



Making Sports Safety a Priority

In the Fall of 2007, New Jersey Devils defenseman Colin White received a devastating eye injury as a self-deflected puck struck him in the eye, blurring his vision and putting an abrupt stop to his season. Similar stories occur every year, whether on the basketball court, baseball field or in countless other sports arenas; however many of these injuries could have been prevented with proper vision protection.

Every thirteen minutes, an emergency room in the United States treats a sports-related eye injury. Ninety percent of these injuries can be avoided with protective eyewear. What's more, research from The Vision Council finds that only one-third of all children protect their eyes when playing sports, despite nearly nine in 10 adults believing it's important to do so.

For the millions of Americans who play sports, it is critical that they are made aware of the risks of eye injuries and the options for protecting their eyes. This offers those in the optical industry the unique chance to increase second pair sales while educating patients about the importance of sports eyewear.

As children head back to school and pick up with organized sports, the need for safety eyewear will increase. Parents should take the time to inquire and ensure the safety of your child(ren) as they choose to participate in activities that risk injury to eyes.