

MYOPIA MANAGEMENT

ASSETS PACK



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GROUP



Z FOLD LEAFLET

Size: 210x297mm

Myopia Care

Spend time outdoors

Studies have shown that increasing outdoor time may slow myopia progression. It is considered that natural outdoor light can be more protective than indoor lighting and therefore becoming short-sighted.

Take regular breaks

Reduce your child's eye strain by reminding them to take breaks from screen time. Use the 20/20/20 rule. Every 20 minutes take a break for 20 seconds and focus on something at 20 feet.

Seek regular eye examinations

Although there is currently no cure for myopia, regular eye examinations are essential to monitoring your child's vision and myopia development to be able to give the best solution available.

Soft contact lenses

There are several soft contact lenses specially designed to reduce the progression of myopia in children. Lenses are worn through the day on a standard one-day soft lens, for a maximum of six days a week.

Studies have shown that some lenses have proven to slow down myopia up to 50%.

Orthokeratology

Orthokeratology or Ortho-K contact lenses are worn overnight to gently reshape the surface of the front of your eye. Specific Ortho-K contact lenses are available which can be especially useful for those in active sports, particularly contact and water sports.

Spectacle lenses

Traditional spectacle lenses can correct myopia, however, they don't stop its progression or the extent of myopia. Using the latest lens design technology, there are now special spectacle lenses which could reduce the progression of myopia in children.

Studies have shown that some spectacle lenses have proven to curb myopia progression in children on average by 62%.

See for yourself

Myopia management is becoming increasingly popular for children and teenagers.

As an independent practice, we have access to the latest contact lenses, spectacles lenses and products on the market.

Our optometrists and dispensing opticians have complete freedom to discuss the available options with you and your child, understand their individual needs and find the best solution for them.

To book an appointment and find out more, call us on our number - or pop into the practice and speak to one of our team members.

Myopia Care

Helping young eyes have a brighter future



FRONT



What is Myopia?

Myopia is an eye condition more commonly known as short-sightedness for people with myopia distant objects appear blurry. Around 1 in 3 people in the UK are affected by myopia.

Myopia can develop at any age, although typically starts to develop in children between 6-12 years old and progresses on the rest of your life. Anyone can develop myopia. However if both parents are myopic, their child has a 50% chance of becoming short-sighted and even if neither parent is myopic, their child has a 25% chance of developing myopia.

What are the symptoms of myopia?

If you are becoming short-sighted, you may notice that distant objects start to look out of focus. For example, the TV screen might appear blurry or you might struggle to see the board clearly in class.

How do I know if my child has myopia?

Children often do not realise that their vision isn't perfect and there are a few key things to look out for. Your child may regularly rub their eyes and take a lot of time close to the TV or struggle to see the whiteboard at school and complete homework on eye strain.

In some cases, there are no symptoms, which is why regular check-ups with your optometrist are so important. We encourage parents to bring their children for eye examinations from a young age, no later than age 3 or 4.

Why is this important?

There is nothing more important than the health and well-being of your child. As well as visual difficulties, myopia can cause health problems in later years. A highly short-sighted person can be more susceptible to eye conditions such as glaucoma, retinal detachment and macular degeneration, which can all cause significant loss of vision, and can even lead to blindness.

Myopia in numbers

In the UK, the prevalence of myopia in children aged between 5-16 years has more than doubled over the last 50 years.

Around 1 in 3 people in the UK are affected by myopia.

By 2050 it is estimated that 50% of the world's population will be short-sighted, a fifth of whom will be at high risk of sight-threatening conditions as a result.

What can we do about it?

There are a range of specially designed products available which research shows could help with the development or progression of myopia, including spectacle and contact lenses.

The independent touch

Opticians have been caring for the eye health of the community for over 160 years. Our passion for excellence ensures that you receive the highest level of care delivered by our clinical experts using the latest state of the art technology.



BENNETT & BATTY OPTICIANS

OPENING TIMES

MONDAY	9:00-11:30
TUESDAY	9:00-11:30
WEDNESDAY	9:00-11:30
THURSDAY	9:00-11:30
FRIDAY	9:00-11:30
SATURDAY	9:00-11:00
SUNDAY	CLOSED

0191 724 4444
info@bennettandbattyopticians.co.uk
93 Alerton Road Mossley Hill, Liverpool, Merseyside, L8 2SD

Myopia is a progressive condition which can be managed.

