

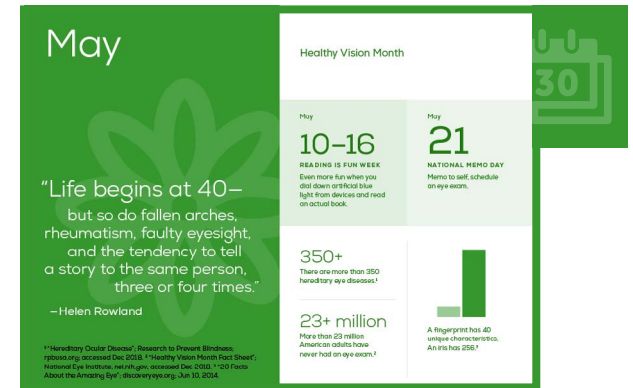
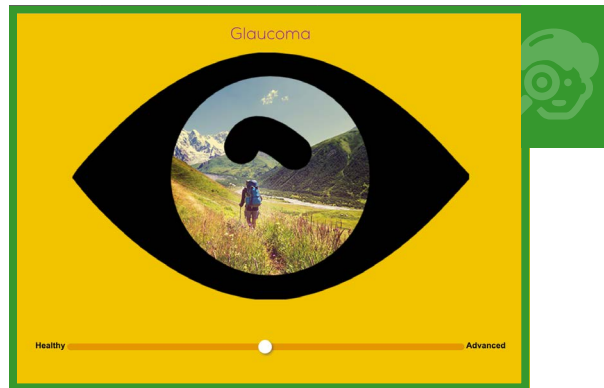
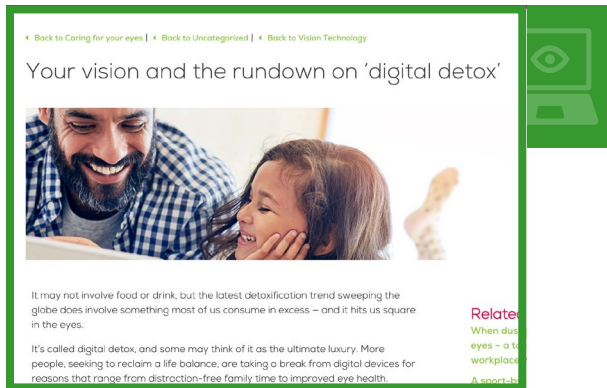
There's something
to see all year long



January

It's a new year. It's a new you.

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More people are taking a break from digital devices to avoid blue light and reduce eye strain. Here are some eyewear tips for reducing your exposure to blue light.

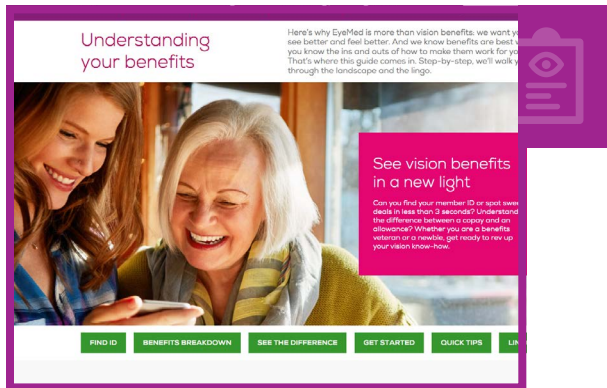
Ever wonder what it's like to live with glaucoma or cataracts? Try a vision simulation of common eye diseases and learn a few new habits to help prevent them.

Eye health is important every day—not just at exam time. Make it a priority all year long with a calendar that commemorates days, weeks and months that focus on vision.

