



## **Diabetic Retinopathy**

### **Radio PSAs:**

#### **30-second spot**

##### **“Keep an Eye On It”**

Station announcer:

If you have diabetes, there's something you should keep your eye on.

Your sight.

Because if you don't, diabetic eye disease can take it away. It can affect anyone with diabetes—young, old, men, women, any race.

But it can be treated and your vision can be saved, if you see it coming—through a comprehensive dilated eye exam.

If you have diabetes, get a comprehensive dilated eye exam at least once a year.

For more information, contact [insert sponsoring organization's name].

#### **15-second spot**

##### **“Keep an Eye On It”**

Station announcer:

If you have diabetes, keep an eye on your sight.

Because diabetic eye disease can take it away.

The only way to treat it is to see it coming through a comprehensive dilated eye exam.

If you have diabetes, get a comprehensive dilated eye exam at least once a year.

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

### **30-second spot**

#### **“Don’t Miss It”**

Station announcer:

Got diabetes?

If so, there’s one exam you don’t want to miss—a comprehensive dilated eye exam at least once a year.

All people with diabetes are at risk for diabetic retinopathy, which can cause vision loss.

A comprehensive dilated eye exam is the only way to check for early signs of diabetic retinopathy.

Take care of your diabetes to save your life. Get a comprehensive dilated eye exam to save your sight.

Don’t miss it.

For more information, contact [insert the name of the sponsoring organization].

## **15-second spot**

### **“Don’t Miss It”**

Station announcer:

Got diabetes?

If so, you need a comprehensive dilated eye exam at least once a year.

It’s the only way to check for early signs of diabetic retinopathy, which can cause vision loss.

Get a comprehensive dilated eye exam.

Don’t miss this important step in managing your diabetes.

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