BACK



PARENT SIGNOFF SHEET

Size: 210x297mm

Myopia Care



We are delighted that you have chosen to manage your child's short-sightedness. This charter outlines the steps required to ensure maximum success with the Bennett & Batty Myopia Management Programme.

My child's myopia management solution is: Contact Lenses Spectacles Both

Our Commitment

Practice
Practitioner
Consent

We will monitor and track your child's progress and keep up-to-date on myopia management research and latest guidance laid down by our professional bodies to make sure your child receives the very best advice at each appointment.

We have recommended an appropriate wearing schedule to benefit from the potential reduction in myopia progression with myopia management.

We have recommended the most appropriate appointment schedule to review your child's progress.

We will continually reinforce wear and handling advice for your child's myopia management solution.

Contact Lenses Only

Information has been provided on what constitutes an eye emergency and what to do should an emergency occur.

We will always reinforce the most up-to-date advice regarding contact lenses and water. Contact lenses should never be worn where they could become contaminated with water of any kind.

We have given you appropriate instruction on how to handle your child's myopia management product(s) and on the appropriate hygiene regime required.

Your Commitment

Parent
Practitioner
Consent

I understand that myopia management will help my child see clearly and may help to slow down the speed of my child's myopia progression.

I understand the importance of following my child's wearing schedule to provide potential reductions in myopia progression with myopia management.

I agree to attend regular appointments to make sure that my child's eyes are assessed regularly and progress is monitored closely with myopia management.

Contact Lenses Only

I understand there are risks associated with wearing contact lenses and these risks can be minimised by following the advice given by my Eyecare Practitioner.

I understand that my child should not shower, bathe or swim while wearing contact lenses and hands should be dry before handling contact lenses. The risks of tap water and contact lenses have been explained to me.

I feel comfortable with how to handle and care for my child's myopia management product(s) and will contact my Eyecare Practitioner should I feel we need further instruction on this.

Wear Schedule:

I recommend that the contact lenses/glasses are worn for

_____ hours per day and

_____ days per week.

Your Eyecare Practitioner will create a copy for our patient record and provide the parent/carer with the original signed copy.

Name (Eyecare Practitioner): _____

Signed: _____

Date: _____

Name (Parent/carer): _____

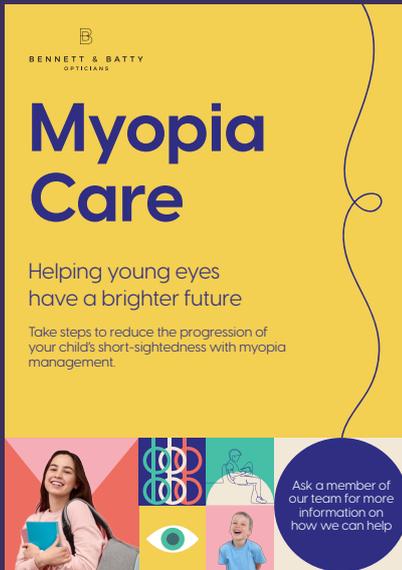
Signed (Parent/carer): _____

Date: _____



STANDARD POSTER

Sizes: A0 = 841x594 mm | A1 = 594x841mm | A2 = 594 x 420 mm | A3 = 420x297 mm | A4 = 297x210 mm | A5 = 210x148 mm



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WINDOW DECAL

Sizes: 600x600mm

Myopia Care

Helping young eyes
have a brighter future



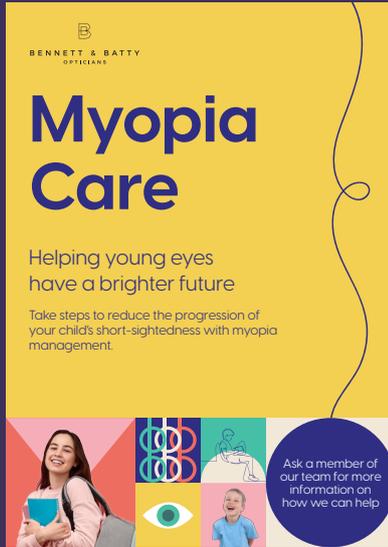
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POSTERS, STRUT CARD & IPTV

Sizes: Poster A3 = 420x297 mm | Strut Card A5 = 210x148 mm | IPTV = 210x148 mm





SOCIAL MEDIA POST

Sizes: 1080x1080px

What is Myopia?

