



FOR IMMEDIATE RELEASE  
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## PROTECT YOUR VISION FOR A LIFETIME

*The Wisconsin Optometric Association offers tips to safeguard your sight in recognition of Save Your Vision Month*

**MADISON, WI** – In this day and age, whether at work, at school, at play, or during free time, we're so often spending time using digital devices. According to the American Optometric Association's (AOA) Ninth Annual American Eye-Q<sup>®</sup> survey, 55 percent of adults use computers, smartphones, tablets, or other hand-held devices for five or more hours a day. Digital use will likely continue to increase in the near future, making it more important than ever for consumers to make smart eye care choices and see their eye doctor for yearly, comprehensive eye exams.

March is national Save Your Vision Month, and the Wisconsin Optometric Association (WOA) recommends the following to ensure good vision and eye health:

### **Give Your Eyes a Break when Using Computers and Digital Devices**

WOA members recommend following the "20-20-20 rule" to ward off the condition known as digital eye strain. To follow this rule, simply take a 20-second break every 20 minutes and view something that is approximately 20 feet away, when using computers and digital devices.

"Although ongoing technology use doesn't permanently damage vision, regular and prolonged use of technology may lead to a temporary condition called digital eye strain," advises Dr. Eric Paulsen, 2015 WOA President and Sturgeon Bay, WI optometrist. "Symptoms can include burning or tired eyes, headaches, fatigue, loss of focus, blurred vision, double vision, or head and neck pain."

### **Visit Your Eye Doctor's Office for Glasses and Contact Lenses**

Shopping online can be great for some products. However, shopping online for custom-made items like prescription eyeglasses is generally a poor choice, and health and safety should always come first when it comes to eyewear. Internet orders often result in incorrect prescriptions or other problems with products that get sent through the mail, costing consumers more time and money in the long run. "Eyeglasses are an investment in your health and must be custom-fitted not only to be comfortable, but also to be sure precise prescription needs are met so that you're actually seeing your best," explains Dr. Paulsen.

### **Receive a Comprehensive Exam from Your Eye Doctor**

When it comes to really seeing what's going on with your eyes, there is no substitute for a comprehensive, yearly eye exam by a licensed eye doctor. Despite claims, there is truly no 'app' that can substitute for an eye doctor's services in vision and eye health care. Early diagnosis and treatment of eye health care diseases are critical and can often prevent a total loss of vision and/or greatly improve a patient's quality of life.

"Comprehensive, yearly eye exams preserve vision and constitute the only way to accurately assess eye health, diagnose an eye disorder or disease, and determine if you need corrective lenses," affirms Dr. Paulsen.

To locate a nearby doctor of optometry, please visit <http://www.woa-eyes.org/members>.

### **About the Wisconsin Optometric Association**

*The Wisconsin Optometric Association (WOA) is a nonprofit affiliation of licensed doctors of optometry and associated businesses dedicated to the preservation and enhancement of the vision welfare of the people of Wisconsin. The WOA accomplishes its goals through: education and dissemination of information, organized governmental activity, legislation and regulation, mediation with consumer and public interest groups, and provision of collective benefits to its members. Approximately 630 doctors of optometry are currently members of the WOA, located in nearly every county in the state. All members must be licensed to practice optometry by the State of Wisconsin. For more information, visit WOA's website at [www.woa-eyes.org](http://www.woa-eyes.org).*

### **About the survey**

*The ninth annual American Eye-Q<sup>®</sup> survey was created and commissioned in conjunction with Penn, Schoen & Berland Associates (PSB). From March 20-25, 2014, PSB conducted 1,000 online interviews among Americans 18 years and older who embodied a nationally representative sample of the U.S. general population (margin of error is plus or minus 3.10 percentage points at a 95% confidence level.)*