

## Reliable Eye Health Information At Your Fingertips

(NAPSA)—The next time you're looking for accurate and up-to-date eye care information—about conditions such as glaucoma or macular degeneration or to locate an eye doctor—the answer may be just a click away.

EyeCare America, a national nonprofit organization that works to preserve eyesight by raising awareness about eye disease and providing access to medical eye care at no cost to the patient, has launched a new public service Web site that's home to some of the most trusted eye health information on the Internet.

At [www.eyecareamerica.org](http://www.eyecareamerica.org), you can:

- **Learn About Eye Problems**—Access dozens of eye topics reviewed by ophthalmologists (eye M.D.s), including information on risk factors, treatment options and even a tour of the anatomy of the eye.

- **Protect Your Sight**—Many of the leading causes of blindness are preventable. Learn the best way to preserve your eyesight with useful suggestions such as these three:

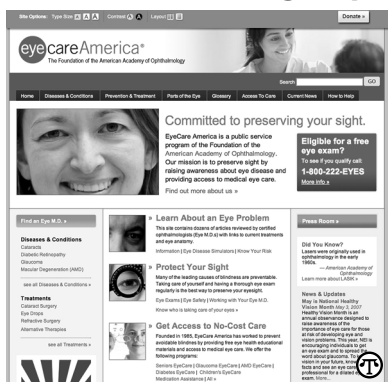
1. When using household chemicals, read instructions and labels carefully, work in a well-ventilated area and point spray nozzles away from you.

2. Wear protective eyewear when you use a lawn mower, power trimmer or edger.

3. Remember, contact lens wearers require additional eye protection during sports.

- **Get No-Cost Care**—For more than 20 years, the organization EyeCare America has worked to prevent blindness by providing free eye health educational materials and access to medical care at no cost to patients who qualify.

According to a study by Nielsen/NetRatings, a global leader in media and market



The screenshot shows the EyeCare America website. At the top, there's a navigation bar with links like Home, Diseases & Conditions, Prevention & Treatment, Parts of the Eye, Glossary, Access to Care, Current News, and How to Help. Below this is a large banner area with a photo of a smiling woman and the text: "Committed to preserving your sight. EyeCare America is a public service program of the Foundation of the American Academy of Ophthalmology. Our mission is to preserve sight by raising awareness about eye disease and providing access to medical eye care. Find out more about us >". To the right of the banner is a box that says "Eligible for a free eye exam? To see if you qualify call: 1-800-222-EYES. More info >". Below the banner are three main content sections: "Find an Eye M.D. >", "Learn About an Eye Problem" (with sub-sections for Diseases & Conditions, Treatments, and Find an Eye M.D.), and "Protect Your Sight" (with sub-sections for Learn About an Eye Problem, Protect Your Sight, and Get Access to No-Cost Care). There are also links for "Diseases & Conditions", "Treatments", and "Find an Eye M.D." on the left side.

## Many Americans are looking to a new Web site for help protecting and improving their vision.

research, the Internet is considered the most trusted source for health information after physicians. As the number of Americans seeking health care information on the Internet grows, visitors to the [eyecareamerica.org](http://eyecareamerica.org) site can find centralized information written in a language that is clear and easy to understand. They can even share important health topics with family and friends through a convenient e-mail-forward function.

Other easy-to-use functions include online tools such as a vision simulator so you can see how vision is affected by common eye diseases such as cataracts and glaucoma. Informative videos, created by the American Academy of Ophthalmology, are an added feature on the site and will provide a complete interactive experience.

The site was even designed keeping those with low vision in mind. Visitors can increase the type size up to three sizes; contrast the content into light on dark or dark on light; and the layout can be changed to single-column viewing to accommodate low-vision reading aids.

To learn more about eye health, visit [www.eyecareamerica.org](http://www.eyecareamerica.org).