



Myopia Profile Upgrades *My Kids Vision* Parent Education Site

***Multi-Lingual, Time Saving Myopia Management Resource Features
Streamlined Evidence-Based Information to Support Clinical Guidance***

BRISBANE (December XX, 2022) [Myopia Profile](#), the internationally trusted clinical myopia management information center for eye care professionals (ECPs), has launched a major upgrade of its [My Kids Vision](https://www.mykidsvision.org/) (<https://www.mykidsvision.org/>) website. This free resource for parents provides easy-to-digest, evidence-based information on myopia and its management. *My Kids Vision* is part of a robust slate of Myopia Profile web resources that address the global myopia epidemic.

My Kids Vision is designed as a one-stop, trusted, research-referenced resource to which ECPs can refer parents as they navigate through their child's myopia management journey. The updated [Knowledge Center](#) now offers more than 40 articles explaining myopia, treatment options, and children's vision including age-specific and topic categories for babies and toddlers, children, teenagers, and young adults.

A new resource on the website offers [printable graphics with QR codes](#) that eye care professionals can share with parents during the consultation. These promote targeted reading and information on different aspects of myopia, treatment options, and management principles.

Myopia Profile co-founders and *My Kids Vision* developers [Dr. Kate Gifford and Dr. Paul Gifford](#) have a combined five decades plus of ocular science experience. They have authored more than 150 peer reviewed and professional publications and have presented more than 250 conference lectures around the world, primarily on clinical myopia management.

Dr. Paul Gifford said, "Communicating the entire myopia message can be time consuming and can be a barrier to managing myopia. Our substantially expanded *My Kids Vision* website helps overcome this barrier. ECPs can now display a webpage or print a QR code sheet for parents to immediately see relevant content on their phone while they are in the office, or to read after the appointment."

My Kids Vision also offers a six-question parent survey and advice on addressing a child's risk of myopia development or progression. Questions cover topics including genetic risks (e.g., myopic parents), environmental factors (e.g., screen time and outdoor activity), and individual risks (e.g., age and if a child already wears glasses for distance vision).

"Communication is arguably the key ingredient in successful myopia management. We developed *My Kids Vision* as an information tool for eye care professionals to assist parents in understanding myopia and steps to help their children. It is also a powerful public awareness

tool, encouraging parents to speak with a professional,” said Dr. Kate Gifford. “Myopia is something that every parent should be aware of but may not know about. Our new Knowledge Center is designed to support parents and eye care professionals working together. That assists children with myopia to have the best possible vision now and best possible eye health outcomes into their adult lives.”

Several key features of MyKidsVision.org are currently available in six languages. Additional languages for the Knowledge Center and other content are in development.

About Myopia Profile

From humble beginnings as a two-page PDF download, Myopia Profile has grown into a company fostering a thriving, engaged community of eye health professionals around the world, with millions of engagements across web and social media platforms. It is the largest and most popular multi-channel professional educational resource dedicated to childhood myopia management and public awareness. Join the discussion on [Facebook](#), [LinkedIn](#), [YouTube](#), and [Instagram](#).

Media Contact

Dan Smith, McDougall Communications for Myopia Profile
Dan@McDougallPR.com
(585) 434-2154