

PRESS RELEASE



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For Immediate Release

**Photo Attached*



Don't Toy With Your Keiki's Vision *Holiday Gift Ideas That Are Safe and Fun*

(Wahiawa, Hawaii) December 12, 2016 – Last year, 254,200 toy-related injuries were treated in U.S. emergency rooms, according to the Consumer Product Safety Commission. December is designated Safe Toys and Celebrations Month by the American Academy of Ophthalmology to remind parents to purchase gifts for keiki this holiday season that are both safe and fun.

Eye tissue is very vulnerable to toy-related injuries because it's sensitive and delicate. Children often don't take the necessary precautions when playing with toys and only focus on having fun. This makes it especially important for parents to select toys that help limit the chance of serious eye damage.

Toys can cause a variety of eye injuries that range from minor to severe, including:

- Scratches to the eye's surface (corneal abrasions)
- Open sores typically from infections (corneal ulcers)
- Bleeding inside the eye
- Clouding of the eye's lens (traumatic cataracts)
- Tearing or detachment of the retina—light-sensitive tissue in back of eye

In the U.S., most toy packaging will display suggested age ranges. Use the label and your personal judgment to purchase a toy you believe meets the age and developmental level of your child. Toys are not one-size-fits-all.

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Suggestions for age-appropriate toys that help develop hand-eye coordination, stimulate visual development and teach spatial relationships include:

- Birth to 12 months: Brightly colored mobiles, rattles, balls, stuffed animals, activity gyms and blocks.
- 1-year-olds: Stuffed animals, blocks, puzzles, finger paints, modeling clay, stacking/nesting toys or musical toys.
- 2-year-olds: Stuffed animals, blocks, puzzles, finger paints, modeling clay, stacking/nesting toys, musical toys, dress-up clothes, child-size household items, sandbox, kiddie pool, swings, backyard gym/climbing toys, toy typewriter or cash register.
- 3- to 6-year-olds: Large crayons, markers, toy computer or computer games, board games, roller skates, toy camera, stuffed animals, blocks, puzzles, finger paints, modeling clay, stacking/nesting toys, musical toys and dress-up clothes.
- 7- to 12-year-olds: Science items (microscope, telescope, chemistry set, etc.), books, bicycle, musical instrument, skateboard, jump rope, electric train, sports equipment, video games, computer games and board games.

Protect your keiki's eyes this holiday season by picking toys that are safe, fun and educational.

Christopher Tortora, M.D., and Steven Rhee, D.O., are board-certified ophthalmologists at Hawaiian Eye Center. Dr. Tortora and Dr. Rhee also host "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. Hawaiian Eye's dedicated doctors and support staff 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 621-8448 or visit HawaiianEye.com and Facebook.com/HawaiianEyeCenter. "For 40 years, life has never looked better."

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