

SEE WHAT COULD BE® Student Health Education Program

Dear Educator,

Now is the perfect time to promote healthy vision habits and remind students and families about the importance of regular eye exams. Teach your students about eye care to help them be the best that they can be with this FREE educational program from ACUVUE® Brand Contact Lenses in partnership with curriculum specialist Young Minds Inspired (YMI).

SEE WHAT COULD BE® is an in-school health program for students with easy-to-implement activities. Students will explore the importance of healthy vision and learn steps they can take to help protect their eyes. We've also included materials that will help educate parents about contact lenses as a vision correction option, along with information about properly wearing and caring for them.

In addition, we've provided a letter and reproducible handout for you to pass along to the school nurse to help spread the word about the importance of healthy vision and eye care.

Please share this program with your health-education colleagues. Although these materials are protected by copyright, you may make as many copies as you need for your classes.

Please complete and return the reply card to let us know your opinion of the program or comment online at www.ymiclassroom.com/seewhatcouldbe_ca.html. We depend on your feedback to continue providing free educational programs that make a real difference in students' lives.

Sincerely,



Dominic Kinsley, Ph.D.
Editor in Chief, Young Minds Inspired



is the only company developing free, innovative classroom materials that is owned and directed by award-winning former teachers.

Visit our website at www.ymiclassroom.com to send feedback and download more free programs. For questions, contact us at 1-800-859-8005 or e-mail us at feedback@ymiclassroom.com.

Target Audience

This program is designed for students in health classes, with an extension for your school nurse.

Program Objectives

- To raise student awareness about the importance of eye health.
- To encourage students to take steps to protect their eyes and vision.
- To educate parents who might be considering contact lenses as a vision-correction option for their teen's vision care program.

Program Components

This teacher's guide, which includes:

- Three reproducible student activity sheets
- One reproducible parent handout
- 60 take-home mini-magazines for parents
- A letter and reproducible handout to pass along to your school nurse
- A reply card for your comments

Using This Program

1. Review the program materials and schedule the activities to suit your timeframe. (Each activity is designed for one class period.) To review the program's alignment with health education standards, please visit www.ymiclassroom.com/seewhatcouldbe_ca.html.
2. Photocopy the three activity sheets and give students a copy of each one.
3. **Share the enclosed letter/reproducible handout with your school nurse** as a student/parent resource, and invite the nurse to join you in presenting the program.
4. **Involve parents in the program** by distributing copies of the parent handout and the enclosed mini-magazines for students to take home. Provide mini-magazines first to students who may

have a greater need for them; additional copies can be downloaded at www.ymiclassroom.com/seewhatcouldbe_ca.html. These two resources inform parents about the lessons in healthy vision their child is learning at school, and provide them with a reminder about the importance of regular professional eye examinations, tips for promoting healthy vision, and information on the benefits of contact lenses as a corrective-vision option.



Activity One

Eye Exam

Part 1. Use this true or false quiz to help students find out how much they know about healthy vision. Review the answers in class, then have students take the sheet home to quiz a parent.

Answers:

1-False: 20/20 vision refers only to the sharpness or clarity of vision at a distance. It does not measure other components of overall visual ability such as peripheral awareness, eye coordination, depth/color perception, and focusing ability.

2-False: Some vision and eye conditions don't have warning signs. That's why regular eye exams are important. According to the Canadian Association of Optometrists (CAO), teens should have their eyes examined every year unless their

Important information for contact lens wearers: ACUVUE® Brand Contact Lenses are available by prescription only for vision correction. An Eye Care Professional will determine whether contact lenses are right for you. Although rare, serious eye problems can develop while wearing contact lenses. To help avoid these problems, follow the wear and replacement schedule and the lens care instructions provided by your Eye Care Professional. Do not wear contact lenses if you have an eye infection, or experience eye discomfort, excessive tearing, vision changes, redness, or other eye problems. If one of these conditions occurs, contact your Eye Care Professional immediately. For more information on proper wear, care, and safety, talk to your Eye Care Professional and ask for a Patient Instruction Guide, call 1-800-667-5099, or visit www.Acuvue.ca.

