



WHO - ITU PRESENTS

**Launch of mMyopia:
A Be He@lthy, Be Mobile
toolkit for education on
myopia and its prevention**

A VIRTUAL EVENT ON

15 MARCH 2022

12-1.30 P.M. CET

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AGENDA

- Opening remarks from WHO and ITU

Dr Ren Minghui, Assistant Director-General, UCN, WHO

Ms Doreen Bogdan Martin (invited), Director,
Telecommunication Development Bureau, ITU

- Representative with lived experience

Ms Edith Naluyange, Uganda

- What is the WHO-ITU mMyopia toolkit?

Dr Stuart Keel, Technical Officer, Vision and Eye Care
Programme, WHO

- Health promotion and education in myopia management
and prevention: a case example from Singapore

Dr Premila Hirubalan, Health Promotion Board, Singapore

- Key elements of an mHealth toolkit and how countries
can implement mMyopia

Mr Derrick Muneene, Unit Head, Digital Health Capacity
Building and Collaboration, WHO

- Panel Discussion: The role education and health behaviour
change in the management of myopia

Dr Marie-José Tassignon, Past Chief & Chair of the
Department of Ophthalmology Antwerp University and
University Hospital of Antwerp, Board Member of the
International Council of Ophthalmology

Dr Sandra Block, Professor Emeritus, Illinois College of
Optometry, President-Elect, World Council of Optometry

- Question and Answer

- Closing

Dr Bente Mikkelsen, Director Noncommunicable Diseases
Department, WHO