



20 January 2025

Re: IAPB Board Nomination of Mr. Jeff Todd

I am writing this letter in support of the nomination Jeff Todd, President and CEO of Prevent Blindness for a position on the IAPB Board. Cindy Tromans and I, representing the World Council of Optometry, support this nomination and I, personally, having known Jeff in the public health arena for many years feel he is the right person to consider for a board position.

I met Jeff many years ago as he entered the vision community under the Prevent Blindness umbrella. He came with no preset knowledge about vision and eye health. He immediately tried to understand the issues that we face in improving vision and eye health outcomes from a public health perspective. I have always been impressed by his understanding of the issues and even more so by the thoughts and ideas he contributes to address them. Obviously, over the past two decades the learning process has been steep. Jeff, however, has always worked to build strong networks of communication within the vision community striving to have a full understanding of the issues and supporting content. As we all know, that in itself has been a challenging hurdle since the science and evidence keeps changing but that has deterred Jeff from moving forward continuing to broaden his understanding and being open to other thoughts. Knowledge and skills.

While in his role in the early years with Prevent Blindness, Jeff worked hard to help engage many of the diverse networks in Vision 2020 USA. He actually offered time, administrative support and a room to meet for several years in an effort to build the conversation among the many stakeholders. Initially in his role with Vision 2020 USA, he worked with other Vision 2020 local leadership to bring NGO's, government representatives, media, ophthalmology and optometry together to talk about the issues at the time. Even though his organization was a national organization, Jeff worked diligently to understand some of the global issues and even be part of the solution to bring experts together to sort through the barriers. This is evidenced by his efforts from PB to garner support of both National Academy of Science, Engineering and Medicine reports focused on vision, the most recent one covering myopia.

More recently, Jeff has taken over the leadership role as IAPB Regional Chair. I was so pleased to see him follow Suzanne Gilbert. That role requires a sensitivity of the global issues and an understanding of the North American perspective of the current problems. He has already shown leadership and the ability to listen and mold the thoughts into coherent ideas. I have watched Jeff over the past two decades and have always appreciated his willingness to listen to everyone, to be sensitive to the varied perspectives of the stakeholders, to work to garner alignment without compromising beliefs, to help be a part of the development of



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various models to best to solve the issues, while at the same time to watch his leadership skills grow and blossom. I have no doubt that Jeff Todd would make an excellent IAPB member and strongly support his nomination.

Sincerely,

Sandra S. Block, OD, DOS (*h.c.*), M ED, MPH, FAAO, Dipl AAO, FOVDR, FNAP, FARVO, FEAOO
Professor Emeritus, Illinois College of Optometry
President, World Council of Optometry
mobile +1 847-280-6410 email sblock@ico.edu