Eye Care Professional recommends more frequent exams.

3-True: Research suggests that contacts may provide some benefits over glasses while playing sports, because they eliminate the disadvantages of spectacle movement and fogging, and increase peripheral field of vision by approximately 15 percent over glasses.

4-False: Nearsightedness (myopia) means that you can see close objects clearly, but faraway objects may appear blurry. About 40 percent of the Canadian population has this condition, which generally first occurs in school-aged children and progresses until about age 20 as the eye continues to grow. Glasses and/or contact lenses can usually correct nearsightedness.

5-True: Sun damage to eyes that are unprotected or underprotected may not be evident for years, but once the damage is done, it cannot be repaired. Experts estimate that a significant amount of lifetime exposure to UV rays may occur by age 18 and that children's annual dose of radiation may be up to three times that of adults. That's why it's important to get maximum protection for your eyes beginning in childhood.

6-True: While most sunglasses can help block UV rays that enter through the lenses, most frame styles do not prevent unfiltered rays from reaching the eyes from the sides, top, and/or bottom of the glasses. UV-blocking contact lenses, *when worn in conjunction with high-quality UV-blocking sunglasses and a wide-brimmed hat*, offer important added protection against the sun's rays. However, not all contact lenses offer UV protection. All ACUVUE® Brand Contact Lenses offer effective UV-blocking^{†††}. For more information, visit Acuvue.ca/products-acuvue-1day-moist.

7-False: Contact lens wearers who do not follow their Eye Care Professional's instructions on proper wear and care are more likely to experience discomfort and may put themselves at greater risk for infection or other serious complications. A free service (www.Acuminder.ca), open to all contact lens wearers, sends an automatic reminder via email and/or cell phone text message on when to change contact lenses, when to buy new contacts, and when to schedule an eye exam.

8-True: Roads with low or no lighting, combined with headlight glare, make driving in the dark one of the most hazardous situations drivers face. Low light levels also cause the eye's pupil to dilate, which can accentuate any existing focusing problems and result in blurred vision—with potentially tragic consequences. A comprehensive eye exam will include testing to diagnose such problems and determine the correct form of treatment, such as glasses or contact lenses.

Part 2. Vision is composed of many interrelated skills that can affect athletic performance. Have students share how these three visual skills affect their ability to participate in sports activities and discuss which skill presents the greatest challenge.

Activity Two

Make Eye Contact

Part 1. Use this activity to help students explore the connection between healthy vision and self-confidence. Talk about situations in which eye contact is important, then review the options for vision correction.

Part 2. Use this quiz to make students aware of Computer Vision Syndrome (eye and vision problems related to extended computer use). Review the answers in class, then encourage students to take the online quiz with their parents at www.acuvue.com/computerquiz.



Answers:

1. People working at a computer blink about three times **less** often than normally, which can lead to sensations of dryness, irritation, and tearing. For contact lens wearers, fewer blinks can

cause the surface of some contact lenses to dry out, which can lead to discomfort and blurriness. Eye Care Professionals may be able to recommend contact lenses better suited for extended computer viewing, such as ACUVUE® OASYS® Brand Contact Lenses.

2. Computer users should **take a break**. Uninterrupted computer use can make it difficult for the eyes to focus and may lead to unconscious squinting in order to maintain visual clarity, which can put a strain on eye muscles. A preventive approach is the 20/20/20 rule: Take a 20-second break every 20 minutes and focus your eyes on a point at least 20 feet from your computer screen.

3. Window light can cause considerable eyestrain for computer users **no matter where you sit**. Try to use shades, curtains, or blinds to control light levels throughout the day.

Activity Three

Stay Eye Safe

Part 1. Use this activity to discuss how students take care of their eyes and their glasses and contact lenses. Then review the tips provided in the Healthy Habits chart.

