

"THE RIGHT TO SIGHT"

**INTERNATIONAL
WHITE CANE DAY
2015**

Post-event Evaluation Report

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Event poster

FREE ENTRY
DONATION WELCOME

"THE RIGHT TO SIGHT"

**INTERNATIONAL
WHITE CANE DAY
2015**

VENUE YMCA, Kuala Lumpur
TIME 9 AM to 2 PM
DATE 18 October 2015
CONTACT US 03 2276 6616
REGISTER AT www.mfb.org.my

WE HAVE

LUCKY DRAW

AND MANY MORE FUN ACTIVITIES !!!

ORGANISED & SPONSORED BY

 **LIONS CLUB
OF
KUALA LUMPUR
(HOST)**

 **MALAYSIAN
FOUNDATION
FOR THE BLIND**

 **LEO CLUB OF
BRICKFIELDS
ASIA COLLEGE**

 **BRICKFIELDS
ASIA COLLEGE**

Event background

- First-of-its-kind pilot event
- Date: 18th Oct 2015
- Venue: YCMA KL
- Time: 09.00 to 14.00
- Organizers:
 - Malaysian Foundation for the Blind
 - Lions Club of Kuala Lumpur (HOST)
 - Leo Club of Brickfields Asia College

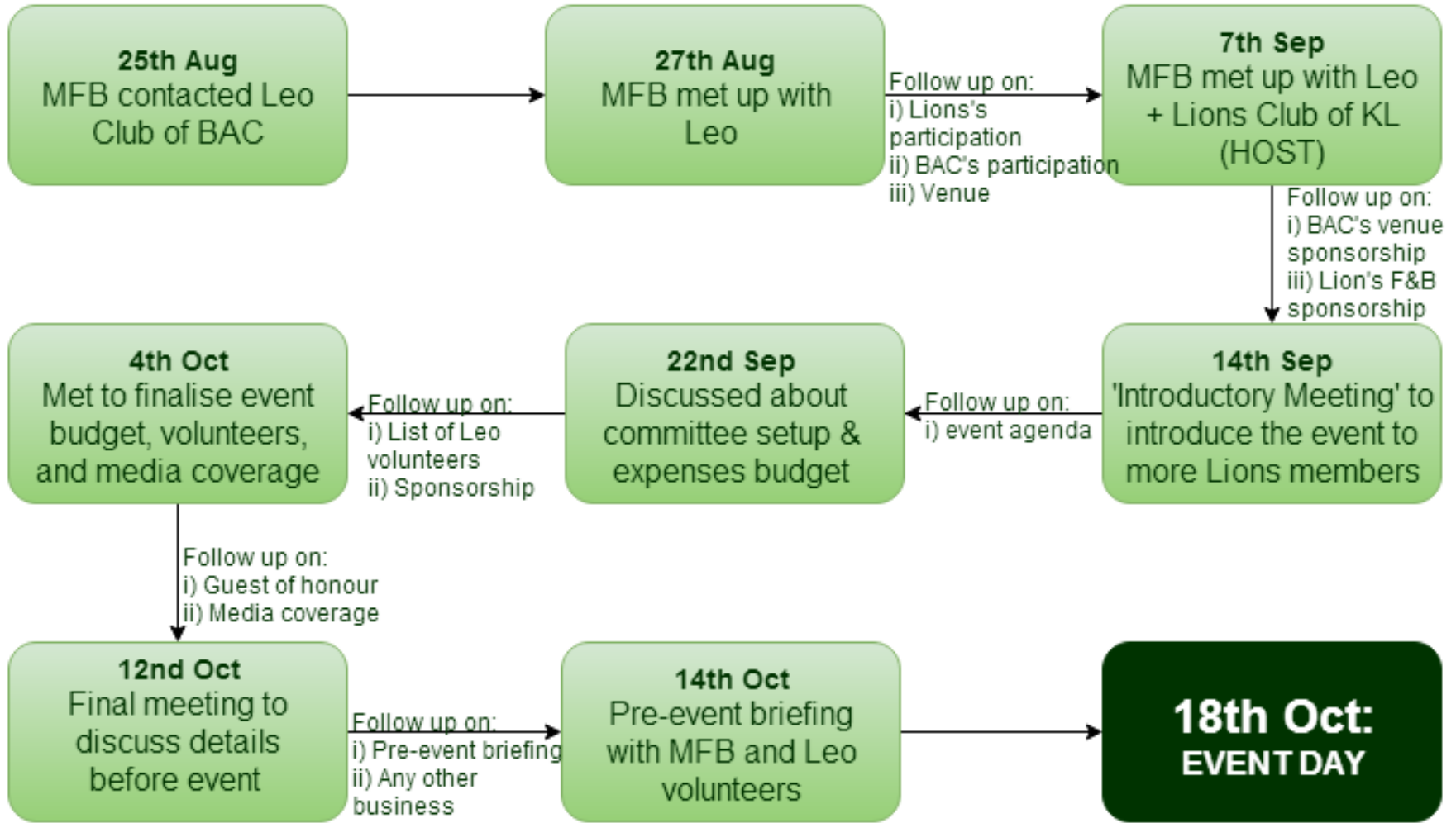
World Health Organization facts

- About 285 million people are visually impaired worldwide
- 39 million of these are blind
- The vast majority of visually impaired people live in developing countries
- Almost **80%** of visually impaired cases are preventable

Purpose of event

- To improve awareness about blindness and vision impairment
- Objectives:
 - Raise public awareness of blindness & vision impairment as major international public health issues
 - Influence Governments/Ministers of Health to designate funding and participate in national blindness prevention programs
 - Educate target audiences about blindness prevention

Planning process



Attendee feedback

- Consistently positive response from all involved groups
 - ✓ Stimulating experience
 - ✓ Achieved the aim of increasing awareness
 - ✓ Gained exposure that can not be attained from everyday lives

Examples of feedback

“Excellent event!”

“I like the blindfolded lunch: Because the public can also know how the blind eat...”

“You can distribute White Cane to the blind people on white cane day...”

“The crowd is just good”

“The volunteers help are very good and their service is excellence”

“We are happy that a lot of students are willing to learn to help”

Blind Participants

Examples of feedback

