

Keep Vision in Your Future

Store Messages



Glaucoma Awareness Month

Announcements

Listed below are some suggested announcements that you or your colleagues can make over the public address system or record for the on-hold phone line at your place of business to help increase awareness about glaucoma:

- Does glaucoma run in your family? While anyone can get glaucoma, people at higher risk include African Americans ages 40 and older; people over age 60, especially Mexican Americans; and those with a family history of the disease. If you are at higher risk, celebrate Glaucoma Awareness Month by scheduling a comprehensive dilated eye exam.
- Did you know that half of those with glaucoma don't know they have it? Glaucoma can be detected early and treated before noticeable vision loss occurs. January is Glaucoma Awareness Month. Schedule a dilated eye exam and keep vision in your future.
- During Glaucoma Awareness Month this January, [Insert store/organization name] and the National Eye Health Education Program want you to know that we care about your vision. Glaucoma often has no warning signs, and half of those with glaucoma don't know they have it. Keep vision in your future. Schedule a dilated eye exam today.

Receipt Messages

Choose any of the promotional statements below to place on your store or office receipts, or on cashier displays to help raise awareness during Glaucoma Awareness Month:

- January is Glaucoma Awareness Month. See if you're at higher risk and learn more about protecting your vision at www.nei.nih.gov/glaucoma.
- Glaucoma Awareness Month is the perfect time to get a dilated eye exam. Keep vision in your future. Visit www.nei.nih.gov/glaucoma to learn more.
- Join us in celebrating Glaucoma Awareness Month. Get the facts about glaucoma and schedule a dilated eye exam if you're at higher risk. Learn more: www.nei.nih.gov/glaucoma.



National Eye Institute



A program of the National Institutes of Health