

**COMMITTEE OF THE WHOLE – APRIL 12, 2011**

**PROCLAMATION REQUEST**  
**VISION HEALTH MONTH**

**Recommendation**

The City Clerk recommends:

- 1) That May 2011 be proclaimed as "Vision Health Month"; and
- 2) That the proclamation be posted on the City's website and published on the City Page Online.

**Contribution to Sustainability**

N/A

**Economic Impact**

N/A

**Communications Plan**

The Corporate Communications Department posts proclamations issued by the City on the City's website under "Events – Proclamations" and on the City Page Online.

**Purpose**

To respond to the request received from the Manager, Fund Development, CNIB.

**Background - Analysis and Options**

The correspondence received from the Manager, Fund Development, CNIB, dated March 2, 2011, is attached. (Attachment 1)

The proclamation request meets the City's Proclamation Policy, as follows:

"That upon request, the City of Vaughan issue Proclamations for events, campaigns or other similar matters:

- (i) Which are promoted by any organization that is a registered charity pursuant to Section 248 of the Income Tax Act"

Canadian National Institute for the Blind (CNIB) is a national voluntary agency providing services to individuals across Canada to whom loss of vision is a central problem in personal and social adjustments. CNIB is celebrating Vision Health Month in May to raise awareness about the importance of safeguarding vision health and raise much needed funds for their vital services for people who are blind or partially sighted. CNIB further wishes to promote vision care by declaring May 26, 2011 as "Shade of Fun Day" by asking the community to wear sunglasses to protect our eyes from harmful UVA and UVB rays and consider a donation to CNIB.

**Relationship to Vaughan Vision 2020/Strategic Plan**

This report supports the strategic priorities established by Vaughan Vision 2020, in particular "Enhance and Ensure Community Safety, Health and Wellness".

**Regional Implications**

N/A.

**Conclusion**

Staff is recommending that May 2011 be proclaimed as "Vision Health Month" and that the proclamation be posted on the City's website and published on the City Page Online.

**Attachments**

Attachment 1 – Correspondence from the Manager, Fund Development, CNIB, dated March 2, 2011

**Report prepared by:**

Connie Bonsignore, Administrative Assistant to the City Clerk

Respectfully submitted,

Jeffrey A. Abrams  
City Clerk



March 2, 2011

Mayor Maurizio Bevilacqua  
Mayor's Office  
2141 Major Mackenzie Drive  
Vaughan, Ontario L6A 1T1

**Attachment 1**

Dear Mayor Bevilacqua:

On behalf of CNIB, I would like to invite you and the City of Vaughan to partner with CNIB by participating in our Vision Health Month- May and also on our Shades of Fun Day- May 26, 2011.

Shades of Fund day was established in 2010 by CNIB as a way to bring communities together to rally support for their neighbours, friends and loved ones who are blind or partially sighted.

Vision loss is an important issue in every community in Canada – and, sadly, yours is no exception. It affects more than 800,000 Canadians and costs our economy an incredible \$15.8 billion every year. Because we're facing a vision loss crisis in Canada, those figures are climbing every day.

**The time to act is now.**

As community leaders, you have a fantastic opportunity to make a real difference in your area on Shades of Fun day – to bring this issue to light in your region, **raise awareness** about vision health and **raise much-needed funds** for CNIB's vital services for people who are blind or partially sighted in your community.

But, it's also an opportunity to have a good time for a great cause! Participating in Shades of Fund day is meant to be easy and fun. **Then, wear your shades that day to protect your eyes from the sun and raise awareness; throw some fun fundraisers and get your colleagues and community in on the action! It's as simple as a casual day with a toonie going towards CNIB's services and programs.**

Please feel free to contact me with any questions or comments. My contact information is 416-486-2500 ext. 8247.

I look forward to working with you on this great initiative.

Warmest wishes,

Elaine Bernard  
Manager, Fund Development, CNIB

# Make It Official!

## Proclaim Shades of Fun day in your community

Use the following proclamation notice to declare Shades of Fun day as an official municipal or provincial event!



☞ May 26, 2011 ☞  
Shades of Fun day proclamation

**Whereas**, CNIB is celebrating Vision Health Month in May, 2011, to raise awareness about the importance of safeguarding vision health;

**Whereas**, more than 836,000 Canadians are living with significant vision loss, and an additional 4.25 million Canadians have some form of age-related macular degeneration, diabetic retinopathy, glaucoma or cataracts – and if left untreated most of these people will be at risk of significant vision loss;

**Whereas**, regular eye exams are the best form of early detection and prevention – improving the chances of detecting any of the four major eye conditions early enough to help control and treat the disease; and wearing sunglasses protects our eyes from harmful UVA and UVB rays;

~ And ~

**Whereas**, CNIB has declared May 26 "Shades of Fun day" and asks people to wear their sunglasses to work and consider a donation to CNIB;

**Therefore**: I, \_\_\_\_\_, do hereby proclaim May 26 "Shades of Fun" day in \_\_\_\_\_. I encourage everyone to learn more about protecting their vision and to wear sunglasses that have UVA and UVB protection. On May 26, I encourage employees to show their support by wearing sunglasses to work and donating to CNIB.

### UV PROTECTION

- Wear your sunglasses. Your eyes need protection from the sun year-round, whether it's cloudy or sunny.
- Make sure your sunglasses have at least 99 per cent UVA and UVB protection.
- The sun's ultraviolet rays are intensified when reflected. Glare is almost always present during daylight hours, even when it's cloudy. Shiny surfaces – like snow, vehicles and buildings – can give off bright glare that may damage your eyes.
- Short-term exposure of the eyes to UV rays can cause a painful, temporary condition called photokeratitis.
- Long-term exposure to UV rays increases the risk of developing cataracts (clouding of the lens that causes blurred vision) and age-related macular degeneration (AMD), the leading cause of vision loss in Canadians over 50.
- In a recent survey conducted by CNIB and Transitions Optical, 80 per cent of Canadians said they wear sunscreen to protect their skin from the sun. But only 17 per cent said they wear sunglasses to protect their eyes from the sun.

For more information visit [cnib.ca](http://cnib.ca) or contact 1-800-563-2642