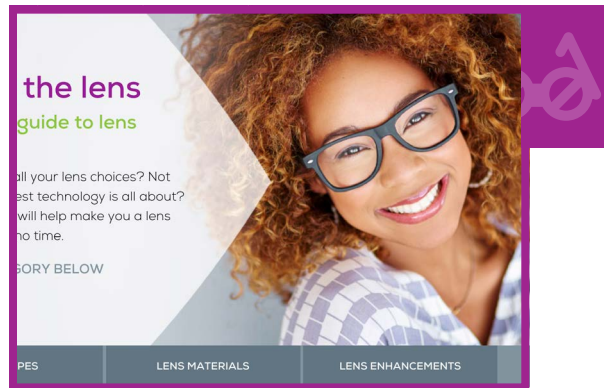
February

The ins and outs of vision benefits

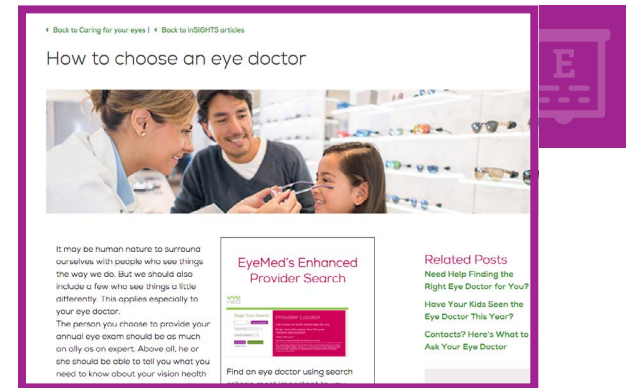
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What's a copay? How exactly do discounts and allowances work? This quick review answers these and other common questions to help you understand your vision benefits – step by step, inside and out.



Technology has left consumers with more choice—sometimes more confusion—than ever. Check out this handy guide and explore the many advances of today's eyewear lenses.



There's a lot to consider when choosing the right eye doctor. Use these tips for where to start your search and what to look for.

March

Protect those hard-working peepers

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Put Vision Safety to Work

No matter what you do, protecting your eyes is an important part of your job.

No matter where you work—in a factory, laboratory, construction site or office—workplace eye injuries can and do occur. Every day, more than 2,000 American workers suffer an eye injury that requires medical attention.¹ And nearly a million Americans have lost some of their sight due to an eye injury.² According to the Bureau of Labor Statistics, these injuries account for more than \$300 million in lost time, medical expenses and worker compensation.³ The good news is that most workplace eye injuries are preventable. But different types of jobs call for different ways to protect your eyes. It's important to know what works best for your occupation.

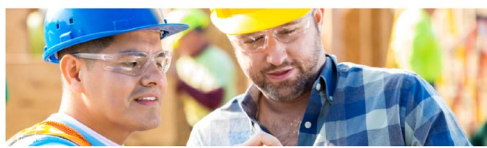
It's estimated 90 percent of workplace injuries could be avoided with the proper use of safety eyewear.

Source: Prevent Blindness America, "Workplace Eye Safety," 2010.



[Back to Vision Guides](#)

When dust gets in your eyes – a to-do list for workplace vision safety



We've heard of taking the red-eye home from a business trip. But for roughly 2,000 people every day, red-eye can be a regular work floor occurrence.

That's roughly the number of U.S. workers who sustain daily job-related eye injuries that require medical attention, according to the National Institute for Occupational Safety and Health.¹ The causes of these injuries can range from flying wood chips to infections, or be as typical as dust. If you've ever had so much as an eyelash in

Related Post
[Put Vision Safety to Work](#)
A sport-by-sport guide to protecting your eyes

[Make a Date to Get Your Eyes Exammed](#)



BEST FOR THE WEARY



20-20-20 Vision Challenge

Give your tired eyes a regular break from screen time with this easy challenge. It literally takes seconds to do.

WHY	WHERE	HOW
To keep your eyes strong, vision experts suggest looking up from your computer every 20 minutes at something 20 feet away for 20 seconds. 20-20-20. Simple, right?	"Monitor" your screen starting by taping this tracking sheet to the side of your computer monitor—it makes a great reminder, too.	Every time you do a 20-20-20 move, just mark the sheet. When it's full, start another one. How many can you collect?

20 MINUTES
20 FEET
20 SECONDS



Every day, 2,000 American workers suffer an eye injury—and most of them are preventable.¹ When hazards are part of the job, it helps to know how to best protect your eyes.

