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Prevent Blindness America and Transitions Optical Release “Focus on Eye Health and Culturally Diverse Populations” Report

**- Multicultural Report Complements *Vision Problems in the U.S. Data*
Introduced During National ‘Focus on Eye Health Summit’ -**

CHICAGO (July 17, 2012) – Recognizing that growing ethnic minority populations are at higher risk for many eye diseases, yet often have less access to and lower awareness of the need for preventive care, Prevent Blindness America and Transitions Optical, Inc. have introduced a new [“Focus on Eye Health and Culturally Diverse Populations”](#) report. The report – which overviews the serious eye health risks faced by African Americans, Asian Americans and Hispanics – is intended to serve as both a resource and call-to-action for government agencies, policymakers, organization leaders and patient advocates to make eye health education among these groups a national priority.

The report was developed following Prevent Blindness America’s “Focus on Eye Health Summit,” held on June 20, 2012 in Washington, D.C., and complements the 2012 update of the [“Vision Problems in the U.S.”](#) report, which was released during the event.

“While prevalence of eye disease is increasing among all populations, a special focus needs to be placed on educating culturally diverse groups, who are disproportionately affected by many of our nation’s most serious eye health issues,” said Hugh R. Parry, president and CEO of Prevent Blindness America. “Through the multicultural report, we are seeking to bring national attention to these risks, as well as convey an urgent need to ensure that all health messages are culturally appropriate.”

U.S. Census data has indicated that more than 70 percent of Asian Americans and Hispanics speak a language other than English at home.

“Language and communication barriers can make it even more challenging for at-risk groups to receive adequate eye care,” said Manuel Solis, multicultural marketing manager, Transitions Optical. “By simply making available bilingual and in-language education, our nation’s leaders can help to alleviate health care disparities.”

The “Focus on Eye Health and Culturally Diverse Populations” report is made possible through an educational grant from the Transitions Healthy Sight for Life Fund®. To download the report, visit the News & Resources section of PreventBlindness.org/VisionProblems.

For media: Images are available by contacting Christina Wetzel at (412) 456-4307 or christina.wetzel@eurorscg.com.

About Prevent Blindness America

Founded in 1908, Prevent Blindness America is the nation's leading volunteer eye health and safety organization dedicated to fighting blindness and saving sight. Focused on promoting a continuum of vision care, Prevent Blindness America touches the lives of millions of people each year through public and professional education, advocacy, certified vision screening and training, community and patient service programs and research. These services are made possible through the generous support of the American public. Together with a network of affiliates and regional offices, Prevent Blindness America is committed to eliminating preventable blindness in America. For more information, or to make a contribution to the sight-saving fund, call 1-800-331-2020. Or, visit us on the Web at preventblindness.org or facebook.com/preventblindness.

About Transitions Optical

Since Transitions Optical, headquartered in Pinellas Park, Fla., was founded more than 20 years ago, the company has been driven by an innovative spirit and a commitment to partnership. As the leading provider of photochromics to optical manufacturers, Transitions Optical offers state-of-the-art light management technology in virtually every major lens design and material encompassing a family of everyday adaptive lenses and performance sun lenses. Transitions Optical is dedicated to promoting healthy sight worldwide and to supporting its partners and optical professionals with tools, programs and resources to aid in their individual efforts and help strengthen industry growth. For more information, visit transitions.com/pro, or contact Transitions Optical Customer Service at (800) 848-1506 (United States) or (877) 254-2590 (Canada).

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