Part 2. Have students work in teams to create a peer-oriented public awareness campaign on eye safety, with each team focusing on one of the four topics presented in the chart. Each team should create a poster, pamphlet, text message, etc. to spread the word for healthy vision. Consider having contact lens wearers team up to raise awareness about the importance of proper wear and care compliance.

[†]Helps protect against transmission of harmful UV radiation to the cornea and into the eye.

****WARNING:** UV-absorbing contact lenses are NOT substitutes for protective UV-absorbing eyewear such as UV-absorbing goggles or sunglasses because they do not completely cover the eye and surrounding area. You should continue to use UV-absorbing eyewear as directed. NOTE: Long-term exposure to UV radiation is one of the risk factors associated with cataracts. Exposure is based on a number of factors such as environmental conditions (altitude, geography, cloud cover) and personal factors (extent and nature of outdoor activities). UV-Blocking contact lenses help provide protection against harmful UV radiation. However, clinical studies have not been done to demonstrate that wearing UV-Blocking contact lenses reduces the risk of developing cataracts or other eye disorders. Consult your eye care practitioner for more information.

Eye Exam

PART 1. You depend on your eyes for all kinds of tasks—to do school work, stay connected with friends, stay safe on the road, perform your best in sports, music, extracurricular activities, video games, and more. But how much do you know about healthy vision? Take this quiz to find out by checking off T for True or F for False. After you review your answers in class, take the quiz home to see how much your parents know.

1. T F 20/20 vision means you have perfect vision.
2. T F An eye exam is unnecessary if you are not having problems with your vision.
3. T F Contact lenses may provide advantages over glasses in sports.
4. T F Nearsightedness means you have trouble seeing things near to you.
5. T F Sun damage to your eyes is irreversible.
6. T F Contact lenses can help provide a valuable extra level of protection from the sun's rays.
7. T F It is OK to wear contact lenses longer than your Eye Care Professional recommends.
8. T F Vision problems and visual discomfort make driving in the dark difficult and uncomfortable.



PART 2. Vision isn't just about how clearly you see. It also includes things like eye movement, focus, visual memory, eye-hand coordination, peripheral vision, and how you respond to things you see. Think about how you use your eyes when in a car. Think about how your vision comes into play in sports. In many sports, vision skills drive the athlete's performance—from knowing when to swing the bat to catching a ball to knowing where the opponent is, etc.

Think about the visual skills listed below. How do they play a part in the sports activities you participate in?

Peripheral Vision

(the part of vision that occurs outside the very center of gaze)

Visual Concentration

(the ability to screen out distractions and stay focused on the ball or the target)

Visual Reaction Time

(the speed with which your brain interprets and reacts to your opponent's action, such as at the plate in baseball)

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*Professional exam and fitting fees not included. Valid only while supplies last.

Make Eye Contact

PART 1. Whether you're doing a class presentation, staring down an opponent in sports, meeting someone new, or greeting a potential employer at a job interview, making eye contact can have a big impact. Think about a situation in your life when eye contact comes into play. What's the situation and how do you feel? How do you think making eye contact with confidence affects people's perceptions of you and the way you feel about yourself?

Vision Correction Options



Glasses and contact lenses are both options for vision correction prescribed by an Eye Care Professional. Some of the benefits of contacts are comfort, clear vision, and convenience. Because the lens sits on the eye, contacts allow more freedom of movement, good peripheral or side vision, and less distortion than glasses. Some contacts have UV protection to give you added help with keeping your eyes safe in the sun. (This is in addition to sunglasses and a hat!) And a recent study showed that, compared to glasses, contact lens wear significantly improves how children and teens feel about their appearance and participation in activities such as social situations and sports.

Are You Ready for Contacts?



You can probably answer this yourself. Are you responsible? Is personal hygiene a priority for you? If so, then you're probably ready. Age is a factor, but not the only one—it depends more on responsibility and attitude than age. Your Eye Care Professional will help you and your parents determine if contact lenses are right for you.

