There's something to see all year long

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<td>APR</td>
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<td>JUL</td>
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<td>OCT</td>
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<td>DEC</td>
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January

It’s a new year. It’s a new you.

Your vision and the rundown on digital detox

More people are taking a break from digital devices to avoid blue light and reduce eye strain. Here are some eyewear tips for reducing your exposure to blue light.

Through the lens: eye disease simulator

Ever wonder what it’s like to live with glaucoma or cataracts? Try a vision simulation of common eye diseases and learn a few new habits to help prevent them.

“All Eyes on 2020” calendar

Eye health is important every day—not just at exam time. Make it a priority all year long with a calendar that commemorates days, weeks and months that focus on vision.
February
The ins and outs of vision benefits

Vision benefits, demystified
What’s a copay? How exactly do discounts and allowances work? This quick review answers these and other common questions to help you understand your vision benefits – step by step, inside and out.

Lens lingo: Your go-to guide to lens technology
Technology has left consumers with more choice—sometimes more confusion—than ever. Check out this handy guide and explore the many advances of today’s eyewear lenses.

Which eye doctor is right for you?
There’s a lot to consider when choosing the right eye doctor. Use these tips for where to start your search and what to look for.
Put vision safety to work

Every day, 2,000 American workers suffer an eye injury—and most of them are preventable. When hazards are part of the job, it helps to know how to best protect your eyes.

Guide to workplace vision safety

Flying wood chips, infections, dust and moving objects all pose a risk to eyes at work. Explore 10 ways to keep yours safe, including what to wear and how vision benefits can help.

20-20-20 challenge

Low maintenance, easy to do, and motivating—everything you’d want in a workplace vision challenge. One simple concept helps you build long-term healthy vision habits at your own pace.

Women’s health takes center stage

Keeping an eye on your health

Women are more likely than men to develop many common, but serious eye diseases. Knowing what to look for and a healthy lifestyle can give your eyes a fighting chance.²

Quiz: “Framing your personality”

Your choice of eyewear says a lot about you. Are you quiet and intelligent or creative and romantic? Or all four? Take our quiz to see which style of eyewear matches your personality profile.

Email template: Using your benefits online*

Did you know you can apply your vision benefits to online purchases, too? It’s a real time-and-money saver. Get the scoop on how (and where) it works.

² “More Women than Men Have Eye Disease”, PreventBlindness.com

*We have plenty of email templates to get the word out. Connect with your account manager for details.
May

Better nutrition for better vision

Feast your eyes on antioxidants

Did you know that antioxidants are good for vision while they help prevent diseases like cancer or heart disease? See how 6 eye-friendly nutrients can help you see well and live well.

Bon EYEppetit: Eggs in a basket with strawberry hearts

Treat yourself to a special breakfast that not only tastes good, but is good for your eye health. Try this easy recipe that’s full of vitamin C and antioxidants—ready in 20 minutes.

Healthy vision recipe book

Celebrate Healthy Vision Month with a collection of greatest hits from our vision-boosting recipe files. Delicious and nutritious, simple and snappy—eat for eye health all month long.
June
Setting your sights on men’s health

The big 5 health risks to men’s vision

5 of the most common men’s health issues can also impact vision. Learn how these diseases can damage eyesight and what can be done to avoid them.

Color blindness screening test

Men are 5 times more likely than women to have the most common form of color blindness. Take a quick screening test and see what color deficiency looks like.³

Email template: A special offer from SunPerks*

Protecting your eyes from the sun looks cool in any season. You’ll have it made in the shade with this members-only offer from Sunglass Hut®.


*We have plenty of email templates to get the word out. Connect with your account manager for details.
Protecting your vision is no game

Nearly every sport has one thing in common—to play it well, you need to see well. But each sport uses different types of vision skills. Discover the differences and what they can add to your game.

### See your way to sharper sports performance

Want to play better? Focus on your vision skills:

- **Good vision skills are necessary for a lot of sports, both competitive and non-competitive.**
- **Even at practice, it’s important to see well to get the best results from your hard work.**
- **Don’t underestimate a visual problem, even if you think it’s of little importance.**

### The do’s and don’ts of contact lens care

80% of contact lens wearers are guilty of at least one bad contact lens habit. Here’s a quick primer on how to take care of your lenses and protect your eyes.

- **Wear the lenses correctly and in the correct position.**
- **Never sleep in your contact lenses.**
- **Avoid swimming while wearing contact lenses.**
- **Wash your hands before handling your lenses.**
- **Clean your lenses regularly.**

### Eye safety in sports checklist

Athletes of all ages are focusing on safety these days. Eye safety should be part of the picture. Next time you hit the field or gym, make sure you check these boxes.

#### Eye safety checklist for sports of all sorts

**Athletes in all sports, on all levels, of all ages depend on their eyesight to perform.**

But you never know which way that crazy ball is gonna bounce. Knowing how to protect your eyes can help you enjoy the game—and the vision—you love so much.

