



## TREAT

Donating medicine to patients in developing countries and providing surgery to treat advanced cases of trachoma

## TEACH

Educating communities about trachoma prevention and training healthcare workers to conduct surgeries for advanced trachoma cases

## BUILD

Providing training and technical assistance to support national trachoma control campaigns

## SERVE

Advocating for increased funding for trachoma control and catalyzing partnerships to work towards trachoma elimination

*ITI and its partners are committed to an integrated approach that will reach those in need more efficiently and help save more lives.*

*Dr. Regina Rabinovich,  
Director of Infectious  
Diseases, Bill & Melinda  
Gates Foundation*

### Overview:

The International Trachoma Initiative (ITI) was founded in 1998 by Pfizer and the Edna McConnell Clark Foundation to treat and prevent blinding trachoma, the world's leading cause of preventable blindness. ITI supports the implementation of the WHO-recommended **SAFE** strategy, a comprehensive public health approach that combines treatment with prevention, involving sight-saving **S**urgery, mass treatment with the Pfizer-donated **A**ntibiotic Zithromax<sup>®</sup>, **F**acial cleanliness, and **E**nvironmental improvement to increase access to clean water and improved sanitation.

### Goal:

To eliminate blinding trachoma, resulting in improved health and livelihood in some of the world's poorest countries.

### The Need:

Trachoma, an infectious disease of the eye, plagues the developing world, particularly rural populations with limited access to clean water and healthcare. According to the World Health Organization, 63 million people suffer from trachoma infection and eight million people are visually impaired or blind as a result of trachoma. Globally, the disease results in an estimated \$2.9 billion in lost productivity per year. (World Health Organization, 2008)

### Partners:

ITI collaborates with a host of agencies and governmental and nongovernmental organizations at the international, national and local levels. ITI supports the World Health Organization's Alliance for Global Elimination of Trachoma by 2020 (GET 2020) as well as Vision 2020: The Right to Sight.

### Target Areas:



### Results:

- Administered 74 million treatments of Zithromax<sup>®</sup> in 15 countries since 1998
- Trained thousands of healthcare workers to perform more than 328,000 surgeries to treat advanced cases of trachoma
- With the support of the ITI, Morocco became the first country to complete the campaign for trachoma control in 2006, and is now working toward WHO certification to signify that blinding trachoma has been eliminated as a public health problem

Visit [www.trachoma.org](http://www.trachoma.org) and [www.pfizerglobalhealth.com](http://www.pfizerglobalhealth.com) to learn more about the ITI and to download brochures, annual reports, newsletters, photos and stories about people making a difference in the field.

