

NEW SURVEY HIGHLIGHTS

WHAT PARENTS KNOW ABOUT EYE HEALTH

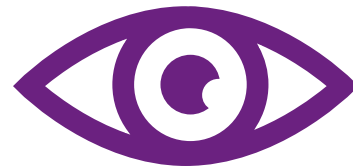


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Most parents don't get their children's eyes checked until a school official shares that they may have a problem seeing.

01. AWARENESS

48% of parents noted they know less about their children's eye health than they should.

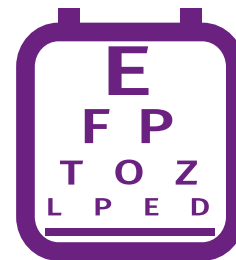


02. IDENTIFICATION

68% of parents strongly/somewhat agree that school nurses often notice potential vision problems among children before parents.

03. SCREENING

22% of parents report a key reason prompting an ECP visit is an in-school eye screening.



04. IMPACT

72% of parents agree myopia is one of the biggest problems impacting children's eyesight today.

05. URGENCY

Almost half of parents (46%) wish they spoke with an ECP sooner about their child's vision.

