

2024

Vision health resource calendar

See clear  
all year



# This is more than a calendar

It's a resource library of preventive care and reminders for your employees. Use these articles, interactive features and tools to promote vision health throughout the year.

Copy and paste intros and link into a newsletter, email, intranet or your format of choice.



This document includes interactive elements and is best viewed in Adobe Acrobat or Reader.



# January

Setting sights on the new year



## Make a Date for Your Eyes: Your Annual Exam

### Getting your eyes checked can help you be the vision of health.

You may think you need an eye exam only when it's time to update your eyewear prescription. But the truth is, eye exams are about a lot more than seeing whether you need a new pair of glasses or contacts. Comprehensive eye exams play an important role in your overall wellness, and you should get one every year for optimal vision health. Besides measuring your vision, regular eye exams can help identify early signs of certain chronic health conditions, including high blood pressure, diabetes, heart disease and high cholesterol.<sup>1</sup>



## Are you at risk for glaucoma?

Glaucoma is the name for a group of eye diseases that develop when increased fluid pressure in the eyes damages the nerve fibers in the optic nerve and retina. This damage can lead to irreversible vision loss.

The good news is if glaucoma is detected and treated early, its progression can be slowed or stopped. But the bad news is that people with glaucoma don't always show symptoms. That's why it's important to know if you're at risk.

According to Prevent Blindness America, it's estimated that over 4 million Americans have glaucoma, but only half know they have it. Anyone can get glaucoma, but if you fall into one or more of the risk categories listed below, it's particularly important to receive a comprehensive eye exam that includes dilating your pupils every year.



## Your annual wellness checklist

## Make a date for your eyes: your annual exam

Eye exams are not just for updating prescriptions for glasses and contacts – they can tell us a lot about our overall health.

## Are you at risk for glaucoma?

January is glaucoma awareness month – the good news is if glaucoma is detected and treated early, its progression can be slowed or stopped. That's why it's important to know if you're at risk.

## Your annual wellness checklist

Everyone has their resolutions, and for many the new year is an opportunity to kick off a healthier lifestyle. There are many ways to improve your overall health and wellness, but for some, it's a challenge to get started. That's where our annual wellness checklist comes into play.

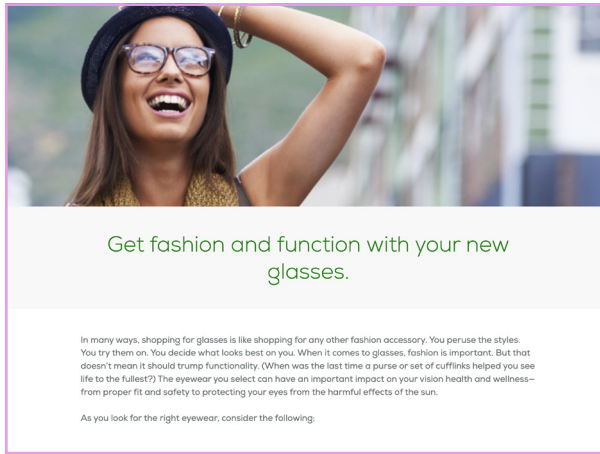
# February

See the possibilities



## Video: All about digital eye exams

Hear it from an optometrist: learn all about comprehensive digital eye exams in this short video.



Get fashion and function with your new glasses.

In many ways, shopping for glasses is like shopping for any other fashion accessory. You peruse the styles. You try them on. You decide what looks best on you. When it comes to glasses, fashion is important. But that doesn't mean it should trump functionality. (When was the last time a purse or set of cufflinks helped you see life to the fullest?) The eyewear you select can have an important impact on your vision health and wellness—from proper fit and safety to protecting your eyes from the harmful effects of the sun.

As you look for the right eyewear, consider the following:

## Get fashion and function with your new glasses

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## Eye condition simulator

Ever wonder what your loved one with macular degeneration really sees? Or how your colleague with cataracts views the world? Take a spin through this simulation of common eye diseases and learn how to potentially treat or prevent them.

