

Myopia Resource Toolkit

For in-office and digital use



MyMyopia® is an online website and awareness campaign that provides important educational information for parents regarding childhood myopia. The website also provides eye care professionals with tools and resources to educate their patients on the childhood myopia epidemic with a goal of improving the lifelong ocular health of children worldwide.

It's more important than ever to inform parents of myopia's consequences and secure a commitment for myopia management services. Parents are looking for educational materials to help them make the best decisions for their children's vision. To help you educate parents and market your practice as a valuable center for myopia management in a simple way across a variety of channels, we've put together resources in the form of infographics, brochures, reference sheets, and checklists that you can use on your website, social media channels, and as printouts in your office. Once you have downloaded the complete toolkit, we will walk you through the best ways to use it.

All copyrighted material is intended for download from [MyMyopia.com](https://mymyopia.com). It may not be reproduced in any form and may not be disseminated without express written consent of Nevakar, Inc.®





Suggestions for use:

- Handouts for patients in-office
- Include in a welcome kit for new patients
- Become your myopia informational page on your practice website
- Utilize as social media posts and updates to market your practice
- In your email newsletters
- During virtual meetings or events

Please note: all of the resources described in this toolkit are available to download at <https://mymyopia.com/resource-center> or on request to info@mymyopia.com. Your feedback and suggestions are always welcome.

[Myopia Resource PDFs to share with patients](#)

The following myopia resources are all one-page documents, easy to print and have on hand in your office to give out to patients. All resources are best suited for printing on letter-size paper (8.5" x 11").

-  [Myopia Reference Sheet](#) A one-page reference sheet that provides the basics that parents need to know: childhood myopia stats, common myopia-related terminology, and six frequently asked questions.
-  [Relative Risk of Ocular Disease Secondary to Myopia](#) Myopia increases the risk of serious, sight-threatening complications. Download and print this chart to share as a proof point for parents of the odds ratio of ocular disease as a function of myopia relative to emmetropia.
-  [Checklist: Ways for Parents to get their children to spend more time outside](#) Kids who spend more time outside are less likely to develop myopia. Here are some fun spring activities to encourage outdoor time!
-  [Understand the Difference: Eye Exams vs. vision screenings](#) Vision screenings provide less than 4% of the information generated during a comprehensive eye exam and miss up to 75% of children with vision problems. This chart will help you identify and share the differences between eye exams and vision screenings.

[The Myopia Infographic](#)

The Myopia Infographic is available in three languages, including English, Spanish and Chinese. It can be added to your website using the original full-size PDF or the embed code. It can be printed in poster size (24" x 36"), letter size, or as a double-sided trifold brochure (8.5" x 11").

Here's how to use an embed code to include the myopia infographic on your practice's website:

1. Highlight the embed code above, then copy it to your clipboard. You can also click the "embed code for web use" on [MyMyopia's toolkit page](#) here to automatically copy the code. It looks like this:

embed code for web use

2. In your content management system for your practice's website, open up your HTML viewer.

3. Paste the HTML snippet you just copied into your HTML viewer window. Then click 'OK' or 'Save.'
4. You have now embedded content onto your website.

Embed code for English:

```
<div style="left: 0; width: 100%; height: 0; position: relative; padding-bottom: 141.4214%;"><iframe src="https://docs.google.com/viewer?embedded=true&url=https%3A%2F%2Fmymyopia.com%2Fwp-content%2Fuploads%2F2020%2F12%2FMyMyopia-Infographic_Professionals.pdf" style="border: 0; top: 0; left: 0; width: 100%; height: 100%; position: absolute;" allowfullscreen></iframe></div>
```

Embed code for Spanish:

```
<div style="left: 0; width: 100%; height: 0; position: relative; padding-bottom: 141.4214%;"><iframe src="https://docs.google.com/viewer?embedded=true&url=https%3A%2F%2Fmymyopia.com%2Fwp-content%2Fuploads%2F2021%2F01%2FMyMyopia-Infographic_Spanish.pdf" style="border: 0; top: 0; left: 0; width: 100%; height: 100%; position: absolute;" allowfullscreen></iframe></div>
```

Embed code for Chinese:

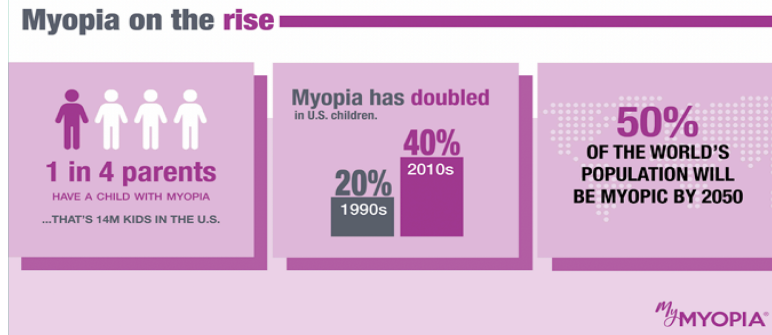
```
<div style="left: 0; width: 100%; height: 0; position: relative; padding-bottom: 141.4214%;"><iframe src="https://docs.google.com/viewer?embedded=true&url=https%3A%2F%2Fmymyopia.com%2Fwp-content%2Fuploads%2F2021%2F01%2FMyMyopia-Infographic_Chinese.pdf" style="border: 0; top: 0; left: 0; width: 100%; height: 100%; position: absolute;" allowfullscreen></iframe></div>
```

Myopia social media posts



Share these important pre-written posts with accompanying images on your social media accounts—like Facebook, Twitter, or LinkedIn. Images may not be altered in any way, and the MyMyopia® logo must not be cropped out. Upload the social media image and copy and paste the text below into your social post. Please remember to tag MyMyopia®!

- **Social Post #1**



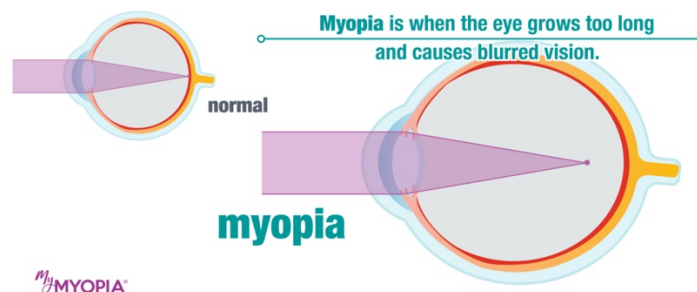
Facebook 1 in 4 parents have a child with myopia—that's over 14 million kids in the U.S. Myopia has doubled in children over the past 30 years. And by 2050, half of the world's population will be myopic. Learn more about myopia, its impact, and what you can do next with this myopia infographic: <https://bit.ly/33j95uQ> via @MyMyopia

Twitter By 2050, half of the world's population will be myopic. Learn more about #myopia, its impact, and what you can do next with this myopia infographic: <https://bit.ly/33j95uQ> via @My_Myopia

LinkedIn 1 in 4 parents have a child with myopia—that's over 14 million kids in the U.S. Myopia has doubled in children over the past 30 years. And by 2050, half of the world's population will be myopic. Learn more about myopia, its impact, and what you can do next with this myopia infographic: <https://bit.ly/33j95uQ> via @My-Myopia

- **Social Post #2**

What is myopia?

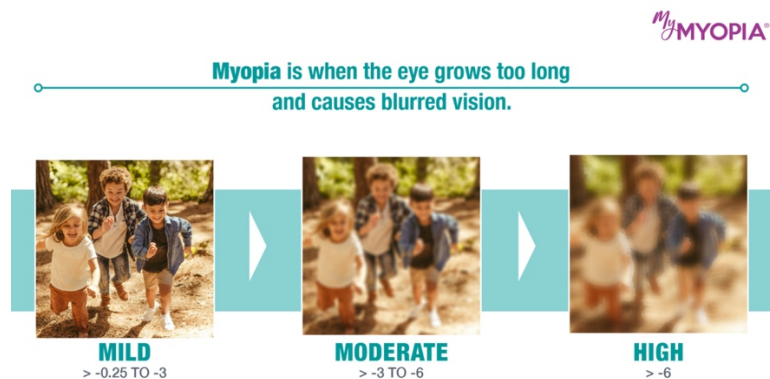


Facebook Myopia, or nearsightedness, is a condition where far away things are harder to see (e.g., the board at school). The eye grows too long and causes blurred vision. <https://bit.ly/3nR0IAh> via @MyMyopia [image]