Flying wood chips, infections, dust and moving objects all pose a risk to eyes at work. Explore 10 ways to keep yours safe, including what to wear and how vision benefits can help.

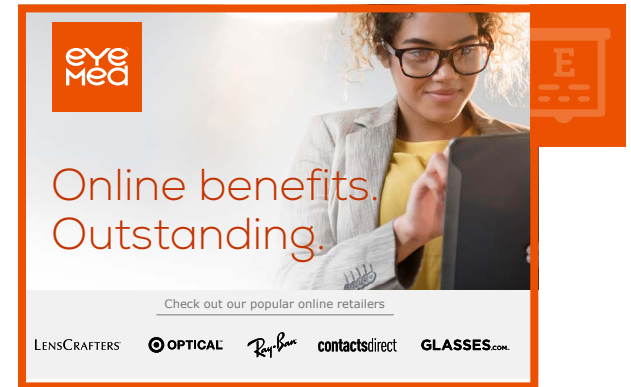
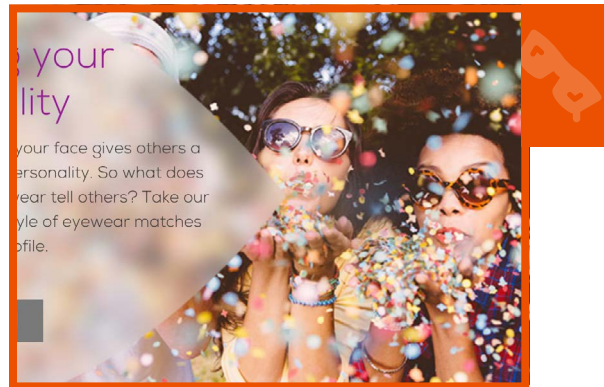
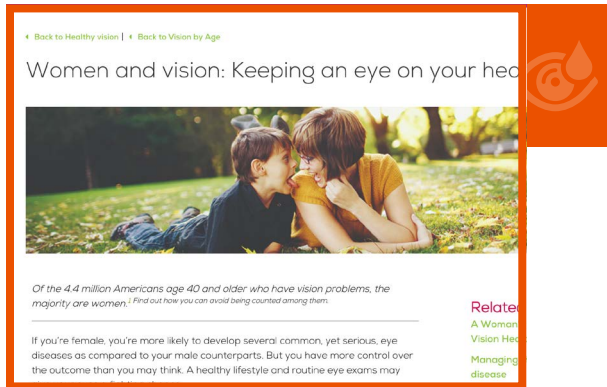
Low maintenance, easy to do, and motivating—everything you'd want in a workplace vision challenge. One simple concept helps you build long-term healthy vision habits at your own pace.

¹American Optometric Association. <http://www.aoa.org/patients-and-public/caring-for-your-vision/protecting-your-vision?sso=y>

April

Women's health takes center stage

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Women are more likely than men to develop many common, but serious eye diseases. Knowing what to look for and a healthy lifestyle can give your eyes a fighting chance.²

Your choice of eyewear says a lot about you. Are you quiet and intelligent or creative and romantic? Or all four? Take our quiz to see which style of eyewear matches your personality profile.

Did you know you can apply your vision benefits to online purchases, too? It's a real time-and-money saver. Get the scoop on how (and where) it works.

**We have plenty of email templates to get the word out. Connect with your account manager for details.*

² "More Women than Men Have Eye Disease", PreventBlindness.com

Better nutrition for better vision

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Feast Your Eyes on Antioxidants



Enjoy a healthy helping of these eye-friendly nutrients.

Antioxidants, the magical, mysterious molecules are said to enhance the quality of life. Imagine antioxidants are like air. We can't see them, but they are always there and if there is a shortage, our bodies can be adversely affected.

We are told to eat foods chock-full of antioxidants such as leafy greens, legumes,

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Did you know that antioxidants are good for vision while they help prevent diseases like cancer or heart disease? See how 6 eye-friendly nutrients can help you see well and live well.

