

Vision Care ties up with Western Province School Transport Association to drive Eye Health Awareness

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Attendees during the event.

Vision Care has partnered with the Western Province School Transport Association for a mobile awareness campaign in Sri Lanka, promoting early eye care among school children. Over 300 school vans feature safety-compliant decals with messages about eye health, reminding children, parents, and the community of the importance of regular eye check-ups and early detection of vision issues. Vision Care has led efforts to educate school van drivers on the importance of good eye health. They held a session emphasizing the need for eye check-ups at least twice a year and prompt corrective measures.

Healthy eyesight is vital for road safety, protecting not just children but also other pedestrians and motorists. Regular screenings can help identify vision issues early, reducing the risk of accidents due to poor eyesight. Kasun Wijesena, Marketing Manager, Vision Care, said, "This initiative is more than just branding. It's a commitment to protect the eyesight of our future generation, starting with a simple but powerful reminder every day on their journey to school. Through this campaign, we're integrating health education into the everyday routine of school communities."

Vision Care is enhancing public health by embedding preventive healthcare messages into

school commutes. This initiative aligns with the brand's mission to make quality vision care accessible and community-centered, one school van at a time.