“Achieved the goal..”

“People enjoyed and had fun..”

“Games are motivational..”

“Blindfolded lunch was exciting..”

“I will definitely join the same event again!”

“a good idea of the organizer in participating the sighted person together with the visually impair in every games session...”

“The games are very interesting.”

“It can be an open air event”

Sighted Participants

Examples of feedback

“It's a great success..”

“I believe the message which wanted to be delivered to the public is a success”

“The activities gave a good knowledge and understanding what it takes for the blind people to do things on daily basis...”

“We also have witness that blindness is not a weakness But a privilege. And THIS is really a motivation for our fellow Leo and the public to learn to not give up on life”

“Pre-event briefing and knowledge transfer is important”

Volunteers

Evaluation of event venue

- The event was overcrowded as a number of volunteers were standing
- Improved seating arrangements (such as seats around the perimeter) would not have eliminated the overcrowding
- Insights gained from this pilot experience will be used for selecting suitable venues for future events

Event attendee details

Participants	Number
Blind People	36
Sighted People	47
MFB Staff	8
MFB Volunteers	8
Leo Volunteers	22
Lions Members	15
Walk in	50
UKM Volunteers	8
Total	194

Financial contributors

- **Cash:** Concorde Inn, Empire Hotel, Lion Vincent Hun, MFB and donations at event
- **Food & Beverage:** Lions Club of KL (HOST), MFB
- **Venue:** BAC
- **Hampers and Goodies:** 99 speedmart, F&N, Giant, Lion Madam Yap, UO Super Store
- **Voucher:** Cyberview resort, Lion Wesley, Sunway Lagoon, Vivatel Hotel

(Alphabetically ordered)

Moving forward

- If all involved parties agree, we wish to build on this successful pilot event by expanding it to 6 additional areas of Malaysia
 - Northern, Klang Valley, Southern, Eastern Peninsular, Sabah and Sarawak
- We consider Malacca, with Semeo Sen in partnership, as a possibility for the next event
- All upcoming proposals will involve a detailed plan for assessment by engaged parties

Thank you all for helping out