2024

Vision health resource calendar

See clear all year
This is more than a calendar

It’s a resource library of preventive care and reminders for your employees. Use these articles, interactive features and tools to promote vision health throughout the year.

Copy and paste intros and link into a newsletter, email, intranet or your format of choice.

This document includes interactive elements and is best viewed in Adobe Acrobat or Reader.
January

Setting sights on the new year

Make a date for your eyes: your annual exam

Eye exams are not just for updating prescriptions for glasses and contacts – they can tell us a lot about our overall health.

Are you at risk for glaucoma?

January is glaucoma awareness month – the good news is if glaucoma is detected and treated early, its progression can be slowed or stopped. That’s why it’s important to know if you’re at risk.

Your annual wellness checklist

Everyone has their resolutions, and for many the new year is an opportunity to kick off a healthier lifestyle. There are many ways to improve your overall health and wellness, but for some, it’s a challenge to get started. That’s where our annual wellness checklist comes into play.

Are you at risk for glaucoma?

Glaucoma is the name for a group of eye diseases that slowly damage the nerve fibers in the optic nerve and retinas. This damage can lead to irreversible vision loss.

The good news is if glaucoma is detected and treated early, its progression can be slowed or stopped. But the bad news is that people with glaucoma don’t always show symptoms. That’s why it’s important to know if you’re at risk.

According to Prevent Blindness America, it’s estimated that over 4 million Americans have glaucoma, but only 1 in 4 know they have it. Anyone can get glaucoma, but if you fall into one or more of the risk categories listed below, it’s particularly important to receive a comprehensive eye exam that includes dilating your pupils every year.

1. Family history
2. Black race
3. Increasing age
4. Poor control of diabetes
5. High blood pressure
6. History of eye injury
7. Poor vision in one eye
8. Use of topical corticosteroids
Video: All about digital eye exams

Hear it from an optometrist: learn all about comprehensive digital eye exams in this short video.

Get fashion and function with your new glasses

Get fashion and function with your new glasses.

In many ways, shopping for glasses is like shopping for any other fashion accessory. You choose the style. You try them on. You decide what looks best on you. When it comes to glasses, fashion is important. But that doesn’t mean it should trump functionality. (When was the last time a purse or set of cufflinks helped you see life to the fullest?)

For optimal fit and safety, protecting your eyes from the harmful effects of the sun is important. To reduce the risk of age-related macular degeneration and other eye diseases, consider the following...

Eye condition simulator

Ever wonder what your loved one with macular degeneration really sees? Or how your colleague with cataracts views the world? Take a spin through this simulation of common eye diseases and learn how to potentially treat or prevent them.
Put your best face forward

Just like your sneaker collection or go-to jewelry, eyewear is an important part of your wardrobe. A style statement that’s front and center, eyewear is an accessory where health meets fashion, so it’s important you choose a frame that’s right for you.

From screens to sun – 3 reasons to try Transitions®

This time of year, we often find ourselves spending a balanced amount of time indoors and outdoors – whether it’s the urge to stay indoors to declutter every room in the house or being lured outside by warm temperatures and sunshine. So, naturally we’re exposed to a variety of light conditions during day-to-day life.

Eyewear that fits your lifestyle

When it comes to choosing the right eyewear, there are many factors to consider and so many different styles and lens types to choose from. As a starting point, it may be helpful to think about your lifestyle to determine what type of glasses will suit you best.
Add protective eyewear to your game face

Whether you’re a weekend hiker or part of a competitive soccer league, protective eyewear can change your game for the better.

LASIK with the “assist”

Considering LASIK? Professional soccer player, Ali Krieger, shares the process based on her personal experience with the procedure. Now she feels more confident both on and off the field.

Eye safety in sports checklist

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.
Video: Importance of eye exams

While annual visits to your optometrist, dentist or general physician can seem inconvenient and never ending, they are a very critical part of preventative care.

3 reasons to schedule your annual eye exam

Your eyes continually change, so it’s important to schedule an annual eye exam to ensure your overall eye health is in good shape. The reasons are endless, but here are our top 3.

Vision symptom checker

Are your eyes acting up? This tool can help you understand what your symptoms could mean so you can make the most of your eye exam.
June
Eye care is for everyone

The big 5 health risks to men’s vision
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.

Women and vision: Keeping an eye on your health
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.

Are Transitions® lenses for kids, too?
Kids spend a lot of time both indoors and outdoors – and on screens – so you might be wondering – are Transitions® lenses for kids, too? The answer is: absolutely. Just like protective helmets, shin guards and sunscreen, eyewear protection should be part of the uniform.
July
Hello sunshine, hello protection

Here's Looking at You – in Prescription Sunglasses

Providing convenience, comfort and protection, prescription sunglasses can enhance your time outside. Learn more about the wide range of options that makes it easy to find the perfect pair for your lifestyle and your budget.