Twitter Myopia, or #nearsightedness, is a condition where far away things are harder to see (e.g., the board at school). The eye grows too long and causes blurred vision. <https://bit.ly/3nR0IAn> via @My_Myopia

LinkedIn Myopia, or nearsightedness, is a condition where far away things are harder to see (e.g., the board at school). The eye grows too long and causes blurred vision. <https://bit.ly/3nR0IAn> via @My-Myopia

- **Social Post #3**



Facebook Did you know? Nearsightedness, or myopia, is a condition where things that are far are harder to see. Conventional glasses correct vision, but they do not slow down the progression of myopia. Parents, @MyMyopia is a great place to learn more <https://bit.ly/3b3bdvd>

Twitter Conventional glasses correct vision, but they do not slow down the progression of #myopia. Parents, @My_Myopia is a great place to learn more <https://bit.ly/3b3bdvd>

LinkedIn Did you know? Nearsightedness, or myopia, is a condition where things that are far are harder to see. Conventional glasses correct vision, but they do not slow down the progression of myopia. Parents, via @My-Myopia is a great place to learn more <https://bit.ly/3b3bdvd>

Myopia Videos

These videos may be embedded on your website or shared on social media.

Video: 50% of the world's population will be myopic by 2050

YouTube link: <https://youtu.be/Q5NVtUbDdnE>

Embed code: `<iframe width="560" height="315" src="https://www.youtube.com/embed/Q5NVtUbDdnE" title="YouTube video player">`

frameborder="0" allow="accelerometer; autoplay; clipboard-write; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>

Social share text: Learn more about the childhood #myopia epidemic and how to protect children's vision with @MyMyopia.

Video: Learn more about how to protect your child's vision

YouTube link: <https://youtu.be/o0CMFhsJ2fl>

Embed code: <iframe width="560" height="315" src="https://www.youtube.com/embed/o0CMFhsJ2fl" title="YouTube video player" frameborder="0" allow="accelerometer; autoplay; clipboard-write; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>

Social share text: Myopia can make it difficult for your child to do the things they love. Learn more about #myopia and download helpful resources via @MyMyopia.

Video: What causes blurry vision?

YouTube link: <https://youtu.be/5qnchK-B-Y8>

Embed code: <iframe width="560" height="315" src="https://www.youtube.com/embed/5qnchK-B-Y8" title="YouTube video player" frameborder="0" allow="accelerometer; autoplay; clipboard-write; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>

Social share text: Learn more about what causes blurry #vision in this latest @MyMyopia interview with Dr. Lam, a clinical optometrist

Video: Where does myopia come from?

YouTube link: <https://youtu.be/SGhX5yN8FhA>

Embed code: <iframe width="560" height="315" src="https://www.youtube.com/embed/SGhX5yN8FhA" title="YouTube video player" frameborder="0" allow="accelerometer; autoplay; clipboard-write; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>

Social share text: Do you know where #myopia comes from? @MyMyopia Kid Correspondent Neha and Dr. Lam discuss in this informative video interview.

Video: The importance of slowing down eye growth

YouTube link: <https://youtu.be/w5xxLSItUeI>

Embed code: <iframe width="560" height="315" src="https://www.youtube.com/embed/w5xxLSItUeI" title="YouTube video player" frameborder="0" allow="accelerometer; autoplay; clipboard-write; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>

Social share text: Kate, age 10 asks Dr. Kate Gifford, clinical optometrist about the importance of slowing down eye growth in the latest video series on @MyMyopia.

Social Networking

Follow and connect with MyMyopia® on these social networking sites. Stay up to date with the latest information around the childhood myopia epidemic and how to best protect children's vision. Feel free to share any of our content on your social networks, comment, and engage with MyMyopia®.



Twitter

https://twitter.com/My_Myopia

Facebook

<https://www.facebook.com/MyMyopiaInfo>

Instagram

<https://www.instagram.com/my.myopia/>

LinkedIn

<https://www.linkedin.com/company/36013628/admin/>

Pinterest

<https://www.pinterest.com/mymyopiainfo/created/>

YouTube

https://www.youtube.com/channel/UCOQB_TfgignGn94d0apnGPA