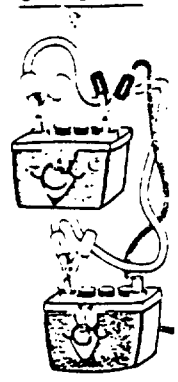
JANUARY



Dead Battery Dangers

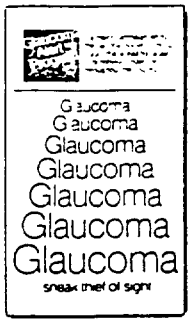
Because of improper procedures used to revive dead car batteries with jumper cables, thousands of battery explosions occur every year. Nearly two-thirds of the resulting injuries involve the eyes. Adhering to proper safety procedures can prevent such injuries.

SUGGESTED MATERIALS

News Release: Warns of potential dangers in attempts to revive dead car batteries and offers jump-starting tips.

Sticker: "How to Jump-Start a Car Safely" -To be affixed under the hood. Detailed instructions.

FEBRUARY



The Threat of Glaucoma

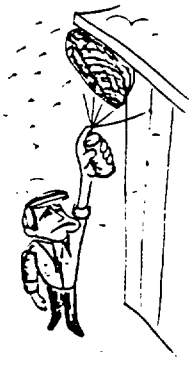
Glaucoma is the leading cause of blindness in this country. Yet if the disease is found in its early stages, the damage caused by this condition can be prevented.

SUGGESTED MATERIALS

News Release: Offers advice on protecting one's eyes from the effects of glaucoma.

Leaflet: "Glaucoma" – Describes what it is, how it develops, and how it can be controlled.

MARCH



Hazards of Spring Clean-Up

Spring cleaning in and around the house holds particular hazards and calls for special safety precautions to protect one's eyes.

SUGGESTED MATERIALS

News Release: Gives detailed information on how to prevent spring clean-up eye accidents.

Sticker: First Aid for Eye Emergencies -To be affixed to the medicine chest. Tells what to do for specks, blows, cuts, punctures and chemical burns.

APRIL



Racquet Sports Risks

Eye injuries from tennis, squash, and racquetball have more than doubled over the past five years. Unprotected eyes are left open to injury and possible vision impairment.

SUGGESTED MATERIALS

News Release: Warns of mounting eye injuries in racquet sports and says that seasoned players as well as novices need safety eyewear.

Bulletin: Eye Protection Recommendations for Racquet Sports Players -Guidelines for protective eyewear to be worn by participants in racquet sports.

MAY



Keeping Young Eyes Healthy

Eye disorders affect nearly half a million preschool children. They must be found early, by the time a disorder becomes apparent, it may be difficult to correct.

SUGGESTED MATERIALS

News Release: Says that no child is too young for an eye problem and urges preschool vision screening.

Leaflet: "Your Child's Sight – How You Can Help" – Gives clues to recognizing early eye problems, describes common disorders.

JUNE



The Fireworks Peril

Some 8,000 Americans were treated in hospital emergency rooms for injuries from fireworks last year, nearly 15 percent of them for injuries to the eye. And children were most often the victims.

SUGGESTED MATERIAL

News Release: Warns that fireworks threaten eyesight and urges that fireworks be enjoyed only in public displays.

PLAINTIFF'S EXHIBIT

MON-2089

JULY



Protecting Preschoolers' Eyes

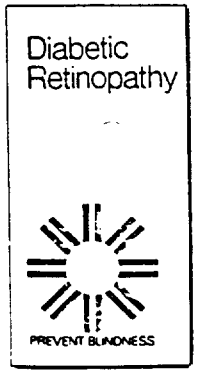
Amblyopia ("lazy eye") can lead to permanent vision loss if not discovered and treated before age six. A vision test that can be given at home can indicate that a child has a problem.

SUGGESTED MATERIALS

News Release: Offers a do-it-yourself way to uncover "lazy eye" in children.

Leaflet/chart: "Home Eye Test for Preschoolers" – A simple test with instructions so that a parent may check the vision of 3- to 5-year-olds at home.

