

HEY KIDS, LET'S BE EYE SMART!

Our eyes are very precious
so let's look after them.

A cartoon illustration of a young man with dark skin, short dark hair, and glasses. He is wearing a green and white tropical print shirt with orange suspenders and blue jeans. He is waving with his right hand.

"Kia Ora
I'm Joe!"

A cartoon illustration of a young woman with long purple hair in pigtails. She is wearing a green long-sleeved crop top with a blue backpack and a pink skirt. She is waving with her right hand.

"And I'm
Emma"



Eye Health
Aotearoa



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Funding to Enhance Lives*

IMPORTANT THINGS YOU DO WITH YOUR EYES.



With your eyes,
you can look at
colours, toys
and animals.



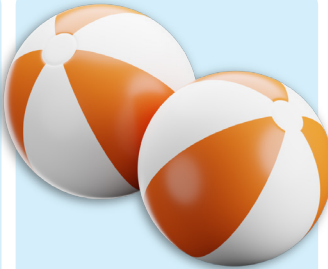
Your eyes see
things, so you
don't bump
into them.



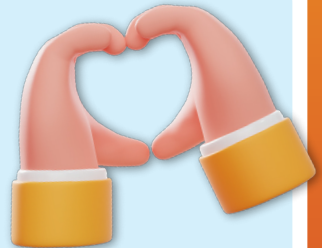
With your eyes,
you can look at
clouds and
rainbows.



With your eyes,
you can draw
things and read
and write.



With your eyes,
you can catch
a ball.



With your eyes,
you can see all
the people
you love.



Don't
forget
then...

**"LET'S LOOK
AFTER OUR EYES."**

THIS IS HOW JOE & EMMA ARE EYE SMART!

Ways you too can keep your eyes healthy.



Less screen time avoids putting extra strain on your eyes.



Playing outside helps your eyes grow stronger.



Protect your eyes from the sun by wearing a hat and sunglasses.



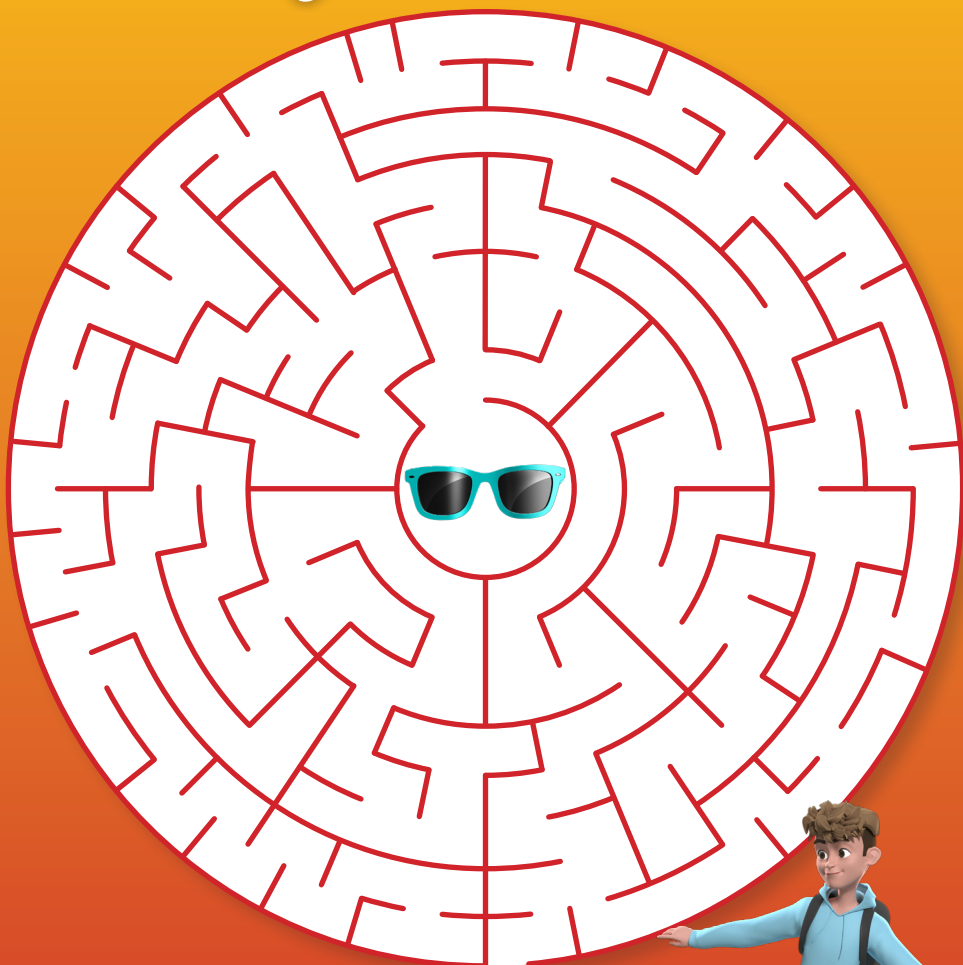
Love your glasses – they help your eyes do their best.

LET'S GET COLOURING.



IT'S PUZZLE TIME.

Help Scotty skate to find his sunglasses in the maze.



Start
here!



"HEY, PARENTS, CARE-GIVERS AND TEACHERS!"

Your kids don't always know
if their vision isn't normal.

If you notice any of the signs below in your children,
an eye test with an optometrist can help.

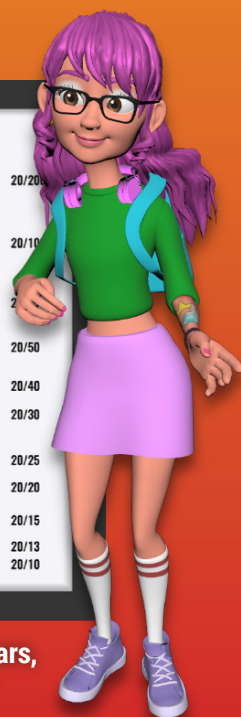
- Rubbing eyes often
- Avoiding reading or close work
- Headaches or sore eyes
- Watery, red, or itchy eyes
- Tilting head to see better
- Squinting or closing one eye
- Sitting very close to books, screens, or the TV
- Struggling to see the board at school
- Glasses not being worn or often "forgotten"



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B E
E Y E
S M A R T

Book your eye check today!



"A regular eye health check every two years,
at any age, is highly recommended."



AND ONE MORE THING TO REMEMBER...

Use the 20/20 rule: every
20 minutes, look far
away for 20 seconds

Be kind to your eyes – try not
to rub them too much.



MEET AMAN

Aman has just started university and has problems with her eyes. She did not want her siblings, or friends to have the same difficulties, so came up with the idea of this book. She wants everyone to take care of their eyes and understand how important they are.

Thank you, Aman!

Acknowledgements

Many thanks to the Ophthalmologist, Optometrists and Teachers who provided their expert advice
And to BDMA Revolution for their wonderful design and creativity.

HEY KIDS, LET'S BE EYE SMART!

Brought to you by Eye Health Aotearoa

You can
watch our
YouTube
videos!



You can
learn more
on TikTok!



"Thanks for
reading"

"We'll see
you soon!"



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