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The Vision Council Supports National Eye Institute in Celebrating Healthy Vision Month

This Year's Campaign Shines a Light on Vision Loss and its Impact on Mental Health

Alexandria, VA – May 10, 2024 – The Vision Council, the leading trade association for the optical industry, is proud to partner with the National Eye Institute this May in celebrating Healthy Vision Month. The 2024 campaign, "[Reframe Your Future](#)," seeks to teach those living with a visual impairment about the importance of utilizing mental health services and vision rehabilitation to enhance their day to day lives.

[According to the U.S. Surgeon General](#), the United States is facing a loneliness and isolation epidemic. Among visually impaired individuals, vision impairments have also been found to be associated with elevated feelings of anxiety and depression. In a [recent study](#) of nearly 3,000 US adults, individuals with worse vision impairment were associated with depressive and anxiety symptoms, with some also reporting social isolation.

"Living with a visual impairment, including low vision, not only impacts one's physical health, but their mental well-being," said **Ashley Mills, CEO of The Vision Council**. "We're proud to support the "Reframe Your Future" campaign and bring awareness to this important issue. Through initiatives like Healthy Vision Month and resources offered by The Vision Council Foundation, we strive to empower individuals with low vision and other visual impairments to lead fulfilling lives and access the support they need for improved quality of life."

How to Support Someone Living with Visual Impairment

- Share information about vision rehabilitation. These services—including training, tools, and technology—can help anyone with a visual impairment thrive in their daily lives. [Explore NEI's information on vision rehabilitation services](#).
- Encourage people with a visual impairment to reframe their future. Living with vision loss can be isolating—but hearing stories from others who have overcome similar obstacles can help. Check out and [share these videos](#) featuring Christine Ha, award-winning chef and disability advocate who lives with a visual impairment.
- Fight the loneliness epidemic. People across the United States are feeling lonely and disconnected. So NEI and the U.S. Surgeon General are partnering to promote the 5-for-5 Connection Challenge to help everyone build and strengthen relationships—and inspire others to add connection to their daily lives. [Learn about the challenge here](#).

Continuing its long-standing advocacy to promote better eye and vision health, The Vision Council is proud to recognize a variety of industry observations throughout the year like Healthy Vision Month. Building on this momentum, save the date for **National Sunglasses Day**, The Vision Council's commemorative date held each year on June 27 celebrating the importance of wearing shades to protect the eyes from the sun's ultraviolet (UV) rays. A toolkit of promotional resources will be available for download later this month at thevisioncouncilfoundation.org.

For more information on eyecare and eye health, including low vision, visit [The Vision Council Foundation](#) and learn how healthy eyes are a critical part of your overall physical health and wellbeing.

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About The Vision Council

The Vision Council brings the power of sight to all through education, government relations, research and technical standards. A leading advocate for the optical industry, the association positions its members to deliver the eyewear and eyecare people need to look and feel their best. Vital to health, independence and safety, better vision leads to better lives. Learn more at thevisioncouncil.org.