Seeing the world in Transitions®

See clear while blocking out harmful rays. Learn more about lens technology designed with light-sensitive photochromic dyes that immediately start to darken when exposed to the sun’s ultraviolet rays.

Get the perfect fit: Find the right lenses for your sunglass needs

If you wear eyeglasses and spend a lot of time outdoors, you may want to consider prescription sunglasses.
August
It’s national eye exam month

Vision issues to monitor in your 40s, 50s, 60s and beyond
With each passing year, we gain more memories and more wisdom. (We hope) But as we grow older, our bodies change too, including our eyes and vision. This process is natural, but it’s important to stay aware of age-related vision changes to keep our sight and health on-track.

How to make sure your child isn’t the 1 in 4 with an undetected vision issue
It’s hard to imagine that newborn babies can only see 8-12 inches away with anything beyond a blur. It’s even harder to imagine just how crucial a strong visual system is for a child’s overall development, with 80% of learning in the first 37 years coming through the eyes. With such a huge window of opportunity, parents and caregivers can take advantage of toys and play to help stimulate and sharpen a child’s vision. Here are activities for 3 different age stages you can try with your child.

One of the most important photos you’ll ever take
At your appointment, your eye doctor could document the exam through retinal imaging — a process that tracks changes in your eye that could signal possible vision or health issues. And you thought that string of emojis on your phone was your most valuable collection of images.

Why last at the retina?

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A clear vision for peace of mind

You might not realize it, but your vision can have an impact on your mental health. So, prioritize your overall health and mental wellbeing by scheduling an annual eye exam.

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

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.

Quiz: What is your hearing age?

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.
October
Fall in love with healthy eyes

Age-proof your vision
As you age, so do your eyes. The major causes of vision impairment and blindness in older adults are age-related eye diseases such as glaucoma, cataracts and macular degeneration.

Video: Lenses tailored to your vision needs
Did you know there are a variety of lenses tailored to suit the individual needs of every patient? During your annual eye exam, the doctor will discuss your options and lifestyle needs in order to find the perfect lenses and vision solution just for you.

See clearly drive safely interactive
Many factors play into a safe driving experience: vehicle maintenance, road conditions, weather, driving habits, etc. But one factor that is often overlooked (no pun intended) is how having healthy vision can help keep you safe behind the wheel.
All about myopia

What is myopia?

my•o•pia  Noun.
A common vision problem that makes distant objects look blurry, while objects nearby remain clear. Myopia is also known as “nearsightedness” or “shortsightedness.”

Video: Let’s be clear about myopia

Myopia is a growing vision and eye health concern. But, early detection and treatment can slow it down. Watch this video to learn more.

The myopia generation

Myopia, the medical term for nearsightedness, usually begins in childhood, and it can get worse each year until adulthood. You might be wondering if your child is or could be part of the myopia generation, so let’s look at some of the various risk factors to give you a better idea.

What are the symptoms of myopia?

1. Difficulty seeing distant objects clearly
   You might notice this when your child sits too close to the TV or shows disinterest in activities that require them to focus at a distance.

2. Eye strain
   Children experiencing eye strain may complain of headaches or sore, tired eyes. They may also rub their eyes frequently.

3. Near vision may be normal
   Children may not notice that they can’t see distant objects clearly or may report that they can see near objects just fine.

It’s estimated that myopia could affect upwards of 52% of the world population by 2050.

Risk factors of myopia

The exact cause of myopia is still unknown, but there are a few known risk factors. A child may be at risk of developing myopia due to one or more of the following:

- Genetics
- Environment
- Visual habits

Read each question below and click on the answer that best describes your child. Each selection will help us decide how these risk factors may or may not affect your child.

November
The glaring risks of winter: The vision-saving role of sunglasses in the cold

Snow can be blindingly reflective – sometimes literally. And the cold, while it diminishes the sun’s heat, doesn’t reduce the sun’s glare or potential damage to the eyes. Learn more about protecting your eyes – even in the winter.

Going the distance on vision care: 4 ways to stretch benefits

Knowledge is power – and that’s true for your vision benefits, too. Let’s break down a few ways you can save even more while taking care of your eyes.

Take your vision benefits virtual

Buying eyeglasses online might be unfamiliar, but in today’s digital-shopping age, purchasing eyewear on the internet has become a consumer favorite. It’s easy and convenient – plus, you can use your EyeMed benefits for instant savings.