



Product spotlight

This summer, zoom in on the world around you with a modern video magnifier from CNIB!

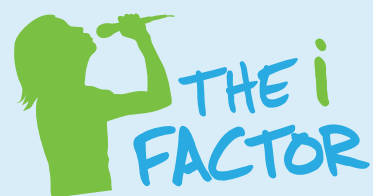
Video magnifiers are the most powerful and flexible way to enlarge printed material and images. You can customize the settings to suit your needs exactly – so reading your mail or the newspaper becomes so much easier.

Whether you want a convenient pocket-sized model or a powerful desktop system, CNIB is your one-stop source for these handy devices. To learn more about video magnifiers and where you can try one out, call us at 1-866-659-1843.

For even more practical products that will make your life easier, visit us online at webstore.cnib.ca.



Mark your calendar!



The i Factor
Canadians with vision loss are putting their musical skills to the test in The i Factor, CNIB Lake Joseph Centre's new musical competition specifically for people with vision loss.

Contestants over 16 years of age entered the contest by uploading a two-minute video of their performance to theifactor.ca. The top ten finalists, selected by an independent panel, will be transported to Lake Joe, CNIB's fully accessible recreational facility in the heart of the Muskokas, for a week of musical training in advance of the live finale on August 8.

At this premiere gala event, the top ten will perform in front of a panel of celebrity judges and compete for audience votes. The grand prize is roundtrip transportation and accommodation in a to-be-determined Canadian city for the winner and a guest. There, the winner will have a once-in-a-lifetime chance to open for Juno-nominated singer-songwriter Terry Kelly.

For more information about this great competition, visit theifactor.ca today!

Transitions® lenses patient survey

Do you have patients who plan to get Transitions® lenses, or who have just filled their prescription? They could win back the cost of their glasses by filling out a brief survey at transitions.com/registermylenses – and help CNIB in the process. One dollar from every registration will be donated to CNIB through the Transitions® Healthy Sight for Life fund.



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CNIB Vision is also available in French, electronic and alternative formats



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Make the connection Referring your patients to CNIB

CNIB works closely with the eye care community to make sure Canadians get the support they need to live well with vision loss. Wondering how you can help patients connect to CNIB? Here are some helpful hints:



CNIB is an option when vision loss creates challenges in someone's life, or is expected to do so.

Q: How does CNIB help people with low vision?

A: CNIB offers a wide range of support services for Canadians living with low vision, including life skills training to maximize independence at home and in the community, peer-to-peer emotional support, adaptive technologies that make the most of remaining vision, Canada's largest library of audio books and much more.

Q: When should I consider referring someone?

A: You don't need to wait until your patient is legally blind to refer them to us for services. CNIB can help whenever vision loss creates challenges in someone's life, or is expected to do so. We can help your patient cope with newly diagnosed vision loss, complementing ongoing medical

interventions. We can also provide support for family members.

Q: How do I refer someone for programs and services?

A: There are many quick and easy ways to connect a patient with CNIB. You or a member of your staff can fill out a Request for Service form, available at cnib.ca/requestservice, and:

- Fax it to CNIB at 416-480-7700, attention Yolanda Malabanan
- Mail it to CNIB, 1929 Bayview

Avenue, Toronto, ON, M4G 3E8, attention Yolanda Malabanan

- Give it to your patient and have them contact the nearest CNIB office

You can also call CNIB toll-free at 1-800-563-2642 or contact your local CNIB office to make a verbal referral.

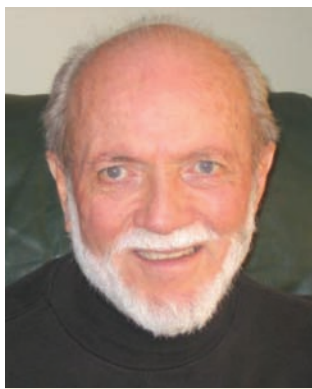
Q: What happens after I make a referral?

A: We will contact your patient within five working days of receiving a referral. One of our qualified vision rehabilitation specialists will explore their needs and concerns, and work with them one-on-one to build a personalized support plan.

IN THIS ISSUE

- Meet John M. Rafferty, CNIB's president and CEO
- Take our readers' survey for a chance to win a prize
- Research updates, upcoming events and more!