# March

## Lenses and frames



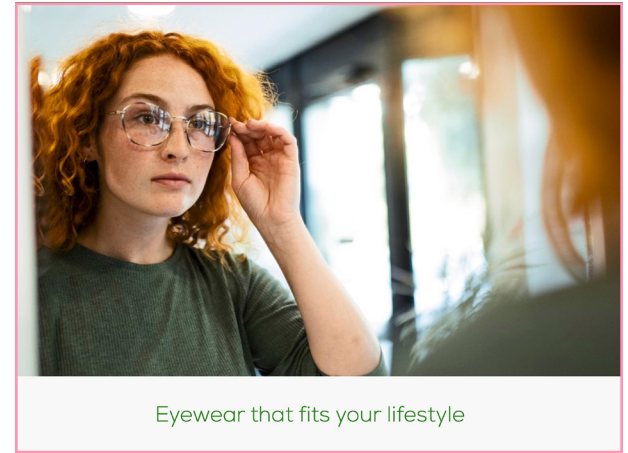
### Put your best face forward

Just like your sneaker collection or go-to jewelry, eyewear is an important part of your wardrobe. A style statement that's front and center, eyewear is an accessory where health meets fashion, so it's important you choose a frame that's right for you.



### From screens to sun – 3 reasons to try Transitions®

This time of year, we often find ourselves spending a balanced amount of time indoors and outdoors – whether it's the urge to stay indoors to declutter every room in the house or being lured outside by warm temperatures and sunshine. So, naturally we're exposed to a variety of light conditions during day-to-day life.




Eyewear that fits your lifestyle

### Eyewear that fits your lifestyle

When it comes to choosing the right eyewear, there are many factors to consider and so many different styles and lens types to choose from. As a starting point, it may be helpful to think about your lifestyle to determine what type of glasses will suit you best.

# April




The (eye) ball is in your court



## 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.

	 CAUTION	 PROTECTION	 SKILL BUILDING DRILLS
<b>Baseball</b>	Wild pitches, thrown bats, pop flies	Face guard; eye guard	Tape words to a bouncing ball and see if you can read them (dynamic acuity).
<b>Basketball</b>	Elbows, fingers, basketballs	Eye guards	Watch TV with your head turned to one side (peripheral vision).
<b>Football</b>	Fingers, loose equipment, flying dirt	Eye guards; face guard	Play a kid's memory matching game and focus on improving your speed (visual memory).

## 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.



## Add Protective Eyewear to Your Game Face


**Whatever sport you play, guarding your eyes is always a winning strategy.**

Whether it's helping you judge a sharp turn down the ski slope or seeing when to hit an oncoming pitch, your eyes are key players in all of your sports activities. But the eyes can also get injured if left unprotected. Nearly all sports pose some type of risk for eye injury. By making the right moves in protecting your eyes, you can significantly lessen your risk of eye injury, and even give yourself a competitive edge by increasing performance. Here are a few tips that can help you keep your eyes protected and well equipped for whatever sports you play:

Wearing the proper eyewear can greatly reduce your chance of an eye injury.

## Add protective eyewear to your game face

Whether you're a weekend hiker or part of a competitive soccer league, protective eyewear can change your game for the better.



## LASIK with the assist

You might know Ali Krieger best for helping her team win the 2015 World Championship or her all-star performance playing professional soccer at the highest level in the United States. What you might not know is she recently underwent LASIK eye surgery at LasikPlus to help improve her vision.

LASIK is the most performed laser eye surgery in the world and treats myopia (nearsightedness), hyperopia (farsightedness) and astigmatism. LASIK is a FDA approved procedure that reshapes the cornea to enable light to be focused onto the retina for clearer vision.<sup>1</sup>

Inspired by the benefits and convenience of LASIK, especially the idea of being less depending on glasses and contacts while on the soccer field, Ali started the process with a free consultation.

## LASIK with the "assist"

Considering LASIK? Professional soccer player, Ali Krieger, shares the process based on her personal experience with the procedure. Now she feels more confident both on and off the field.

