



PRESS RELEASE

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FOR IMMEDIATE RELEASE

Recipe Attached



Local Eye Doctors Use Social Media, Healthy Recipes To Raise Awareness of Diabetic Eye Diseases

(Honolulu, Hawaii), April 8, 2014 – Diabetes, a disease in which the body cannot properly process sugar, is often controlled through special attention to diet. Physicians counsel their patients to “watch what they eat,” but specific advice is often lacking. Throughout April, Dr. Steven Rhee and Dr. Christopher Tortora of the Hawaiian Eye Center and Dry Eye Clinic are working to improve the lives of diabetics through social media and their #EyeHealthy recipe campaign. They will be using their Facebook, Twitter and Pinterest accounts to provide the public with easy recipes that are both diabetes friendly and eye healthy.

#EyeHealthy recipes will be published all month long on social media platforms to allow people with diabetes to widen the range of available food options that meet the dietary guidelines recommended by doctors. All recipes contain ingredients known to be healthy for the eyes such as omega-3 oils, fruits and green leafy vegetables. [1]

Diabetes is a condition that affects nearly 26 million Americans, according to the Centers for Disease Control and Prevention. The prevalence of diabetes in the U.S. is growing, in part due to poor dietary choices among Americans. Diabetes affects multiple parts of the body, including the eyes. Patients with diabetes are at risk for multiple eye conditions such as cataracts, glaucoma and diabetic retinopathy, a potentially blinding disease more common when diabetes is poorly controlled.

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“Eating a healthy diet is very helpful in controlling diabetes,” Dr. Tortora said. “Better control over the disease greatly decreases the likelihood that eye diseases will develop.”

Dr. Tortora and Dr. Rhee recommend diabetics get a complete eye examination by an eye care specialist annually to identify early evidence of eye diseases. As with many diseases, early diagnosis often means more successful treatment and a better outcome.

Hawaiian Eye Center and its doctors maintain a presence on multiple social media sites to help educate their patients and the general public on preventative eye care. To get this month’s #EyeHealthy recipes and the latest in eye health, find them on Facebook (www.facebook.com/HawaiianEyeCenter), Twitter (@drtortora, @drsteverhee, @hieyecenter) and Pinterest (www.pinterest.com/hawaiianeyectr).

Dr. Christopher Tortora, a board certified ophthalmologist, is host of “The Hawaiian Eye Show,” a weekly informational radio program about healthy vision broadcast live every Saturday at 8 a.m. on KHVH 830 AM/rebroadcast at 9 p.m. on KHBZ 990 AM. He and his colleagues at the Hawaiian Eye Center are committed to educating the public about the importance of preventative eye care. To learn more about a variety of eye health issues, please call the Hawaiian Eye Center at 621-8448 or visit www.HawaiianEye.com and www.Facebook.com/HawaiianEyeCenter, where “life has never looked better.”

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