



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 15, 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/>) 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.”

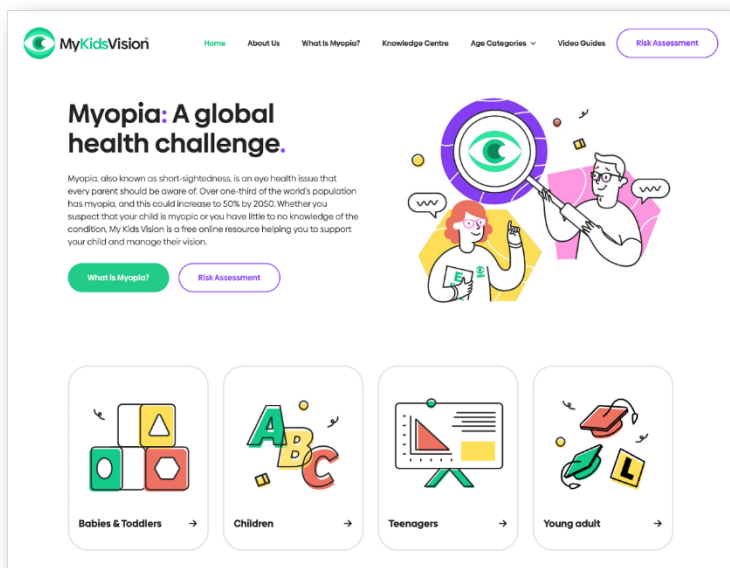
Several key features of MyKidsVision.org are currently available in six languages. Additional languages for the Knowledge Center and other content are in development.

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



My Kids Vision homepage [Click here for high-res image](#)

Myopia knowledge centre.

We regularly update our myopia knowledge centre with useful articles and information about managing myopia in children and young people of all ages.

From explaining myopia treatment options to offering tips to slow myopia development, we've put together the most important information for parents of myopic children. Browse the articles at your leisure, or filter them by age category, topic or subject for quick and easy access to the most relevant advice for you and your child.

Filters:

Search articles



What is myopia control and why it's important



Which is the best option for myopia control?

Browse by age category

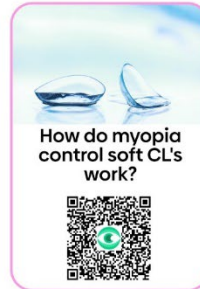
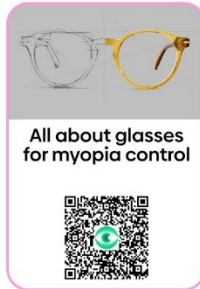
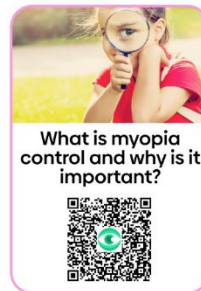
Babies & Toddlers

Children

Teenagers

Young adult

My Kids Vision Knowledge Center [Click here for high-res image](#)



My Kids Vision QR Codes [Click here for high-res image](#)



MyKidsVision™



Dr. Kate Gifford and Dr. Paul Gifford [Click here for high-res image](#)