A toolkit on how to implement MyopiaEd









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Be he@lthy, be mobile: a toolkit on how to implement MyopiaEd

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Executive summary

"Be He@lthy, Be Mobile" (BHBM) is a global initiative led by the World Health Organization (WHO) and the International Telecommunication Union (ITU). It is based on the use of mobile technology for digital targeted client communication messaging to address a range of noncommunicable diseases and health issues.

Myopia represents an important public health issue in the 21st century. Uncorrected myopia is a leading cause of vision impairment; it can contribute to poor academic performance in children, and poses a considerable financial burden on countries, with an estimated annual global productivity loss of US\$ 244 billion. To further confound this problem, the prevalence of myopia is projected to increase substantially in the coming decade, from 2.6 billion in 2020 to 3.36 billion in 2030. During the same period, the number of people with high myopia, an emerging cause of irreversible blindness, is projected to impact over 500 million people by 2030. Although refractive correction, through use of spectacles, provides a simple and safe means of correcting myopia, compliance with spectacle-wear among children and adolescents is often suboptimal, commonly attributable to misconceptions and stigma.

Growing evidence among child populations strongly implicates lifestyle risk factors, including intensive near vision activity (as a risk factor) and longer time spont outdoors (as a protective factor) in the opset and

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