

July 2008:



Jul-Eye Campaign aims to raise **awareness of eye health issues** and **raise vital funding** for research projects into the cause and cure of vision impairment and blindness.

Did you know...

- 75% of visual impairment is unnecessary.
- That as we continue to live longer we will all have an eye disease in our lifetime.
- Only 9% of parents believe their child's eyesight is the most important aspect of their health. Only 1 in 5 parents have their children's eyes screened once a year.

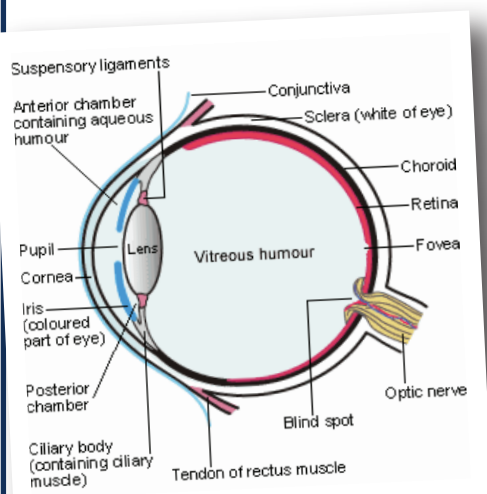
Common eye conditions:

- **Cataracts** – an estimated 20 million people around the globe are blind as a result of cataract.
- **Glaucoma** – one in twelve Australians will develop glaucoma.
- **Macular Degeneration** – is the physical disturbance of the centre of the retina called the macular.
- **Retinal Diseases** – diseases of the retina can lead to partial or total loss of vision.
- **Trachoma** – an infectious eye disease caused by bacteria.
- **Hereditary Eye Diseases**
- **Rare Eye Diseases**

did you know...

So, how can you look after your eyes and prevent these conditions from occurring?

1. *Eye examinations can be performed by your family doctor, or any member of an Eye Care Team. Ophthalmologist (medical eye specialist), optometrist or an Orthoptist can all examine and provide guidance in effective eye care.*
2. *Eye exercises help keep the muscles strong and active.*
3. *Diet with sufficient vitamin A, iron and other provitamins.*
4. *Wearing UV-absorbing sunglasses (UV light can damage your eyesight).*
5. *QUIT smoking - smoking increases the risk of cataract and macular degeneration.*
6. *Allowing your eyes to rest.*
7. *Avoid straining your eyes when reading, writing, driving, playing computer games or watching tv.*



Sample Eye Exercises!

- Keeping the back and neck straight and the head still, look as high as possible, then look down. Repeat this movement 10 times. Close and rest the eyes for about 30 seconds before moving to the next exercise.
- Keeping the eyes wide open, look as far to the right as possible, and then to the left. Repeat this movement 10 times, close and rest the eyes for 30 seconds.
- Make wide circles with your eyes by rolling them clockwise. Perform at least 10 circles. Repeat the exercise counter-clockwise. Close and relax the eyes.