# May

Celebrating healthy vision month



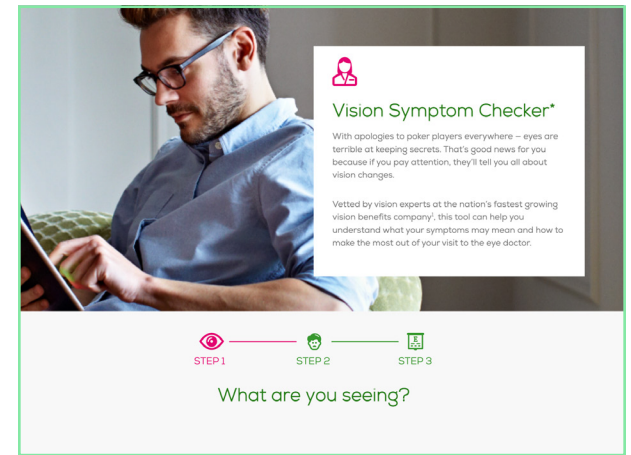
## Video: Importance of eye exams

While annual visits to your optometrist, dentist or general physician can seem inconvenient and never ending, they are a very critical part of preventative care.



## 3 reasons to schedule your annual eye exam

Your eyes continually change, so it's important to schedule an annual eye exam to ensure your overall eye health is in good shape. The reasons are endless, but here are our top 3.

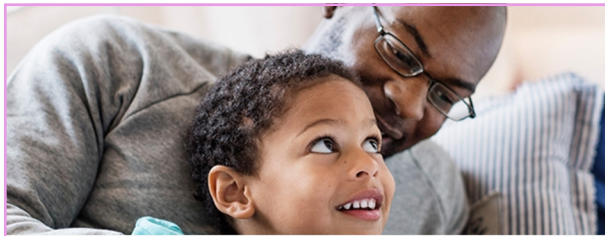


## Vision symptom checker

Are your eyes acting up? This tool can help you understand what your symptoms could mean so you can make the most of your eye exam.

# June

Eye care is for everyone



## Men, vision health, and the big 5

Five of the most common health issues you face as a male can carry a risk of serious harm to your vision. Learn the ways your vision can be affected by each of these diseases, and what you can do to help avoid them.

### 1. Diabetes

About 15.5% of men in the US have diabetes.<sup>1</sup> With this diagnosis comes a chance of developing retinopathy.



## Women and vision: Keeping an eye on your health

If you're female, you're more likely to develop several common, yet serious, eye diseases as compared to your male counterparts. But you have more control over the outcome than you may think. A healthy lifestyle and routine eye exams may give your eyes a fighting chance.

### Age-related macular degeneration



## Are Transitions® lenses for kids, too?

## 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.

## Women and vision: 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.

## Are Transitions® lenses for kids, too?

Kids spend a lot of time both indoors and outdoors – and on screens – so you might be wondering – are Transitions® lenses for kids, too? The answer is: absolutely. Just like protective helmets, shin guards and sunscreen, eyewear protection should be part of the uniform.



# July

Hello sunshine, hello protection



## Here's Looking at You – in Prescription Sunglasses

### Find the perfect pair for every style under the sun, and every activity.

If you wear eyeglasses and spend a lot of time outdoors, you may want to consider prescription sunglasses. Providing convenience, comfort and protection, they can enhance your time outside. And today you have many choices when it comes to finding a pair that won't break the bank. Frames, lenses, color and tint are part of a wide range of options that makes it easy to find the perfect pair for your lifestyle and your budget. How you spend your time outside can help determine what type of prescription sunglasses is best for



## Seeing the world in Transitions

### The smart lens that's getting brighter

Call it the "out-of-the-shadows shuffle!" that moment after leaving a darkened room and entering the light when we slow down, squint and try to catch our visual bearings.

*Transitions*® lenses, which are made with technology designed to automatically adjust to light, are science's answer to this conundrum. Since their introduction in 1991, these adaptive photochromic lenses have served as a trusted ally for the naked eye.



## Get the perfect fit: find the right lenses for your sunglass needs

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Frames, lenses, color and tint are part of a wide range of options that make it easy to find the perfect pair for your lifestyle and your budget. How you spend your time outside can help determine what type of prescription sunglasses are best for your needs.

