



MACULAR
DEGENERATION
NEW ZEALAND

Annual Report 2018/2019

Reducing the incidence and impact
of macular degeneration in New Zealand



2018/2019 KEY ACHIEVEMENTS

Raised awareness to save sight by:



VISION FOR

2020

80% AWARENESS among those over 50 by the year 2020

Macular degeneration is the leading cause of blindness in New Zealand. It affects 1 in 7 people over 50 years of age.

MDNZ's work this year was focused on achieving our Vision for 2020; We know that reaching 80% awareness among people most at-risk will save sight. (Australia has 80% awareness and they are world leaders in eye health outcomes.)

While awareness nationally remained at 59% of those most at-risk (over 50 year olds), awareness was higher in the Bay of Plenty (63%) due to increased activity in this region. Viv Jones, MDNZ Ambassador, talked to many groups about her personal journey

with macular degeneration, advising on the need for regular eye checks, because early detection can save sight.

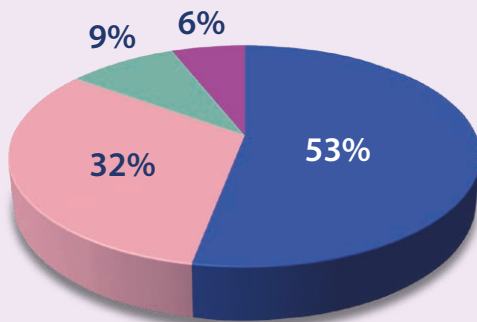
"Viv spoke with clarity and passion and her clear goal and concern was to raise awareness of Macular Degeneration. In her talk she gave us some tools (test grid) to detect this condition and the encouragement to seek medical advice. Only this last week I observed a parishioner doing the eye sight test."



Gaye Stratton, Community Educator, delivers a presentation to Counties Manukau Grey Power.

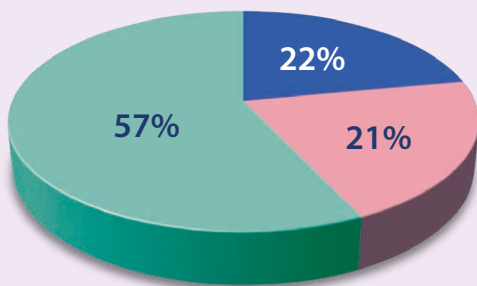
Financial Snapshot

INCOME RECEIVED



- Trusts & Foundations
- Donations
- Sponsorship
- Professional Friends

HOW YOUR MONEY WAS SPENT



- Investing in Future Income & Development
- Essential Office Services
- Awareness, Education, Representation, Research

Extracted from the Financial Report (<http://mdnz.org.nz/assets/Uploads/MDNZ-Audited-Financial-Reports-March-2019-small.pdf>)

In 2018/2019, MDNZ achieved the following

Expanded Awareness & Education Services

A new Community Educator was engaged mid-year to run 52 seminars in 11 regions across New Zealand. This is up from 39 seminars delivered for the whole of the previous year.

2,491 people attended these presentations. 94% rated the presentations as excellent or very helpful.

Alongside this, came **a growth in demand for MDNZ's other services.** In the past year we:

- distributed 22,257 resources nationwide,
- mailed 3 Viewpoint Newsletters to 7,700 subscribers per issue
- received 1,160 calls to the 0800 Save Sight Helpline where we provided support, reassurance, advice and referrals.

For Awareness Week May 2019 and on a limited budget we ran:

- a Facebook Campaign that reached 23,000 New Zealanders
- articles in newspapers and magazines around the country.
- a fantastic story featuring Pic Picot on TVOne's Seven Sharp.

"The definite message is get on with making an appointment to measure any change in sight urgently." Counties Manukau

"Great comfort & hope to learn about this challenge and about the help that is available." Blenheim

“One of the most informative presentations in the health field I have attended. I was worried about the thought of an injection in my eyes - not anymore.” Greymouth

Deeper engagement with Health Professionals

Key note Speakers at GP conferences; presentations to ophthalmic nurses; and exhibition stands at Ophthalmology, Optometry and GP Conferences were some of the activities that enabled us to **reach over 1,300 health professionals.**

MDNZ co-hosted a 1 day symposium for 92 ophthalmologists and ophthalmology nurses. Latest research and case studies were discussed as well as MDNZ’s role in supporting patients with macular degeneration.