Contact Options



There are lots of contact lens options available to correct different vision issues. Your Eye Care Professional will help you decide which one is best for you. Some lenses, like ACUVUE® OASYS® Brand Contact Lenses, are replaced every two weeks. Daily disposable lenses such as 1-DAY ACUVUE® MOIST® Brand Contact Lenses are worn for a day, then tossed away. You can find out more about these contacts at www.Acuvue.ca, where you can also get a certificate for a FREE* trial pair of lenses.

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PART 2. How well do you take care of your eyes and vision? Things you do every day like using desktop and hand-held computers and mobile phones can cause eye strain, blurred vision, or irritated or dry eyes. Take this quiz to find out how insightful you are when it comes to the effect of technology on your vision. Check the answer that best describes you.

1. Do you blink more or less often when looking at a computer screen?
 more less
2. When working at your computer, do you work for long periods of time with few interruptions or do you take breaks?
 I tend to work for long periods of time.
 I take frequent breaks.
3. When working at a computer, are you facing a window, to the side of a window, or is the window directly behind you?
 facing a window
 to the side of a window
 window directly behind

Want to learn more? Go to www.acuvue.com/computerquiz with your parents to take a quiz.

SEE WHAT COULD BE® Student Health Education Program

Check out www.Acuvue.ca for a certificate for a FREE* trial pair of contact lenses.

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Important information for contact lens wearers: ACUVUE® Brand Contact Lenses are available by prescription only for vision correction. An Eye Care Professional will determine whether contact lenses are right for you. Although rare, serious eye problems can develop while wearing contact lenses. To help avoid these problems, follow the wear and replacement schedule and the lens care instructions provided by your Eye Care Professional. Do not wear contact lenses if you have an eye infection, or experience eye discomfort, excessive tearing, vision changes, redness, or other eye problems. If one of these conditions occurs, contact your Eye Care Professional immediately. For more information on proper wear, care, and safety, talk to your Eye Care Professional and ask for a Patient Instruction Guide, call 1-800-667-5099, or visit www.Acuvue.ca.

Stay Eye Safe

PART 1. Think about all the things you do in one day. If your eyes are open, then they're working. List three things that you do to keep your eyes healthy so they keep working for you. If you wear eyeglasses or contact lenses, what do you do to take care of them?

This chart includes steps that you can take to help protect your eyes and promote healthy vision.

TOPIC	HEALTHY HABITS
Overall Eye Health	<ul style="list-style-type: none"> • Get an eye exam at least once every two years, or more frequently if your Eye Care Professional recommends it. • Don't ignore vision or eye problems such as blurred vision, eye strain, or discomfort—tell your Eye Care Professional. • Eat healthy foods. Researchers have linked nutrients such as lutein/zeaxanthin, vitamin C, vitamin E, and zinc found in foods like fruits and vegetables to reducing the risk of certain eye diseases. (See the nutrition link at www.opto.ca/openyoureyes.) • Follow good computer practices—take breaks from looking at the screen, remember to blink, reduce glare, control the lighting, and position the monitor correctly.
UV Rays	<ul style="list-style-type: none"> • Minimize UV exposure to your eyes. Wear good quality UV-blocking sunglasses and a wide-brimmed hat when in the sun. • If you wear contacts, ask your Eye Care Professional about UV-blocking⁺ contacts for added protection.
Playing Sports	<ul style="list-style-type: none"> • Wear protective eyewear when playing sports. It is estimated that 90 percent of eye injuries could be prevented simply by wearing proper helmets and goggles. • Water can harbor microorganisms that can lead to severe infection, vision loss, or blindness. If your contacts come into contact with water, such as when swimming, discard them afterwards and replace them with a new pair. Ask your Eye Care Professional for recommendations about wearing your contacts during any activity involving water.
Contact Lenses	<ul style="list-style-type: none"> • Replace contact lenses according to your Eye Care Professional's prescribed replacement plan. • Don't wear contacts for longer than directed. This is known as "stretching" and may cause eye irritation and infection. • Always wash and dry your hands before putting in or removing contacts. • Follow your Eye Care Professional's instructions on how to properly clean contact lenses and how often to replace contact lens cases. • Don't use tap water to clean contacts. • Never share contacts. • It is recommended to insert contacts before putting on eye makeup, and to take them out after removing eye makeup. • Check out www.Acuminder.ca to get free reminders about when to replace contact lenses, buy new ones, and schedule eye exams.



