



Cataract

Radio PSA: 30-second spot

“Make vision a health priority. Cataract.”

Station announcer:

Is your vision cloudy or faded? Do headlights seem too bright at night?

You could be one of more than 20 million Americans aged 40 and older who have cataract. Smoking, diabetes, or excessive exposure to sunlight can put you at higher risk.

More than 90 percent of people who have cataract see better after having the clouded lens replaced with a clear one. It’s safe, effective, and relatively fast.

Ask your eye care professional if cataract or some other problem is causing your vision loss.

A message from [insert the name of the sponsoring organization].

Cataract

Radio PSA: 15-second spot

“Make vision a health priority. Cataract.”

Station announcer:

Are you aged 40 and older? Is your vision cloudy or faded? Do headlights seem too bright at night?

Ask your eye care professional if you have cataract.

More than 90 percent of people who have cataract see better after treatment.

A message from [insert the name of the sponsoring organization].