The Professional Friends programme for optometrists and ophthalmologists was expanded, providing wider access to patient resources and enabling eye health professionals and MDNZ to **work together on patient care and support.**

The Goodfellow Online Learning Module on macular degeneration was updated. This free learning opportunity for primary health care professionals attracted 73 participants. The module enabled optometrists, nurses, doctors, pharmacists, and community healthcare workers to **learn at a time and place that suits them.** (www.goodfellowunit.org/courses/understanding-macular-degeneration)

“Thankfully we have MDNZ to help us. This small but active charity picks up the slack around macular degeneration education where public funds are unavailable. MDNZ’s



Phillippa Pitcher, GM, shares information with health professionals at the GP Conference.

Professional Friends programme is an opportunity to give something back, to invest some money into an organisation that helps both us and the people in our waiting room.”

John Adam, Optometrist in NZ Optics, April 2019

Representation: Our voices being heard

With a small team and a tight budget, we represented patients to decision makers. We also collaborated with like-minded organisations on actions for earlier diagnosis and treatment of macular degeneration.

We did this by:

- working closely with the Ministry of Health to develop a **model of care for people with macular degeneration.** New treatment guidelines are being rolled out across District Health Boards in New Zealand that include prevention and early detection, wider access to treatments and improved rehabilitation.
- being an active member of the Eye Health Coalition, a cross sector group working to advocate for eye health, including engaging with the Parliamentary Friends of Eye Health.
- meeting the Minister of Health to highlight the issues and needs of the macular degeneration community.

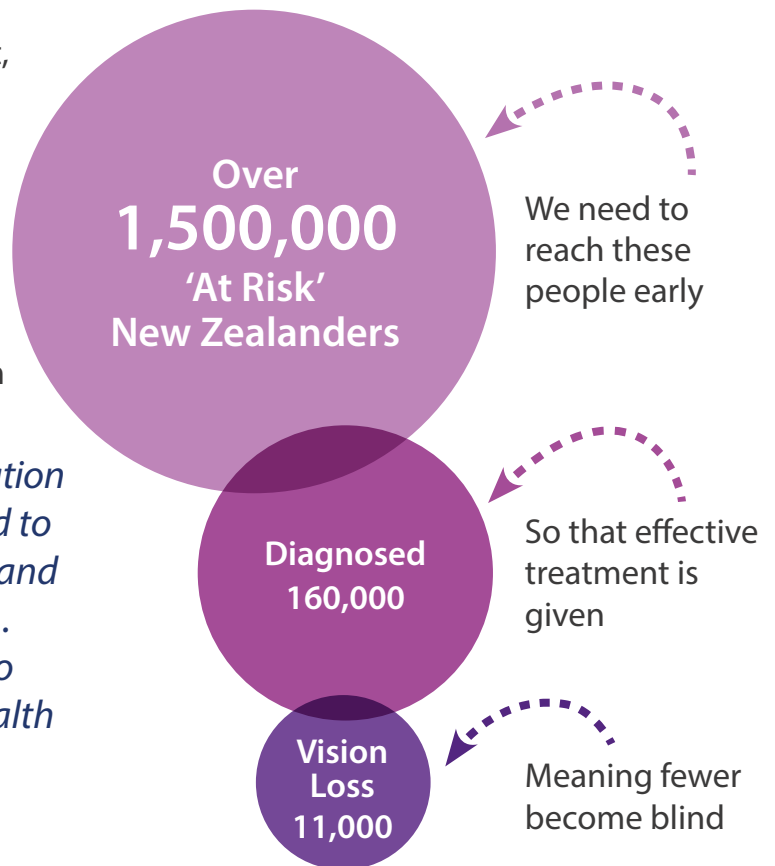
But we need to do more

Early detection means earlier treatment, and the earlier the treatment the better chance there is to save sight.

SO, AWARENESS IS THE KEY. Blindness prevention is cheaper than treatment!

