



Stevenage Grange Rotary Club

The Rotary Ophthalmoscope Initiative (ROI)

Update (3) 20 February 2006

A combined headline update for the EGM & District Council (22/2/2006)

- 1. Title & targets:** At the Club launch on 30th January, the Centennial Project has been restyled – ROI, and now looks to target 25,000 Optyse™ within 5 years @£25 per unit.
- 2. Acknowledgements:** The Club wishes to acknowledge support provided by Rotary in general, and DG Meirion Morris, John Rowlands, and many within RIBI, in particular.
- 3. Awareness phase of our marketing campaign:**
 - The Club' web site www.sgrc.org.uk has been overhauled to feature the ROI, with an automated order form, fact sheets and links to associated sites
 - A combined information leaflet and order form is in the course of production. We are also looking to pull together a DVD using material donated by agencies, BBC World through its sponsors Standard Chartered Bank, and others.
 - We are seeking sponsors for both the leaflet and DVD which will be used in static displays, as being downloadable from the Club's website
 - Links have been firmed with Vision 2020; THE RIGHT TO SIGHT, Sight Savers International (SSI), and the International Centre for Eye Health (ICEH). SSI & ICEH are conducting final acceptance trials of the product in 6 developing countries.
 - Following issue of the Press Release, the Initiative has featured on the RIBI web site, the District 1260 Bulletin, & the VISION 2020 web site: We await receipt of coverage in the RIBI March Magazine.
 - The Eye Care Fellowship of Rotarians, a Committee of RI Foundation has been made aware of this UK initiative.
- 4. Marketing at conferences and to Clubs.** Material and the ophthalmoscope will be exhibited at both the District 1260 Conference in Cardiff and the RIBI Conference in Belfast. A full stand will be mounted at Cardiff, where its inventor, Dr Roger Armour will be on hand to demonstrate the Optyse™ Joint coverage in Belfast will be undertaken with the kind support of Sight Savers, and the RIBI International Chairman, Keith Pavers.

Sight Savers will include reference to the project in their address to conferences, and have volunteered to address Club's individually on the impact of the ROI for their work.
- 5. Order and distribution arrangements.** Order forms will be made available within the leaflet, or may be downloaded and sent electronically via the Club's web site.

The product will be distributed globally through SSI and other approved agencies, once final acceptance trials are complete and endorsed by the Technical Panel of VISION 2020 in June 2006.
- 6. Summary:** Awareness of the Initiative is growing. Subject to attracting sponsors, we are confident that following receipt of the March RIBI Magazine, and following practical demonstration of the product at Conference, sales orders from Rotarians will follow, for shipment later in the year.