



Visual Impairment in Children and Adolescents

Radio PSAs:

30-second spot

“Protect Your Child’s Vision”

Station Announcer:

Children could lose more than the game if they aren’t wearing protective eyewear. They could lose their sight.

Sports injuries cause 40,000 eye injuries each year, and 40 percent of all eye injuries occur in the home. Nearly all of these injuries could be prevented with the right protective eyewear.

Protect your child’s vision. Make sure he or she uses caution and wears protective eyewear while playing sports or working with lawnmowers, cleaning supplies, and tools.

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

30-second spot

“Watch Out for Your Child’s Vision”

Station Announcer:

Does your child have trouble seeing the chalkboard at school?

Does your adolescent hold a book closer than normal?

Does your child rub his or her eyes a lot—or skip or confuse small words when reading?

Vision problems can keep children and adolescents from doing their best in school, sports, and social activities. Most vision problems can be corrected with early detection and treatment.

Make vision a health priority. Ask your family physician or eye care professional about the signs of vision problems.

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

30-second spot

“Is Your Child’s Vision at Risk?”

Station Announcer:

When was the last time you thought about your child’s eye health?

Your child may have a vision problem and you may not even know it. He or she may not be aware of it, either.

Vision problems can keep children and adolescents from doing their best in school, sports, and social activities. Most vision problems can be corrected with early detection and treatment.

Eye injuries from toys, sports, household chemicals, home and auto repairs, and fireworks also can put your child’s vision at risk.

Ask your family physician or eye care professional about caring for your child’s vision.

A message from [insert the sponsoring organization’s name].