



See to be Safe

Clear vision. Safe journey.

Road traffic accidents are a leading cause of death and disability globally, disproportionately impacting low- and middle-income countries.* That's why VisionSpring's See to be Safe program provides drivers and transportation workers with the vision screenings and eyeglasses they need to see clearly. From spotting hazards to reading important signage, healthy eyes are essential to making roadways safe for everyone, including drivers, passengers, and pedestrians.

*The World Bank (2021)

HOW IT WORKS



Set up camp in transport hubs, ports, break-bulk centers, and rest stops to reach people where they work.



Test sight and identify those with vision impairment.



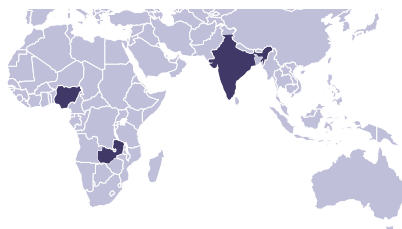
Dispense reading and common prescription lenses immediately to drivers and transportation workers. Custom prescriptions are fulfilled in VisionSpring lens lab and returned to participants.



Refer participants with cataracts and other eye conditions to higher level care.

WHERE WE WORK

VisionSpring's team and network of implementing partners offer See to be Safe programs across India, Nigeria, and Zambia in collaboration with corporate social responsibility programs, NGOs, healthcare providers, and government agencies.



“ We firmly believe that clear vision is a crucial element of responsible driving, and through VisionSpring's program, we are empowering our drivers to become the stewards of safety on our roads. ”

DANIEL MWAMBA | Chairman and Country Lead, Zambia Road Safety Trust

THE PROBLEM

1.3M

people die annually as a result of traffic accidents

United Nations

60%

of all traffic accidents can be attributed to poor vision

Vision Impact Institute 2017

THE SOLUTION

AS OF 2023



MORE THAN

715k

drivers and transportation workers screened



76%

of participants receive their first-ever pair of eyeglasses with VisionSpring



KEYS TO SUCCESS

1 PARTICIPANT CONTRIBUTION

Data shows that participants who contribute 1-2 days' wages to the cost of their eyeglasses are more likely to consistently wear them and see the benefits of clear vision. VisionSpring recommends that drivers and transportation workers invest in their own glasses.

2 DIGNITY OF CHOICE

People will be more inclined to wear their eyeglasses if they choose their frame style. That is why we offer a range of high-quality frames that are curated for our markets.

Gudwin, Taneja, and Kassalow (2021)

3 PROVEN EFFECTIVE

Eyeglasses are one of the most low-cost, high-impact interventions to improve road safety and extend wearers' available working years. Clear vision reduces painful headaches and improves drivers' ability to judge the distance of oncoming traffic, identify hazards, and navigate roads at night.

#DriveSafe India Program Assessment (2019)

4 IMMEDIATE BENEFIT

Whenever possible, drivers and transportation workers receive corrective lenses on the spot through VisionSpring's innovative Pop-ins™ technology. By using pre-cut prescription lenses that are fitted on-site, we can provide drivers with the glasses they need without slowing their work.

ADD VISION CORRECTION TO YOUR SERVICES

Together, we can create a world of improved safety and well-being for drivers and transportation workers. Learn how you can bring clear vision to drivers in your fleet and constituent stakeholder groups by emailing us at VisionAccessPrograms@visionspring.org.



Mangla Ram (46) wasn't spotting important road signs – or even cats and dogs – while driving his heavy-load truck. He was afraid that if he got glasses, he would be fired. But during a stop-over in Delhi for repairs, he received a pair of bifocals that allowed him to see hazards in the distance and read dispatch messages on his phone. Now Mangla is an eyeglasses advocate.

SUCCESS PARTNERS INCLUDE:



ABOUT VISIONSPRING

Founded in 2001, VisionSpring is the social enterprise accelerating the use of eyeglasses in emerging and frontier markets. Our mission is to increase lifelong earning, learning, safety, and well-being through eyeglasses for people vulnerable to poverty. As of 2023, VisionSpring corrected the vision of more than 12 million people living on less than \$4 per-day, unlocking more than \$2.6 billion in income earning potential.



VisionSpring's *See to be Safe* program advances Sustainable Development Goal 3.6: Halve the number of global deaths and injuries from road traffic accidents.

[VISIONSPRING.ORG](https://visionspring.org)

VS2311340D