AUGUST



Diabetes – Threat to Sight

Diabetic retinopathy has become the #1 cause of new cases of vision loss among adults between the ages of 20 and 74. Early diagnosis improves the chance of saving vision.

SUGGESTED MATERIALS

News Release: Warns that diabetes is a threat to sight and urges regular eye care.

Leaflet: Diabetic Retinopathy – explains how and why the disease develops and what treatment is available.

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SEPTEMBER

The Risks of Hunting



Poor eyesight is a contributing factor in the many shooting accidents that blind seriously wound, and even fatally injure both hunters and innocent bystanders each year. A pre-hunting eye examination could help prevent such accidents.

SUGGESTED MATERIAL

News Release. Points to the numbers of hunters who are victims of shooting accidents and advocates vision testing as a prerequisite for hunting licenses.

NOVEMBER

For a Lifetime of Sight

Your Eyes ..for a lifetime of sight

PREVENT BLINDNESS

From preschool years through adulthood, every age has its particular threats to vision. Many of the dangers can be prevented or controlled.

SUGGESTED MATERIALS

News Release. Points out common threats to sight throughout life and offers hope for their prevention.

Leaflet. "Your Eyes for a Lifetime of Sight" – Describes the structure of the eye and possible vision problems, and makes recommendations for eye safety and health.

OCTOBER

Eye Accidents – A Terrible Toll

Eye Safety Is No Accident

PREVENT BLINDNESS

Close to a million Americans are permanent casualties of accidental eye damage. Safety precautions could have prevented nine out of ten of those injuries.

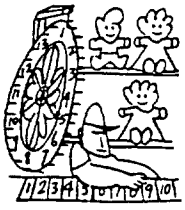
SUGGESTED MATERIALS

News Release. Tells why eye injury is one of the most common causes of visual impairment in the U.S. today.

Leaflet. "Eye Safety Is No Accident" – Describes the activities and products most likely to cause eye accidents and suggests the proper precautions.

DECEMBER

The Hazards of Toys



More than 5,000 eye injuries were linked to toys last year. Adults can protect children from eye damage through instruction and wise toy selection.

SUGGESTED MATERIALS

News Release. Gives the statistics of eye injuries from toys and urges choosing children's gifts with eye safety in mind.

Leaflet. "Play It Safe ..Your Child's Eyes Are At Stake" – Contains important advice to help parents protect their children's eyes.

Other Useful Materials...

If you prefer to arrange your own schedule of events or to combine the Society's publications with others, you can choose from the wider range of the Society's material and order as few or as many of the items as you wish.

Films and other publications on many aspects of eye safety and vision problems are listed in the Society's Catalog of Publications and Films, available free. The films may be borrowed for individual showings or purchased outright. It can be excellent community relations to buy a print for yourself and then lend it out (or donate it) to a school or community organization.

The Society sponsors a national incentive program, The Wise Owl Club of America, to prevent loss of sight from accidents in industry, off the job, and in schools. Lifetime membership and award materials are provided to those whose eyesight has been saved by wearing eye protection at the time of a potentially blinding accident. For more information, send for a copy of "The Wise Owl Club of America."

National Society to Prevent Blindness and Its Affiliates
79 Madison Avenue New York, NY 10016

help you see it through!

ORDER FORM

Pub. No.	Title	Price*	Quantity	Amount
	News Releases, set of 12	$1 per set		
G118	How to Jump-Start a Car Safely	$10 per 100		
G1	Glaucoma	$3 per 100		
G117	First Aid for Eye Emergencies	$2 per 100		
	Eye Protection Recommendations for Racquet Sports Players	$5 per 100		
G108	Your Child's Sight – How You Can Help	$5 per 100		
HET	Home Eye Test for Preschoolers	$6 per 100		
G6	Diabetic Retinopathy	$8 per 100		
G119	Eye Safety Is No Accident	$8 per 100		
G510	Your Eyes for a Lifetime of Sight	$8 per 100		
G110	Play It Safe Your Child's Eyes Are At Stake	$4 per 100		
P114	The Wise Owl Club of America	Free		
	Catalog of Publications & Films	Free		

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