PART 2. Working with your team, create a teen-oriented public awareness campaign on eye safety, focusing on one of the four topics covered in the chart. Create a poster, pamphlet, text message, or some other visual communication to spread the word about healthy vision. If you wear contact lenses, consider a campaign on how to raise awareness about the importance of proper wear and care for contacts. You can go to www.Acuvue.ca and www.Youtube.com/Acuvue for help—including videos on how to properly insert and remove lenses. Use this sheet to help you plan:

Topic: _____

Campaign format: _____

Main message: _____

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⁺Helps protect against transmission of harmful UV radiation to the cornea and into the eye.

****WARNING:** UV-absorbing contact lenses are NOT substitutes for protective UV-absorbing eyewear such as UV-absorbing goggles or sunglasses because they do not completely cover the eye and surrounding area. You should continue to use UV-absorbing eyewear as directed. NOTE: Long-term exposure to UV radiation is one of the risk factors associated with cataracts. Exposure is based on a number of factors such as environmental conditions (altitude, geography, cloud cover) and personal factors (extent and nature of outdoor activities). UV-Blocking contact lenses help provide protection against harmful UV radiation. However, clinical studies have not been done to demonstrate that wearing UV-Blocking contact lenses reduces the risk of developing cataracts or other eye disorders. Consult your eye care practitioner for more information.

SEE WHAT COULD BE[®]

Student Health Education Program

Dear Parent or Guardian,

In just about every aspect of life, what we see determines what we do. Good eye health and optimal vision are critical factors to help our children perform better at school, at work, and at play. Uncorrected or insufficiently corrected vision should not be the reason our children don't feel confident about performing at their best.

Yet, while most Canadians visit their doctor annually and their dentist twice a year, research shows that many adults do not prioritize, for themselves or their children, two of their most vital body parts—their eyes.

Your child is learning about the importance of healthy vision and protecting their eyes through a free classroom program entitled **SEE WHAT COULD BE[®]** from ACUVUE[®] Brand Contact Lenses in partnership with curriculum specialist Young Minds Inspired (YMI). This letter provides you with information about some of the things being discussed in the classroom.

Does My Child Need an Eye Exam?

In a recent survey¹ of more than 6,500 adults from the United States and 12 other countries around the world, only one-third of American parents/caregivers said that they have ever taken their child under 18 years of age for a comprehensive eye exam—an examination conducted in an office by an Eye Care Professional that checks not just for vision correction needs, but also for overall eye health.

In part, this is due to the fact that many people share the misguided belief that seeing well translates to good eye health. Many school vision screenings only test for distance visual acuity, so even if a child passes a vision screening, they should receive a comprehensive optometric examination.

Vision changes can occur without your child or you noticing them, so the earlier a vision problem is detected and treated, the more likely treatment will be successful. According to the Canadian Association of Optometrists (CAO), teens should have their eyes examined every year unless their Eye Care Professional recommends more frequent exams. When needed, the Eye Care Professional can prescribe treatment to correct any vision problems, such as eyeglasses or contact lenses.



Vision Correction Options

Both glasses and contact lenses are good options for people who need vision correction. For children in need of vision correction, contact lenses have become a popular and easy alternative to glasses. Many parents are not sure if contacts are a viable option for their child. However, a growing body of research in children's vision correction continues to demonstrate that contact lenses provide significant benefits to children beyond correcting their vision.

Studies have shown that children who wear contacts feel better about their physical appearance, athletic ability, and social acceptance compared with kids who wear glasses. These children also report greater comfort with peer perception and higher satisfaction when engaging in social activities. Contacts can even help to improve academic confidence, especially among children who are unhappy with their glasses and may not regularly wear them at school or to study. In particular, girls show an improved sense of self-confidence when they wear contacts instead of glasses.²

The **SEE WHAT COULD BE[®]** classroom program provides general information about contact lenses and some things for parents and teens to discuss together and with their Eye Care Professional to determine if a child is a good candidate for contacts. And, to encourage healthy habits, the program provides advice and resources on how to properly wear and care for contacts.