## Here's looking at you – in prescription sunglasses

Providing convenience, comfort and protection, prescription sunglasses can enhance your time outside. Learn more about the wide range of options that makes it easy to find the perfect pair for your lifestyle and your budget.

## Seeing the world in Transitions®

See clear while blocking out harmful rays. Learn more about lens technology designed with light-sensitive photochromic dyes that immediately start to darken when exposed to the sun's ultraviolet rays.

## Get the perfect fit: Find the right lenses for your sunglass needs

If you wear eyeglasses and spend a lot of time outdoors, you may want to consider prescription sunglasses.

# August

It's national eye exam month



## Vision issues to monitor in your 40s, 50s, 60s and beyond

With each passing year, we gain more memories and more wisdom. (We hope) But as we grow older, our bodies change too, including our eyes and vision. This process is natural, but it's important to stay aware of age-related vision changes to keep our sight and health on-track.

If you've found yourself squinting at print or holding a book at arm's length lately, you're not alone. Difficulty seeing clearly for reading and close work is among the most common problems for those between the ages of 41 to 60.

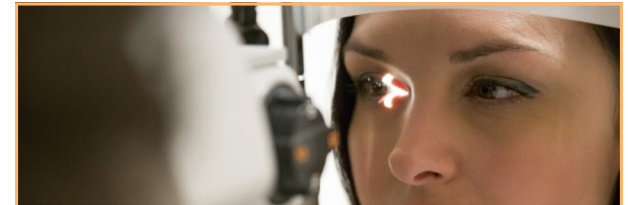


## How to make sure your child isn't the 1 in 4 with an undetected vision issue

It's hard to imagine that newborn babies can only see about 8-12 inches away, with anything beyond all a blur. It's even harder to imagine just how crucial a strong visual system is for a child's overall development, with 80% of learning in the first 12 years coming through the eyes.

With such a huge window of opportunity, parents and caregivers alike can take advantage of toys and play to help stimulate and sharpen a child's vision.

Here are activities for 3 different age stages you can try with your child:



## One of the most important photos you'll ever take

Like your mobile device, your camera and your music collection, eye exams have entered the digital age. That means at your next appointment, your eye doctor could document the exam through retinal imaging—a process that tracks changes in your eye that could signal possible vision or health issues. And you thought that string of selfies on your phone was your most valuable collection of images...

Why look at the retina?

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# September

See better, hear better, feel better



## A clear vision for peace of mind

You might not realize it, but your vision can have an impact on your mental health. So, prioritize your overall health and mental wellbeing by scheduling an annual eye exam.



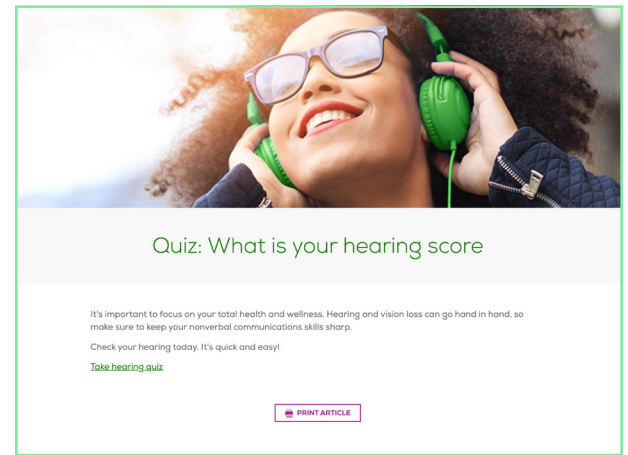
## Social sense: When vision and hearing make it hard to connect

Close your eyes and think of your favorite holiday. Let it sink in. Chances are you can recall specific sights, sounds, tastes and smells. It's a sensory feast. But, what if one of your senses has changed? What if you notice it's harder to see in candlelight? Or, maybe you can't hear the entire conversation at the end of the dinner table. Sometimes the evolution is slow, so we don't notice differences in how we see or hear. When that happens, we rely on our other senses to help decode the situation.

**How we connect**

## Social sense: When vision and hearing 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.



## Quiz: What is your hearing score

It's important to focus on your total health and wellness. Hearing and vision loss can go hand in hand, so make sure to keep your nonverbal communications skills sharp.

