

# press release

## **Standard Chartered’s “Seeing is Believing” project to focus on uptake of Child eye health services**

**Ejisu, Ghana 12<sup>th</sup> October 2017** – Annually, on the second Thursday of October, World Sight Day is celebrated to raise awareness of the 36 million people who are blind and the 217 million people that are visually impaired worldwide. This year, Standard Chartered is marking the occasion by launching a new project in partnership with Orbis with the aim of promoting the increase of eye health services. This project focuses on the primary level and district hospitals to increase the uptake of eye health services by children (0-15) and adults in four districts in the Ashanti Region.

80 per cent of blindness and vision loss is curable or preventable. That means four out of five of the visually impaired lose their sight needlessly. According the Ghana Blindness and Visual Study (2015), 0.74 percent of Ghanaians are blind. Additionally, 1.07 percent have severe visual impairment. That’s why Standard Chartered has committed to raising USD 100 million by 2020 through Seeing is Believing – its global initiative launched in 2003 and run in partnership with the International Agency for the Prevention of Blindness (IAPB) – to fund leading eye health organisations to deliver projects that train doctors and health workers, develop eye care infrastructure and support services to the poor.

Since 2007 Seeing is Believing has implemented various projects in Ghana which include investment in eye health projects that range from providing comprehensive eye care in low and middle-income communities to building innovative eye health delivery solutions. Projects undertaken include the construction of fully equipped eye clinics complete with surgery facilities to the training of health workers in identifying and dealing with primary eye health cases.

**Mrs. Mansa Nettey, Chief Executive of Standard Chartered Bank Ghana Limited**, speaking at the formal launch of the project during the 2017 World Sight Day celebrations said: *“As a bank it gives us great pleasure to support this intervention which focuses on the most vulnerable in society – our children. Through Seeing is Believing we are able to strengthen the Ghanaian*

*health system to promote the uptake of child eye health services. We are hopeful that this project will translate into quality eye health services for residents in the chosen districts especially children”*

Speaking at the launch, **Dr. Maria Hagan, Country Representative for Orbis** said, *“with financial support from Standard Chartered’s “Seeing is Believing”, Orbis Africa is able to expand the delivery of child eye health services from the primary level through the referral system to the tertiary level through the strengthening of the existing health system”.*

The project which falls under Seeing is Believing Phase 5 tranche 3 is estimated at \$400,000 will run for three years and will be implemented in four districts in the Ashanti region - Afigya Kwabre, Ejusi Juaben, Atwima Kwanwoma and Bosomtwe Districts.

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**Notes to Editors:**

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Standard Chartered Ghana is listed on the Ghana Stock Exchange and has been one of the leading stocks over a sustained period of time. Standard Chartered is also among the top 25 companies on the Ghana Club 100, the Ghana Investment Promotions Council’s coveted list of Ghana’s top corporate entities.

The Group offers a unique footprint across Africa, Asia and the Middle East – In Africa, Standard Chartered has a presence in 16 markets, a network of 180 branches and outlets and more than 150 years of doing business on the continent.

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