



MACULAR
DEGENERATION
NEW ZEALAND

VISION FOR
2020

Vision for 2020 Campaign

Macular Degeneration New Zealand (MDNZ) is seeking support for the *Vision for 2020* campaign, a new initiative that will save New Zealanders sight. In the next 3 years, MDNZ aims to make significant inroads into reducing the incidence and impact of macular degeneration.

The Problem: Macular Degeneration

- **Macular degeneration (AMD) is the main cause of blindness in people over 50 in New Zealand**
- **1 in 7 people over 50** years of age in New Zealand will get this disease
- 1.5 million New Zealanders are at risk, rising to **1.8 million by 2026**
- 41% of New Zealanders in the at-risk group, do not know about macular degeneration. That is 615,000 people in New Zealand who are unaware of this disease.
- A Deloitte Report (Oct 16) estimated that macular degeneration is currently present in **218,987 New Zealanders.**

The Deloitte Access Economics Report on the “Socioeconomic cost of macular degeneration in New Zealand” estimated the **cost in 2016 of macular degeneration to New Zealand was \$391 million.** This included economic costs as well as loss of wellbeing.

The report concludes:

- *“An increase in awareness and education of AMD would lead to reduced burden of Macular Degeneration through timely and adequate provision of treatments.”*
- *“.....awareness campaigns were found to be cost effective based on World Health Organization benchmarks.”*

The Solution: Education & Awareness

The Deloitte Report states that a **\$2.8 million investment in macular degeneration awareness will save over \$70 million a year**. The Report clearly shows that the economic, social and personal cost of the status quo is too big to ignore. It also suggests that investing in awareness and education would require substantial funding from other parties, including government and the private sector.

Awareness in Australia is high (88%). They are world leaders in vision outcomes and saving sight for those with macular degeneration. Over a four year period the equivalent measure in NZ increased by 43.9% (or 18% points) to 59% in March 2016. We know awareness-raising works and we know we need to do more to reach the level of our successful neighbours, and save sight for hundreds of thousands of people.

In order to make a real and significant difference, MDNZ needs to achieve a transformational change by investing substantially in education and awareness.

Our Vision

MDNZ is implementing the *Vision for 2020 Campaign* with the aim of raising \$150,000 a year for the next 3 years. MDNZ is seeking the support of existing and new donors (Visionaries) to make the campaign happen.

As the *Vision for 2020 Campaign* grows, we will be able to employ more educators, deliver more seminars and network and collaborate with more health professionals and organisations to raise awareness.

The *Vision for 2020 Campaign* will run for 3 years and aims to save sight by:

- increasing awareness of macular degeneration to 80% of over 50 year olds,
- enabling more health professionals to champion public education of macular degeneration.