



Encourage Americans to Make Their Vision Last a Lifetime Healthy Vision Month 2012

Americans agree that eyesight has a huge impact on their day-to-day lives and is one of the senses they fear losing most. Unfortunately, people often do not pay attention to their vision until they notice a problem. Join the National Eye Institute (NEI) of the National Institutes of Health during May, Healthy Vision Month, to encourage Americans to take steps to help make their vision last a lifetime.

One of the most important steps people can take is to get a comprehensive dilated eye exam. In this procedure, an eye care professional places drops in the eyes to dilate, or widen, the pupil to allow more light to enter the eye the same way an open door lets more light into a dark room. This procedure allows the eye care professional to examine the back of the eyes and look for early signs of disease, many of which have no early warning signs. Early detection is key to treating eye disease effectively and preventing blindness.

NEI offers a variety of resources you can use in May and throughout the year to promote the importance of early detection through a comprehensive dilated eye exam. Visit the Healthy Vision Month Website at <http://www.nei.nih.gov/healthyvisionmonth> to download free resources such as drop-in articles, e-cards, fact sheets, widgets, web banners, patient reminder postcards, and PowerPoint presentations and to find ideas on how to use them in your community.

Let's celebrate Healthy Vision Month together! No effort is too small when encouraging people to make their vision last a lifetime.