# Positive Eye Ons Unveils New Myopia Management PSA Campaign

*September 24, 2024*

West Hollywood, California - September 24, 2024 -
West Hollywood, CA ? Positive Eye Ons, a leading optometry practice in West Hollywood, is proud to announce the launch of a new public service announcement (PSA) campaign focused on myopia management. Located at 940 Fairfax Ave, West Hollywood, CA 90046, their practice is going to serve as a staging point for this important initiative. The information drive aims to raise awareness about the rising prevalence of myopia, particularly among children, and to educate the community on effective management strategies that can prevent long-term vision complications.

"Myopia is becoming an increasingly common issue, especially with the amount of time kids are spending on screens these days," said Dr. Ryan Stybel, O.D., the head optometrist at Positive Eye Ons. "Our goal with this campaign is to inform parents and guardians about the importance of early intervention and to provide them with the tools they need to protect their children?s vision."

The campaign will include a series of educational videos, flyers, and community outreach events designed to highlight the risks associated with untreated myopia and the various treatment options available at Positive Eye Ons. Patients will be encouraged to ask questions and spend more time with their doctor. And their team

will be trained to use the latest state-of-the-art technology and treatment best practice to manage myopia more effectively.

Myopia, also known as nearsightedness, occurs when the eye elongates, causing light to focus in front of the retina rather than directly on it. This condition has seen a dramatic increase globally, with studies suggesting that by 2050, nearly half of the world's population could be affected. Dr. Stybel and his team at Positive Eye Ons are dedicated to reversing this trend through early detection and innovative treatment options such as Ortho-K lenses and specialized contact lenses that slow the progression of myopia.

The PSA campaign will feature a mix of online and in-person elements. Educational videos will be shared on social media platforms and the Positive Eye Ons website, offering practical advice and insights into myopia management. The practice will host a series of workshops and seminars at local schools and community centers, providing valuable information directly to parents, teachers, and caregivers.

?Our community outreach efforts are a critical part of this campaign,? Dr. Stybel added. ?By engaging with parents and educators in West Hollywood, we can ensure that they are equipped with the knowledge needed to make informed decisions about their children?s eye health.?

Positive Eye Ons has been a pillar of the West Hollywood community for years and known for their fashion-forward eyewear selection and comprehensive eye care services. This new initiative underscores their commitment to providing exceptional care and educating the public on important eye health issues. The practice invites the community to participate in this campaign and take proactive steps toward better eye health.

About Positive Eye Ons

Positive Eye Ons is a locally owned optometry practice that offers patient-oriented, full-scope eye care to patients in the Melrose, West Hollywood, and nearby neighborhoods. Their care is personable and tech-driven: their expert optometry team uses state-of-the-art equipment to ensure everything from the accuracy of a patient?s vision prescription to how eyewear complements their fashion sense. Positive Eye Ons puts the patient first through the cutting-edge technology they offer and the extra time they invest in each appointment to meet every need. Their goal is not to simply meet expectations but to exceed them.

For more information about Positive Eye Ons, visit https://www.positiveeyeons.com/.

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# Positive Eye Ons

*Positive Eye Ons is a full scope eye care practice in West Hollywood, CA.*

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