

# Eye on Health

## Vision Care Study Shows Clear Cause For Concern

(NAPSA)—Across cultures and national boundaries, sight is valued as the most important of the five senses. Yet new research reveals that across the world, nearly half share the misguided belief that seeing well translates to good eye health.

This large gap between attitudes and behavior may prevent people from seeking proper treatment and diagnosis for themselves and their children.

Gaps in vision care attitudes and behavior are a recurrent theme throughout Global Attitudes and Perceptions About Vision Care, a new survey con-

---

**“A comprehensive eye exam conducted by an eye care professional will not only assess your vision and need for upgraded prescriptions, it may help identify other health concerns such as hypertension and diabetes.”**

—Peg Achenbach, O.D. 

---

ducted on behalf of The Vision Care Institute™, LLC, a Johnson & Johnson company.

“While the survey reveals a great deal of similarities and common beliefs about vision care around the world, it is also a cause for concern because many adults and children are not seeing an eye care professional for a comprehensive eye exam,” said Peg Achenbach, O.D., Sr. Dir. Professional & Medical Affairs, Johnson & Johnson Vision Care, Inc.

More than 6,500 adults from 13 countries participated in this research. Overall, survey respondents demonstrated a strong belief that good vision positively impacts quality of life.

Eight in 10 say improving their vision will help them per-

form better in hobbies, sports and school/career.

More than seven in 10 note that improving their vision will also help them feel better about themselves and give them more confidence. Parents across countries also acknowledge the importance of vision in child development.

However, despite such strong beliefs in the importance of vision, the survey also found that only half of participants had ever received a comprehensive eye exam, and more than one in three parents had never taken their child under 18 years of age for any type of vision assessment.

“A comprehensive eye exam conducted by an eye care professional will not only assess your vision and need for upgraded prescriptions, but it may also help identify and lead to a diagnosis of other health concerns such as hypertension and diabetes,” said Achenbach.

Among other statistics, the survey found:

- Globally, 66 percent of adults and three in 10 children use some form of vision correction aid, including prescription glasses, nonprescription glasses, contact lenses and surgery.

- When it comes to choosing vision correction, nearly 70 percent of participants believe wearing contact lenses would impact their performance in hobbies, school/career, sports and self-image and confidence.

- Nearly seven in 10 (68 percent) of those surveyed say they rely on their eye doctor’s advice when it comes to how to correct or improve their vision.

To view key survey findings, visit [www.thevisioncareinstitute.com/globalsurvey](http://www.thevisioncareinstitute.com/globalsurvey).