Eye Safety

Healthy vision also means protecting your eyes. Each year, hospital emergency rooms treat more than 40,000 sports-related eye injuries. More than one-third of the victims are children. In fact, sports represent the number one cause of eye injuries in children under the age of 16. It is estimated that more than 90 percent of these injuries could be prevented simply by wearing proper helmets or goggles.³

We encourage you to talk with your child about the information he or she has learned in class that will help them develop healthy eye habits.

Sincerely,

Dominic Kinsley, Ph.D.
Editor in Chief
Young Minds Inspired

Richard Wallingford, Jr., OD, FAAO
Director, Professional Affairs
VISTAKON[®] Division of Johnson & Johnson Vision Care, Inc.

¹Global Attitudes and Perceptions About Vision Care, THE VISION CARE INSTITUTE[®], LLC, 2010, www.thevisioncareinstitute.com/globalsurvey.

²Walline JJ, Jones LA, Sinnott L, et al; the ACHIEVE Study Group. Randomized trial of the effect of contact lens wear on self-perception in children. *Optom Vis Sci* 2009;86(3).

³Children's Eye Injuries: Prevention and Care, www.geteyesmart.org/eyesmart/living/children-preventing-eye-injuries.cfm.

SEE WHAT COULD BE®

Student Health Education Program



A Look at Contact Lenses

Considering Contacts for Your Teen?

Deciding whether contact lenses are the right vision correction option for your teen can be a big decision. This booklet from ACUVUE® Brand Contact Lenses in partnership with curriculum specialist Young Minds Inspired (YMI) provides you with some information and things to think about when considering contacts. Talk to your Eye Care Professional—he or she will help guide you in making the decision.

Benefits Beyond Vision Correction

Because the lens sits on the eye, contact lenses allow more freedom of movement, good peripheral or side vision, and less distortion than glasses.

The benefits of contact lenses extend far beyond just improved vision, however. Studies have shown that children who wear contacts feel better about their physical appearance, athletic ability, and social acceptance compared with kids who wear glasses. Contacts can even help to improve academic confidence, especially among children who

are unhappy with their glasses and may not regularly wear them at school or to study. In particular, girls show an improved sense of self-confidence and self-worth when they wear contacts instead of glasses.¹

Is My Child Ready for Contacts?

Age is one factor in determining whether a child is a good candidate for contacts, but not the only one. According to the *Children & Contact Lenses* study, a survey of 576 optometrists conducted by the American Optometric Association Research and Information Center, nearly all (96%) respondents say that a child's interest and motivation to wear contact lenses is the most important factor to consider in fitting a child with contacts.



More than half of optometrists participating in the survey feel it is appropriate to introduce a child to soft contact lenses between the ages of 10-12. One in five (20 percent) say they begin prescribing contact lenses as the principal form of vision correction for children ages 10-12; nearly half (49 percent) prescribe contact lenses first for 13- to 14-year-

¹Walline JJ, Jones LA, Sinnott L, et al; the ACHIEVE Study Group. Randomized trial of the effect of contact lens wear on self-perception in children. *Optom Vis Sci* 2009;86(3).

olds, and two-thirds (66 percent) recommend contact lenses as the main form of vision correction for 15- to 17-year-olds.

You can view the Executive Summary of the survey at www.aoa.org/childrenandcontactlenses.

What Kind of Contact Lenses are Best for Your Teen?

The type of contact lens your Eye Care Professional recommends will depend on your child's vision correction requirements. Disposable soft contact lenses (both the daily disposable and reusable varieties) are popular choices among teenagers. For example, ACUVUE® OASYS® Brand Contact Lenses are replaced every two weeks. Daily disposable lenses such as 1-DAY ACUVUE® MOIST® Brand Contact Lenses are worn for a day, then tossed away. You can find out more about these contacts and get a certificate for a FREE* trial pair at www.Acuvue.ca.

