

EYE PREDICTIONS



Half of the global population of adults will suffer from **short-sightedness** by the year 2050 – thanks to a **lack of time spent outside** during childhood, amongst other risk factors



93%

of parents admit their children have got used to **more time in front of displays** during the pandemic



THE 5 MOST COMMON HEALTH COMPLICATIONS AMONGST CHILDREN



40%

Vision problems



34%

Poor posture



27%

Back problems



24%

Neck problems



18%

Bending of the spine



WHAT PARENTS ARE WORRIED ABOUT THEIR CHILD'S SCREEN USE

54%

Fitness and level of exercise and their eyesight

45%

Their **posture**

41%

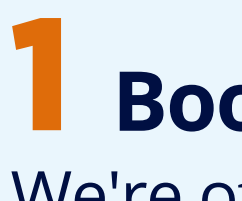
Ability to **socialise** in the real world

28%

Their perception of **what is real and what is not**



HOW TO KEEP KIDS' EYES HEALTHY



1 Book regular eye tests

We're offering an exclusive eye health package at David Clulow Opticians



Create a daily routine 2

Set some time for activities that don't involve screens



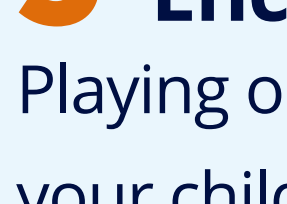
3 Teach children good hand

Children frequently touch their faces and eyes, so make sure they understand the importance of washing their hands regularly



No screens before sleeping 4

The extended blue light exposure from their phone, laptop or tablet can cause digital eye strain and can stop the natural production of melatonin, the hormone that makes you sleepy



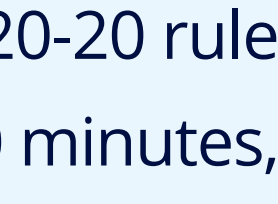
5 Encourage outdoor play

Playing outdoors and away from screens for up to 2 hours a day can lower your child's risk of developing short-sightedness



6 Provide sufficient light

Such as a reading light at bedtime or a study lamp for homework



Introduce good habits at an early age 7

Teach them to follow the 20-20-20 rule – take a 20-second break every 20 minutes, and look at something 20 metres away



Encourage healthy eating 8

Fruit, vegetables, healthy fats and proteins all help boost the immune system and fight off eye conditions

