter-writing website.

Thank you for considering this matter, and for assisting CNIB with what we regard as a critical issue for all Canadians.”

Keith D Gordon Ph.D.  
Head of Research,  
CNIB