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For more information:
Prevent Blindness America
Sarah Hecker
(312) 363-6035
shecker@preventblindness.org

Prevent Blindness America Launches “Healthy Eyes Educational Series” to Promote Vision Health

***--Free Program Provides Easy-to-use Presentations on the Importance of
Protecting Vision--***

CHICAGO (Dec. 05, 2011) – There are more than 29 million adult Americans currently affected by vision problems that if not detected and treated early, could lead to vision loss. Many of these are the result of sight-threatening age-related eye disease, such as macular degeneration, cataracts, glaucoma and diabetic retinopathy. And, 90 percent of all eye injuries may be prevented through the use of proper eye protection and eye safety practices.

For more than 100 years, Prevent Blindness America, the nation’s oldest eye health and safety organization, has made it its mission to protect vision and save the gift of sight. As part of that ongoing goal, the group has launched the Prevent Blindness America “Healthy Eyes Educational Series,” a free program designed to build public awareness of eye and vision basics, common adult vision disorders, eye safety precautions and proactive behaviors that give the best chance for a lifetime of healthy vision.

Participants may simply visit the [Healthy Eyes Educational Series](#) section of the Prevent Blindness America website and download modules to conduct formal presentations or informal one-on-one sessions that can be customized utilizing topics most appropriate to the audience or clients. The modules each include a Presentation Guide and corresponding Power Point presentation.

Healthy Eyes Educational Series module topics include:

- Adult Eye Disorders
- Contact Lens Safety
- Eye Anatomy
- Healthy Living
- Home Safety
- Low Vision
- Refractive Errors
- Sports Safety
- Workplace Safety

The program is ideal for a variety of groups including community health educators, public health personnel, community and senior center program directors, employers seeking “lunch-and-learn” topics, safety directors, and students. In addition, factsheets on a variety of eye health and safety topics can be downloaded free-of-charge from the Prevent Blindness America website for use as handouts to accompany the presentation.

“Through the Healthy Eyes Educational Series, we provide those who are concerned with protecting vision with the essential tools they need to educate others on the importance of taking steps today to preserve sight in the future,” said Hugh R. Parry, president and CEO of Prevent Blindness America. “We invite everyone to visit our webpage or call us to find out more about this exciting new tool in the fight for vision and eye health!”

For more information on the Prevent Blindness America Healthy Eyes Education Series, please call Prevent Blindness America at (800) 331-2020 or visit preventblindness.org/healthy-eyes-education-series.

About Prevent Blindness America

Founded in 1908, Prevent Blindness America is the nation's leading volunteer eye health and safety organization dedicated to fighting blindness and saving sight. Focused on promoting a continuum of vision care, Prevent Blindness America touches the lives of millions of people each year through public and professional education, advocacy, certified vision screening and training, community and patient service programs and research. These services are made possible through the generous support of the American public. Together with a network of affiliates, divisions and chapters, Prevent Blindness America is committed to eliminating preventable blindness in America. For more information, or to make a contribution to the sight-saving fund, call 1-800-331-2020. Or, visit us on the Web at preventblindness.org or facebook.com/preventblindness.

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