Check your hearing today. It's quick and easy!

[Take hearing quiz](#)

[PRINT ARTICLE](#)

## Quiz: What is 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.

# October

Fall in love with healthy eyes



## Age-proof your vision

As you age, so do your eyes. The major causes of vision impairment and blindness in older adults are age-related eye diseases such as glaucoma, cataracts and macular degeneration.



## Video: Lenses tailored to your vision needs

Did you know there are a variety of lenses tailored to suit the individual needs of every patient? During your annual eye exam, the doctor will discuss your options and lifestyle needs in order to find the perfect lenses and vision solution just for you.



## See clearly drive safely interactive

Many factors play into a safe driving experience: vehicle maintenance, road conditions, weather, driving habits, etc. But one factor that is often overlooked (no pun intended) is how having healthy vision can help keep you safe behind the wheel.


# November

## All about myopia

### What are the symptoms of myopia?<sup>2</sup>

1 **Difficulty seeing distant objects clearly**  
You might notice this when your child sits too close to the TV, or shows disinterest in activities that require them to focus at a distance.

2 **Eye strain**  
Children experiencing eye strain may complain of headaches or sore, tired eyes. They may also rub their eyes frequently.





It's estimated that myopia could affect upwards of 52% of the world population by 2050<sup>1</sup>.

### Risk factors of myopia

The exact cause of myopia is still unclear, but there are a few known risk factors. A child may be at risk of developing myopia due to one or more of the following:

- GENETICS
- ENVIRONMENT
- VISUAL HABITS

Read each question below and click on the answer that best describes your child. Each selection will take a deeper dive into how these risk factors may or may not affect your child.



## What is myopia?

my•o•pia *Noun.*

A common vision problem that makes distant objects look blurry, while objects nearby remain clear. Myopia is also known as “nearsightedness” or “shortsightedness.”

## Video: Let's be clear about myopia

Myopia is a growing vision and eye health concern. But, early detection and treatment can slow it down. Watch this video to learn more.

## The myopia generation

Myopia, the medical term for nearsightedness, usually begins in childhood, and it can get worse each year until adulthood. You might be wondering if your child is or could be part of the myopia generation, so let's look at some of the various risk factors to give you a better idea.

# December

Eye care doesn't take a holiday



## The glaring risks of winter: The vision-saving role of sunglasses in the cold

Anyone who has watched the winter Olympics understands the necessity for sunglasses even on the coldest, shortest day of the year. Snow can be blindingly reflective— sometimes literally. And the cold, while it diminishes the sun's heat, doesn't reduce the sun's glare or potential damage to the eyes. In fact, the winter sun may actually be more harmful to our eyes than the summer sun since it sits lower in the winter sky and at a different angle that may expose us to more ultraviolet rays and glare.<sup>1</sup> Some reports indicate the snow reflects nearly 80 percent of the sun's harmful rays.<sup>2</sup>



## Going the distance on vision care: 4 ways to stretch benefits

Quick: Name three important facts about your vision benefit. We'll wait. The less you know about your vision benefit, the more likely it is you are missing out on unexpected perks. We're talking beyond annual eye exams and prescription lenses, here.

A good vision carrier can offer a mobile app to make appointments and find the nearest doctor, provide educational materials to recognize often-overlooked vision issues and even added savings beyond coverage. Considering as many as 16 million Americans have undiagnosed or uncorrected vision problems, and vision



## The glaring risks of winter: The vision-saving role of sunglasses in the cold

Snow can be blindingly reflective – sometimes literally. And the cold, while it diminishes the sun's heat, doesn't reduce the sun's glare or potential damage to the eyes. Learn more about protecting your eyes – even in the winter.

## Going the distance on vision care: 4 ways to stretch benefits

Knowledge is power – and that's true for your vision benefits, too. Let's break down a few ways you can save even more while taking care of your eyes.

## Take your vision benefits virtual

Buying eyeglasses online might be unfamiliar, but in today's digital-shopping age, purchasing eyewear on the internet has become a consumer favorite. It's easy and convenient – plus, you can use your EyeMed benefits for instant savings.