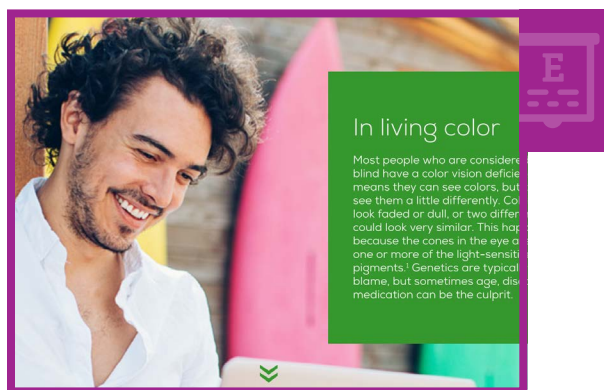
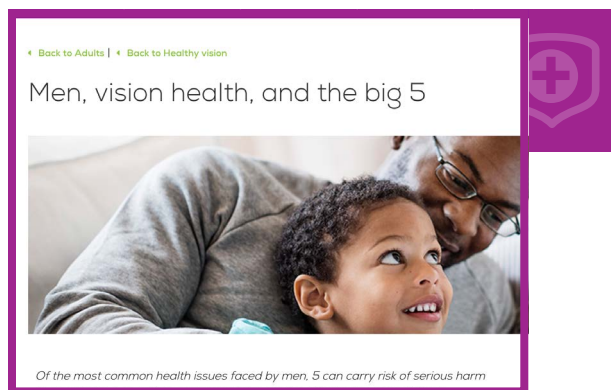
Treat yourself to a special breakfast that not only tastes good, but is good for your eye health. Try this easy recipe that's full of vitamin C and antioxidants—ready in 20 minutes.

Celebrate Healthy Vision Month with a collection of greatest hits from our vision-boosting recipe files. Delicious and nutritious, simple and snappy—eat for eye health all month long.

June

Setting your sights on men's health

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5 of the most common men's health issues can also impact vision. Learn how these diseases can damage eyesight and what can be done to avoid them.

Men are 5 times more likely than women to have the most common form of color blindness. Take a quick screening test and see what color deficiency looks like.³

Protecting your eyes from the sun looks cool in any season. You'll have it made in the shade with this members-only offer from Sunglass Hut®.

**We have plenty of email templates to get the word out. Connect with your account manager for details.*

³ "Facts About Color Blindness", National Eye Institute.

July

Protecting your vision is no game

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See Your Way to Sharper Sports Performance



Want to play better? Focus on your vision skills.

Good vision skills are necessary for a lot of sports, both competitive and non-competitive. Even at practice, it's important to see well to get the best results from your hard work.

Don't underestimate a visual problem, even if you think it's of little importance. Your

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[But Vision](#)

Healthy contact lens habits

More than 40 million Americans use contact lenses, but many are guilty of at least one bad lens behavior⁴. The potential risk for infections. Whether you are just started wearing them last week, it is not too late to do when it comes to your eyes.



Contact lens don'ts

Follow these contact lens don'ts to protect your vision. Infrequent lens behavior are no joke vision loss. Stay on top of your eye care.

[SCHEDULE AN EYE EXAM](#)

Eye safety checklist

For sports of all sorts

Athletes in all sports, on all levels, of all ages depend on their eyesight to perform. But you never know which way that crazy ball is gonna bounce. Knowing how to protect your eyes can help you enjoy the game—and the vision—you love so much.

	CAUTION	PROTECTION	SKILL BUILDING DRILLS
Baseball	Wild pitches, thrown bats, pop flies	Face guard, eye guard	Tape words to a bouncing ball and see if you can read them (dynamic acuity).
Basketball	Elbows, fingers, basketballs	Eye guards	Watch TV with your head turned to one side (peripheral vision).
Football	Fingers, loose equipment	Eye guards, face guard	Play a kid's memory matching game and focus on improving your speed.

Nearly every sport has one thing in common—to play it well, you need to see well. But each sport uses different types of vision skills. Discover the differences and what they can add to your game.