<table>
<thead>
<tr>
<th>Sport</th>
<th>CAUTION</th>
<th>PROTECTION</th>
<th>SKILL BUILDING DRILLS</th>
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<tbody>
<tr>
<td>Baseball</td>
<td>Wild pitches, thrown bats, pop flies</td>
<td>Face guard; eye guard</td>
<td>Tape words to a bouncing ball and see if you can read them (dynamic acuity).</td>
</tr>
<tr>
<td>Basketball</td>
<td>Elbows, fingers, basketballs</td>
<td>Eye guards; face guard</td>
<td>Watch TV with your head turned to one side (peripheral vision).</td>
</tr>
<tr>
<td>Football</td>
<td>Fingers, loose equipment, flying dirt</td>
<td>Eye guards; face guard</td>
<td>Play a kid’s memory matching game and focus on improving your speed (visual memory).</td>
</tr>
<tr>
<td>Golf</td>
<td>Sun, flying sand</td>
<td>Sunglasses</td>
<td>Hold a very small pebble or BB at arm’s length and drop it into a drinking straw (depth perception).</td>
</tr>
<tr>
<td>Hiking</td>
<td>Insect bites, poison ivy</td>
<td>Keep hands and repellent away from eyes</td>
<td>Keeping your head still, move your eyes in all four directions as far as possible (eye relaxation).</td>
</tr>
<tr>
<td>Hockey</td>
<td>Sticks, pucks, players</td>
<td>Full mask</td>
<td>Watching two people toss a ball, keep your head straight and still and track the ball with only your eyes (tracking).</td>
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<tr>
<td>Skiing</td>
<td>Wind, snow, sun, glare</td>
<td>Polycarbonate sports lenses</td>
<td>Have someone toss 3 different colored balls to you, yelling out 1 or 2 of the colors. Catch only the ball(s) they call out (visual reaction time).</td>
</tr>
<tr>
<td>Soccer</td>
<td>Elbows, feet, soccer balls</td>
<td>Eye guards</td>
<td>Frequently change focus between your computer screen and a scene outside the window (focus flexibility).</td>
</tr>
<tr>
<td>Swimming</td>
<td>Chemicals, untreated water</td>
<td>Goggles; take out contact lenses</td>
<td>Apply lubricating eye drops before and after swimming (dry eye syndrome).</td>
</tr>
<tr>
<td>Tennis/Racquetball</td>
<td>Misjudged balls, flying racquets</td>
<td>Eye guards</td>
<td>Throw a ball against the wall and catch it with one hand (hand-eye coordination).</td>
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8 back to school rules to help protect kids’ eyes

80% of learning comes through the eyes, but 1 in 4 children have a vision problem. Make sure they’re ready to see success with this back to school checklist.⁵

Summertime snacks for smilin’ eyes

These tasty snacks pack a powerful punch when it comes to eye-healthy nutrients like vitamin E and antioxidants—and best of all, they’re easy to make.

Email template: Kids exam*

Your kid’s vision can change a lot while they’re growing up—and it’s not always obvious. You can spot the signs if you know what to look for. This is the perfect time to start reading the signals.

*We have plenty of email templates to get the word out. Connect with your account manager for details.

September

It’s open enrollment season

Ask the doctor

At EyeMed, we are listening to your concerns. That is why we decided to take some of the most common questions we receive and ask our doctors directly. Questions like, when should your children have their first eye exam? Or, how can an eye doctor see other health concerns by just looking into your eyes? If you don’t see your question in any of the videos, look below for other frequently asked questions.

Video: Why do I need vision benefits?

There’s value for everyone in vision benefits, even for those who don’t need prescription eyewear. Our Ask the Doctor video series explains how to save money and stay healthy.

Need a benefits walkthrough?

Let LevEye, our vision benefits concierge, help you see things more clearly with a quick quiz that gets to the heart of whether vision benefits may be right for you and your family.

OE easy button

Employer exclusive: Use any (or all) of our self-service resources to promote vision benefits and make open enrollment a breeze. Choose from customizable templates, ready-to-go materials and sharable videos.
October

Seeing life to the fullest

Myopia—aka nearsightedness—is a vision condition that may be closer than you think. Here’s a look at how to spot it, how to treat it, and why it’s becoming more common.

Quiz: Visionary quotes

The giants of history knew the value of great vision. Challenge yourself and see if you can match the quote to the legendary speaker.

Eye exam reminder poster

Whether or not you think your eyesight has changed, eye exams can spot early signs of serious health conditions. Here’s the nudge you need to make an appointment.
November

Early detection is key

Managing your vision while managing diabetes

If you’re one of the more than 29 million Americans with diabetes, you know how important it is to take good care of yourself—monitoring your blood sugar, watching your diet, taking your medications, exercising. But if you haven’t yet added an annual eye exam to your routine, you should.

Diabetics are at greater risk for eye problems. In fact, diabetes is the leading cause of blindness in adults ages 20-64. However, proper care can lead to the early detection and treatment of these conditions.

Learn how an annual eye exam can detect changes in vision and why it should be added to your care plan.

Video: “Why is vision care important for diabetics?”

Anyone with diabetes knows how important it is to take good care of yourself. Vision care is part of that, even if you’re just at risk. This video shows how eye exams can help.

Wellness eye exams poster

Eye exams are about so much more than focusing on a big letter E. They can help detect signs of a long list of serious health problems. Now is the right time to talk to your eye doctor and make sure.

*“2017 National Diabetes Statistics Report”; National Center for Chronic Disease Prevention and Health Promotion; Division of Diabetes; 2017.
December

See better, hear better, feel better

When vision or hearing loss make it hard to connect

Not being able to see or hear clearly can get in the way of a full life. What if one or more of your senses are changing? Learn a few strategies for making communication easier.

What’s your hearing age?

Hopefully, you’ve had an eye exam this year—what about a hearing test? This simple quiz will tell you whether you should think about making an appointment.

Not hearing like you used to?

If you have trouble hearing, you could be missing out on a lot. But most communication is visual, so good vision can still help.7 Here are some quick tips to help you stay in the conversation.

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