Wear and Care

Your child's compliance with their Eye Care Professional's wear and care instructions is key for eye health, comfort, and vision performance. Children who opt for reusable lenses need to remember to be vigilant about discarding and replacing their lenses. In fact, changing contact lenses more frequently can help prevent the habit of "stretching" contact lenses beyond the replacement schedule prescribed by an Eye Care Professional. To make things easier, you can sign up your teen for the ACUMINDER® Tool—a free reminder service that sends an email and/or cell phone text message on when to change contact lenses, and can also prompt wearers on when to schedule an eye exam. (See www.Acuminder.ca.)

*Professional exam and fitting fees not included. Valid only while supplies last.

What to Ask the Eye Care Professional

You probably have a lot of questions for your Eye Care Professional. To help you prepare for your visit, check out the sample questions at www.Acuvue.ca.

Parents of a child who currently wears glasses say...

50% THEIR CHILD WOULD RATHER BE WEARING CONTACT LENSES

42% THEIR CHILD DISLIKES WEARING GLASSES

41% THEIR CHILD DOES NOT ALWAYS WEAR THEIR GLASSES WHEN HE/SHE SHOULD

40% THEIR CHILD SOMETIMES FEELS SELF-CONSCIOUS WEARING GLASSES

Source: Fairfield Research; Survey of Good Housekeeping Reader Advisory Panel parents of vision-corrected children 8-17 years old. 8/09 (n=564)

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ACUVUE®
BRAND CONTACT LENSES
SEE WHAT COULD BE®



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Dear School Nurse,

Reminding students and families about the need for comprehensive eye exams and healthy vision habits is an important year-round goal. Identifying and correcting vision conditions is a vital part of helping students succeed at school and in life.

Findings from a global study¹ of attitudes and perceptions about vision health reveal that only one-third of American parents/caregivers said that they have ever taken their child under 18 years of age for a comprehensive eye exam—an examination conducted in an office by an Eye Care Professional that checks not just for vision correction needs, but also for overall eye health.

The health teacher in your school recently received **SEE WHAT COULD BE®**, a free educational program from ACUVUE® Brand Contact Lenses in partnership with curriculum specialist Young Minds Inspired (YMI) designed to teach students about the importance of healthy vision. The program includes:



- **Tips for students** on ways they can help protect their eyes.
- **Materials for parents** to encourage healthy eye care habits, like scheduling regular eye examinations.
- **Information for teens and parents** considering contact lenses as a vision correction option. A growing body of research in children's vision correction continues to demonstrate that contact lenses provide significant benefits to children beyond correcting their vision—significantly improving how they feel about their physical appearance, acceptance among friends, ability to play sports, and confidence about their academic performance.
- **Reminders for contact lens wearers** about the importance of following their Eye Care Professional's instructions related to cleaning and replacing their contact lenses. Good hygiene and responsibility are important when it comes to contacts. However, recent studies found that some contact lens wearers are non-compliant when it comes to hand washing, case hygiene, contact lens disinfection, and following the recommended contact lens replacement schedule.



We encourage you to join in this effort in making healthy vision a priority by:

- Copying and making the reproducible handout printed on the reverse of this letter available to students and parents.
- Reminding students who wear contact lenses to follow their Eye Care Professional's wear and care directions to avoid eye discomfort and more serious complications.
- Talking to the health teacher and collaborating with him or her to present the program to students.

Although these materials are protected by copyright, you may make as many copies as you need for your classes. Thank you for your support in educating families about healthy vision.

Sincerely,



Dominic Kinsley, Ph.D.
Editor in Chief
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Richard Wallingford, Jr., OD, FAAO
Director, Professional Affairs
VISTAKON® Division of Johnson & Johnson Vision Care, Inc.

¹Global Attitudes and Perceptions About Vision Care, THE VISION CARE INSTITUTE®, LLC, 2010, www.thevisioncareinstitute.com/globalsurvey.