Myopia is an eye condition more commonly known as short-sightedness. For people with myopia, distant objects appear blurry. In 1.3 people in the UK are affected by myopia.

Myopia can develop at any age, although typically starts to develop in children between 6-13 years old and progresses as the eyeball grows. Anyone can develop myopia, however if both parents are myopic, their child has a 50% chance of becoming short-sighted and even if neither parent is myopic, their child has a 25% chance of developing myopia.

What are the symptoms?

If you are becoming short sighted, you may notice that distant objects start to look out of focus. For example, the TV screen might appear blurry or you might struggle to see the board clearly in class.

How do I know if my child has myopia?

Children often do not realise that their eyesight isn't perfect and there are a few key things to look out for. Your child may regularly rub their eyes and blink a lot, sit too close to the TV, struggle to see the whiteboard at school and complain of headaches or eye strain.

In some cases, there are no symptoms, which is why regular check ups with your optometrist are so important. We encourage parents to bring children in for eye examinations from a young age, no later than age 5 or 4.

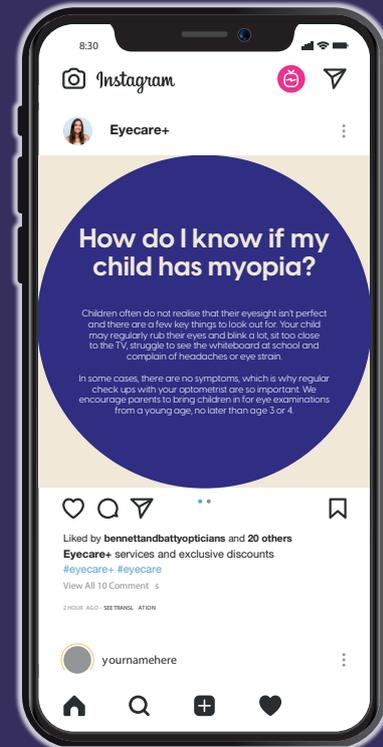
Myopia in numbers



In the UK, the prevalence of myopia in children aged between 5-16 years has more than doubled over the last 50 years*

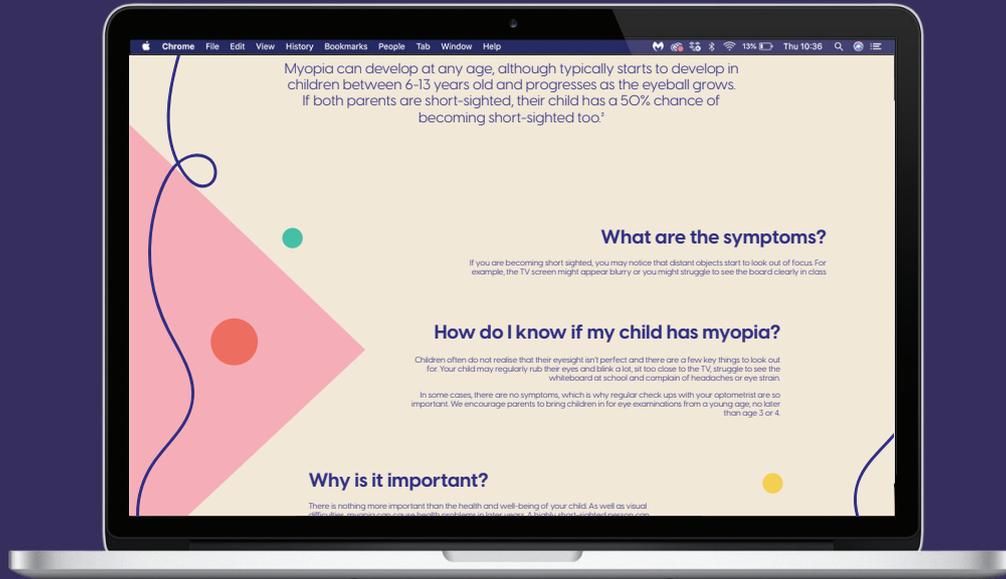
Around 1 in 3 people in the UK are short-sighted*

By 2050 it is estimated that 50% of the world's population will be short-sighted, a 10% of whom will be at high risk of sight-threatening conditions as a result.





LANDING PAGE





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