



Use the **8th** of every month to check in on your **eye health**.

Survey Key Findings

Award-winning actress, dancer and director Debbie Allen joins Prevent Blindness and Regeneron to launch the Gr8 Eye Movement, an awareness campaign that aims to educate and encourage those who are at risk of or affected by certain retinal diseases, and their loved ones, to prioritize their eye health. The campaign encourages one moment one day a month, on the 8th, to dedicate to prioritizing eye health and vision. This can be done in a variety of ways: by using an Amsler grid to help detect if there are any changes to their vision, making an eye appointment, or encouraging loved ones to check their vision.

A national survey of adults at risk of developing retinal diseases in the U.S. was fielded to capture public knowledge and perceptions of certain retinal diseases, such as wet age-related macular degeneration (wAMD), diabetic macular edema (DME) and diabetic retinopathy (DR).*

The survey found that:

95% of adults at risk for retinal diseases, like wAMD, DME and DR, know a little or nothing about them.

At the same time, more than two-thirds of those adults (70%) have experienced symptoms of retinal disease.

However, once equipped with information about these diseases, most at-risk adults (79%) were likely to schedule a comprehensive eye exam in the next 6 months.

Additional knowledge gaps noted in the survey:

- Two-thirds (67%) of at-risk adults agree that vision loss is a normal part of aging, which could lead them to ignore symptoms of a treatable retinal disease
- Approximately 1 in 4 (27%) of at-risk adults have even delayed seeking medical care for vision problems
- A majority (63%) of at-risk adults were not aware that certain retinal diseases could lead to blindness

It is important to raise awareness of retinal diseases and encourage people at risk to prioritize their eye health and see an eye care professional. Visit [Gr8EyeMovement.com](https://www.Gr8EyeMovement.com) to learn more about certain retinal diseases, risk factors and ways to address vision changes.

**This survey was conducted by Wakefield Research which collected findings from 667 adults age 55+ who are at-risk for retinal diseases; from May-June, 2023. Criteria used to qualify at-risk adults included: A diagnosis with any of the following medical conditions: diabetes or pre-diabetes, obesity, heart disease, high cholesterol, or high blood pressure or a family history of AMD or diabetic eye disease and no current diagnosis of wAMD, DME or DR.*