The Deloitte Report on the socio-economic cost of macular degeneration in New Zealand (2016) concluded:

"An increase in awareness and education of macular degeneration would lead to a reduced burden... through timely and adequate provision of treatments.... awareness campaigns were found to be cost effective based on World Health Organisation benchmarks."

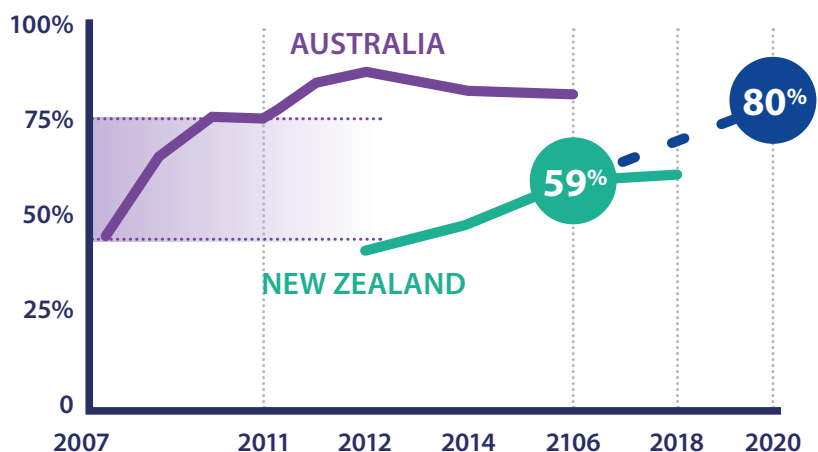


Our goal is:

80% AWARENESS among those over 50 by the year 2020

At the same time, New Zealanders are getting older. **By 2030, 1 in 4 people will be over 65 years of age.** This group will be living longer than previous generations and macular degeneration will be more prevalent.

It is the biggest cause of blindness in New Zealand and yet sight could be saved if caught early.



"Good speaker with a message that is easy to understand. This has motivated me to have a long overdue eye test as soon as possible"
Takapuna

"I wish more people could have come to the seminar as the basic explanations were excellent and many people need to know more about macular degeneration." Orewa

VISION No-one should be blind due to treatable macular degeneration

MISSION To reduce the incidence and impact of macular degeneration in New Zealand

MDNZ Ambassadors:

In 2018 we welcomed two new Ambassadors to our team:



Gordon Harcourt

Gordon has first-hand experience of macular degeneration as his mum, actress Dame Kate Harcourt, has the disease. Gordon knows the importance of spreading the word and having regular eye-checks as macular degeneration can also affect family.

Mr Pic Picot, MNZM

Pic, the "Peanut Butter Man" lives with macular degeneration. He believes that his vision loss helped his business grow and succeed, as he had to delegate many tasks he could no longer do. Pic is passionate about informing others so they can take the steps needed to save their sight.



They join existing Ambassadors who generously support MDNZ:

Mr John Adshead, ONZM

Dame Kate Harcourt, DNZM

Dame Rosie Horton, DNZM, QSO, QSM

Mrs Viv Jones, Founding Trustee

Mr Philip Sherry, MNZM

Governance – MDNZ Board

Henry Ford, (Chairperson) BAg Com, Dip Bus Studies, AFA, CFP, AIF, Financial Adviser, Auckland

John Adam, Dip. Opt, Cert OC Pharm, Optometrist, Auckland

Chris Bradley, Carson Fox Bradley Limited, Lawyer/Director, Auckland

Sandra Budd, former Chief Executive, Blind Foundation, Auckland

Steve Hayes BCom, CA ANZ, Audit Partner, Auckland

Ross Legh BE Mech, Engineer, Auckland

James Rangihika, MBA, Marketing/ Communications Business owner, Auckland

Dr Andrew Thompson, BPharm (Hons), BHB, MBChB, FRANZCO, Ophthalmologist, Tauranga

Dr David Worsley, MB ChB, Dip. Obs, FRANZCO, Ophthalmologist, Hamilton

Thank you to all our wonderful supporters for your generous and loyal commitment to saving sight!



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