Speaking out for CNIB



Ron Moore,
CNIB volunteer

Speaking to a crowd about his experience living with vision loss wasn't easy at first for Ron Moore. But he quickly realized how important his role would be in helping others in his community.

Eight years ago, Moore was diagnosed with age-related macular degeneration. "It was difficult for me to accept," says Moore. But with CNIB's support, he was able to get back on track.

Moore, who lives in Charlottetown, PEI, has volunteered at CNIB for the past five years as a board member and ambassador. Moore speaks to others living with vision loss about CNIB, and also raises funds for the Walter Gretzky CNIB Golf Classic in Halifax.

"I love being able to share what I've gone through and, in some way, help someone realize that a good quality of life is possible regardless of vision loss."

Visit cnib.ca/volunteer to learn more about volunteering in your community.

Did you know?

CNIB has many online vision health tools that can help your patients get the information they need:

- **The Challenge Series:** These award-winning multimedia guides on age-related macular degeneration and glaucoma provide an overview of each eye condition, including risk factors, treatment and disease management. cnib.ca/takethechallenge
- **Insight e-newsletter:** A free source of trusted vision health news and information. cnib.ca/insight



- **You and Your Vision Health:** Purchase this easy-to-understand guide for seniors about maintaining vision health and coping with age-related vision loss. Perfect for the waiting room! cnib.ca/visionhealthguide



Complete our online survey and win a prize!

Take our readers' survey

We want to know what you think of the new Vision, and what you'd like to read about in future issues.

Take our short readers' survey and enter a draw for a chance to win a Quantum digital voice recorder (approx. value \$29.95).

Three prizes are available, and your chance of winning depends on the number of eligible entries we receive by 11:59:59 p.m. EST on August 15, 2009. No purchase necessary, but a skill-testing question is required.

For full contest rules and to take the survey, visit us online at cnib.ca/visionsurvey.

Narrowing the focus

What you may not know about glaucoma

A CNIB survey has found many Canadians lack critical knowledge about glaucoma, the second-leading eye disease causing vision loss among Canadian seniors.

The survey, conducted as part of a glaucoma awareness initiative called Eye Care About You, found that seven in 10 Canadians mistakenly believe glaucoma presents symptoms. In fact, glaucoma usually progresses without pain or noticeable symptoms until very advanced.

Typically caused by increased pressure within the eye that damages the optic nerve, glaucoma affects 250,000 Canadians but only half are aware they have it. Over time, it can cause tunnel vision and complete vision loss.

Regular eye exams can detect glaucoma early and prevent irreversible vision loss, and treatments such as eye drops can prevent the progression of vision loss if used regularly as prescribed.

Test your knowledge by taking our online Glaucoma Challenge: visit cnib.ca/takethechallenge!



CNIB president and CEO John M. Rafferty offers assistance to client Miriam Woodlinger

A vision for the future

In his first months on the job, CNIB's new president and CEO John M. Rafferty has travelled from coast to coast, connecting with Canadians with vision loss and hearing what matters most to them. Vision recently sat down with Rafferty to find out a bit about him and his vision for CNIB.

How has vision loss affected your family?

Glaucoma and age-related macular degeneration are prevalent on both sides of our family – my grandmother was affected,

and so is my mother. I lived with my grandmother for a year when she first started losing her sight to AMD, and saw what a difference the support services she received made to her. And although my own vision is fine, I've had indications that because of my genetic inheritance, my eyes are not going to be healthy later on in life.

What do you believe are the greatest challenges facing CNIB?

The number one task in the current economic environment is to manage the organization with as little impact on our client services as possible. CNIB does have significant challenges in the next year given the global economy. In the long term we need to build more awareness, so vision

health issues are more top-of-mind within Canada; vision loss is going to affect many of us at some point in our lives, either directly or in our families.

What are some of your goals for the next five years?

My focus is to make sure CNIB will be able not only to deliver the client services we have but also to expand on them. I also would like everyone in Canada to be aware of the questions they need to ask to ensure that they're properly looking after their vision health. I'd like to see better employment opportunities for Canadians with vision loss. The current 32 per cent employment rate is totally unacceptable. I'd also like to engage more with the eye care professions and research institutes.