80% of contact lens wearers are guilty of at least one bad contact lens habit.⁴ Here's a quick primer on how to take care of your lenses and protect your eyes.

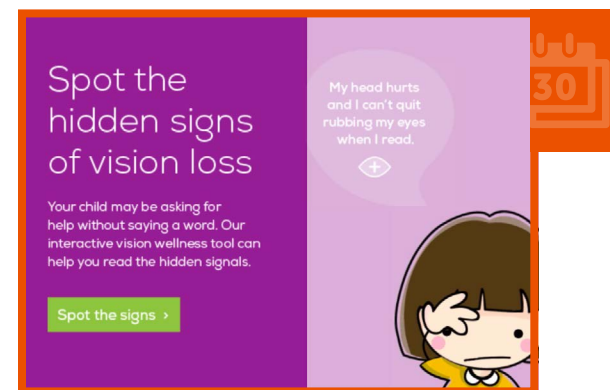
Athletes of all ages are focusing on safety these days. Eye safety should be part of the picture. Next time you hit the field or gym, make sure you check these boxes.

⁴ "Morbidity and Mortality Weekly Report (MMWR)." Centers for Disease Control and Prevention, 17 Aug , www.cdc.gov/mmwr/volumes/66/wr/mm6632a2.htm#contribAff.

August

Back to school eye health

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80% of learning comes through the eyes, but 1 in 4 children have a vision problem. Make sure they're ready to see success with this back to school checklist.⁵

These tasty snacks pack a powerful punch when it comes to eye-healthy nutrients like vitamin E and antioxidants—and best of all, they're easy to make.

Your kid's vision can change a lot while they're growing up—and it's not always obvious. You can spot the signs if you know what to look for. This is the perfect time to start reading the signals.

**We have plenty of email templates to get the word out. Connect with your account manager for details.*

⁵ "Children's Vision and Eye Health: A Snapshot of Current National Issues"; National Center for Children's Vision & Eye Health; accessed July 2017.

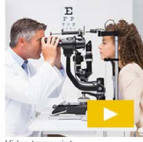
September

It's open enrollment season

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Ask the doctor

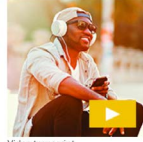
At EyeMed, we are listening to your concerns. That is why we decided to take some of the most common questions we receive and ask our doctors directly. Questions like, when should your children have their first eye exam? Or, how can an eye doctor see other health concerns by just looking into your eyes? If you don't see your question in any of the videos, look below for other frequently asked questions.



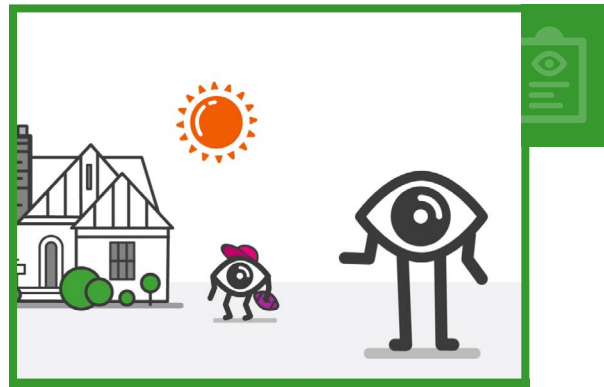
Video transcript
What is a doctor looking for during an eye exam?



Video transcript
What can a doctor see when he or she looks into a patient's eyes?



Video transcript
Why is it important to wear sunglasses?



There's value for everyone in vision benefits, even for those who don't need prescription eyewear. Our Ask the Doctor video series explains how to save money and stay healthy.

Let LevEye, our vision benefits concierge, help you see things more clearly with a quick quiz that gets to the heart of whether vision benefits may be right for you and your family.

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Employer exclusive: Use any (or all) of our self-service resources to promote vision benefits and make open enrollment a breeze. Choose from customizable templates, ready-to-go materials and sharable videos.