SEE WHAT COULD BE® Student Health Education Program

You depend on your eyes to do all kinds of tasks—to do school work or your job, stay connected with friends through texting and social networks, stay safe on the road, look up information online, perform your best in sports, music, extracurricular activities, video games, and more. You owe it to your eyes—and yourself—to take care of your vision.

As part of the **SEE WHAT COULD BE®** in-school program, ACUVUE® Brand Contact Lenses in partnership with curriculum specialist Young Minds Inspired (YMI) wants to help you with your vision care. Review the information below with your family.

Do You Need an Eye Exam?

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You and your parents may believe that seeing well translates to good eye health. Many school vision screenings only test for distance visual acuity, however, so even if you pass a vision screening, you should still receive a comprehensive optometric examination. According to the Canadian Association of Optometrists (CAO), teens should have their eyes examined every year unless their Eye Care Professional recommends more frequent exams. When needed, the Eye Care Professional can prescribe treatment to correct any vision problems, such as eyeglasses or contact lenses.

Vision Correction Options

Both glasses and contact lenses are good options for people who need vision correction. For children in need of vision correction, contact lenses have become a popular and easy alternative to glasses.

Many parents are not sure if contacts are a viable option for their child. However, a growing body of research in children's vision correction continues to demonstrate that contact lenses provide significant benefits to children beyond correcting their vision.

Studies have shown that children who wear contacts feel better about their physical appearance, athletic ability, and social acceptance compared with kids who wear glasses. These children also report greater comfort with peer perception and higher satisfaction when engaging in social activities. Contacts can even help to improve academic confidence, especially among children who are unhappy with their glasses and may not regularly wear them at school or to study. In particular, girls show an improved sense of self-confidence when they wear contacts instead of glasses.²



The **SEE WHAT COULD BE®** classroom program provides general information about contact lenses and some things for parents and teens to discuss together and with their Eye Care Professional to determine if a child is a good candidate for contacts. And, to encourage healthy habits, the program provides advice and resources on how to properly wear and care for contacts. Teens can check out www.Acuvue.ca/thinking-teens.htm and parents can go to www.Acuvue.ca/thinking-child.htm to learn more about contacts.

Eye Safety

Healthy vision also means protecting your eyes. Each year, hospital emergency rooms treat more than 40,000 sports-related eye injuries. More than one-third of the victims are children. In fact, sports represent the number one cause of eye injuries in children under the age of 16. It is estimated that more than 90 percent of these injuries could be prevented simply by wearing proper helmets or goggles.³

SEE WHAT COULD BE® Student Health Education Program

Check out www.Acuvue.ca for a certificate for a FREE* trial pair of contact lenses.

*Professional exam and fitting fees not included. Valid only while supplies last.

Important information for contact lens wearers: ACUVUE® Brand Contact Lenses are available by prescription only for vision correction. An Eye Care Professional will determine whether contact lenses are right for you. Although rare, serious eye problems can develop while wearing contact lenses. To help avoid these problems, follow the wear and replacement schedule and the lens care instructions provided by your Eye Care Professional. Do not wear contact lenses if you have an eye infection, or experience eye discomfort, excessive tearing, vision changes, redness, or other eye problems. If one of these conditions occurs, contact your Eye Care Professional immediately. For more information on proper wear, care, and safety, talk to your Eye Care Professional and ask for a Patient Instruction Guide, call 1-800-667-5099, or visit www.Acuvue.ca.

¹Global Attitudes and Perceptions About Vision Care, THE VISION CARE INSTITUTE®, LLC, 2010, www.thevisioncareinstitute.com/globalsurvey.

²Walline JJ, Jones LA, Sinnott L, et al; the ACHIEVE Study Group. Randomized trial of the effect of contact lens wear on self-perception in children. *Optom Vis Sci* 2009;86(3).

³Children's Eye Injuries: Prevention and Care, www.geteyesmart.org/eyesmart/living/children-preventing-eye-injuries.cfm.