



Dear Healthcare Reporter,

Below is new eye care information that can impact your local readers/viewers. Since March is National Save Your Vision Month, we hope one of these story angles will help educate your readers about safe, cost effective ways to preserve their vision.

- **More and more patients are visiting local optometric physicians as a result of eyestrain caused by extensive computer use, called Computer Vision Syndrome (CVS).** In recent studies, CVS has been linked to the early onset of nearsightedness in children. There are simple steps for alleviating eyestrain and a new test to help prescribe corrective lenses for computer use.
- **Recent clinical studies and numerous optometric physicians are confirming that a new type of contact lens can be worn safely 24 hours/day for 30 consecutive days.** These lenses are becoming an alternative to LASIK.
- **Special contact lenses worn only at night to reshape the cornea are also gaining popularity as an alternative to daily-wear contacts, glasses and LASIK.**
- **A diabetic, Tacoma-area optometric physician has written one of the only books focused on eye care for diabetics (news release below).** It is scheduled for release late March and is already receiving national attention.

Please contact me if I can arrange an interview with an optometric physician and/or patient in your neighborhood to discuss any of the above issues. Please also click the “Save Your Vision Month” link at www.eyes.org to access the following eye health educational materials you may use in your publication:

- Eye Health Checklists for Adults and Children
- At-Risk Groups for Eye Disease: Race, Age, Gender, Family History
- Fast Facts on the Major Eye Diseases: Symptoms, “What You Can Do,” New Information
- Free Eye Care Now Year-Round (VISION USA)

Respectfully,

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Affiliated with
American Optometric Association