October

Seeing life to the fullest

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◀ Back to Caring for your eyes | ▶ Back to Healthy vision

Myopia: Closing in on a looming vision condition



What turns leaves into green blobs, is longer than it is round and is shared by nearly half the people you know? The answer is closer than you might think. Myopia, commonly known as nearsightedness, is the most common cause of impaired vision in people younger than 40 – and its presence is growing rapidly. 42% of the U.S. population is nearsighted today, up from 25% a few decades ago.¹

By 2050, it's predicted nearly half of the global population will be myopic.² But why? Let's look into some of the easy-to-read signs and possible cause of this condition.

Understanding myopia: The long game

Nearsightedness occurs when your eyes cannot clearly see objects at a distance, such as road signs or performers on a stage. If the leaves on the trees look more like steamed spinach than crisp greens, you probably have at least a slight case of myopia.

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See Life to the Fullest Quiz

See if you have a keen insight into these visionary legends' minds by challenging yourself with our See Life to the Fullest Quiz.



Drag and place the famous name to his or her quote.

“
It's not what you look at that matters, it's what you see.”

Henry David Thoreau
Theodore



Myopia—aka nearsightedness—is a vision condition that may be closer than you think. Here’s a look at how to spot it, how to treat it, and why it’s becoming more common.

The giants of history knew the value of great vision. Challenge yourself and see if you can match the quote to the legendary speaker.

Whether or not you think your eyesight has changed, eye exams can spot early signs of serious health conditions. Here’s the nudge you need to make an appointment.

November

Early detection is key

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Managing your vision while managing



If you're one of the more than 29 million Americans with diabetes,⁶ you know how important it is to take good care of yourself—monitoring your blood sugar, watching your diet, taking your medication, exercising. But if you haven't yet added an annual eye exam to your routine, you should.

Diabetics are at greater risk for eye problems. In fact, diabetes is the leading cause of blindness in adults ages 20–74.² However, proper eye care can lead to the early

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Find an eye doctor near you at eyemed.com.



If you're one of 29 million Americans with diabetes, you're at higher risk for eye problems.⁶ Learn how an annual eye exam can detect changes in vision and why it should be added to your care plan.

Anyone with diabetes knows how important it is to take good care of yourself. Vision care is part of that, even if you're just at risk. This video shows how eye exams can help.

Eye exams are about so much more than focusing on a big letter E. They can help detect signs of a long list of serious health problems. Now is the right time to talk to your eye doctor and make sure.

⁶ "2017 National Diabetes Statistics Report"; National Center for Chronic Disease Prevention and Health Promotion; Division of Diabetes; 2017.

December

See better, hear better, feel better

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Social sense: When vision and hearing make it hard to connect



Close your eyes and think of your favorite holiday. Let it sink in. Chances are you can recall specific sights, sounds, tastes and smells. It's a sensory feast. But, what if one of your senses has changed? What if you notice it's harder to see in candlelight? Or, maybe you can't hear the entire conversation at the end of the dinner table. Sometimes the evolution is slow, so we don't notice differences in how

Relate
A Woman
Vision Help

Quiz: What is your hearing age?

Never 1-2 3-5 6+

4→ How difficult is it to understand conversations in restaurants?⁷

1	2	3	4	5
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Not Difficult Very Difficult

5→ How would those around you rate the volume you listen to television?⁷

Not hearing like you used to?

6 quick tips for easy communication



62%
of communication
is non-verbal

LISTEN WITH YOUR EYES
Give the speaker your full attention. Watch for visible speech

BE HONEST
Tell your family and friends about your hearing loss.

Not being able to see or hear clearly can get in the way of a full life. What if one or more of your senses are changing? Learn a few strategies for making communication easier.

Hopefully, you've had an eye exam this year—what about a hearing test? This simple quiz will tell you whether you should think about making an appointment.

If you have trouble hearing, you could be missing out on a lot. But most communication is visual, so good vision can still help.⁷ Here are some quick tips to help you stay in the conversation.

⁷ Pease, Alan and Barbara; "The Definitive Book of Body Language"; (2006, Sept 24); New York Times; <https://www.nytimes.com/2006/09/24/books/chapters/0924-1st-peas.html>