



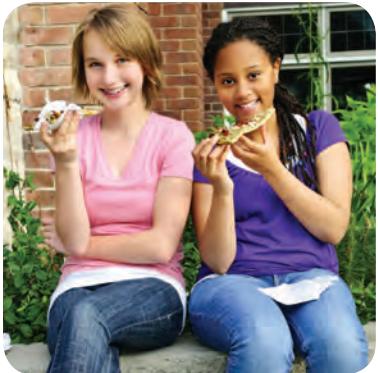
Dear School Nurse,

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 doctor'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 doctor'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,

A handwritten signature in black ink that appears to read "D.K." followed by "Kinsley".

A handwritten signature in black ink that appears to read "Richard Wallingford, Jr., OD, FAAO".

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
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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?

In a recent survey¹ of more than 6,500 adults from the United States and 12 other countries, 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.

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 American Optometric Association (AOA), teens should have their eyes examined at least every two years unless their doctor recommends more frequent exams. When needed, the doctor 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 doctor 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.com/thinking-teens.htm](http://www.acuvue.com/thinking-teens.htm) and parents can go to [www.Acuvue.com/thinking-child.htm](http://www.acuvue.com/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.com](http://www.acuvue.com) for a certificate for a FREE* trial pair of contact lenses.



Follow us on Facebook:
www.facebook.com/Acuvue

*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 doctor. 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 doctor immediately. For more information on proper wear, care, and safety, talk to your eye care professional and ask for a Patient Instruction Guide, call 1-800-843-2020, or visit [www.Acuvue.com](http://www.acuvue.com).

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