

VIDEO	AUDIO
1.1 MONTAGE – SHOTS OF PEOPLE WALKING	Diabetes...is a leading cause of new cases of adult blindness in the United States among adults.
1.2 GRAPHIC/OVER VIDEO OF PATIENT  DIABETIC EYE DISEASE USUALLY HAS NO WARNING SIGNS	Unfortunately, with diabetic eye disease there are usually no warning signs.
1.3 MONTAGE OF SHOTS & GRAPHIC <ul style="list-style-type: none"><li>- OPTOMETRIST W/PATIENT GIVING EXAM</li><li>- SHOT OF DIABETIC RETINOPATHY</li><li>- “EARLY DETECTION OF DIABETIC EYE DISEASE IS BEST WAY TO PREVENT VISION LOSS”</li></ul>	The good news, however, is that sight-threatening diabetic retinopathy is often treatable with timely intervention. Early detection of diabetic eye disease is the best way to prevent vision loss.
1.4 SHOT OF OPTOMETRIST W/PATIENT  GRAPHIC “PATIENTS WITH TYPE 1 DIABETES NEED DILATED EXAM BY EYE CARE PROVIDER WITHIN 3-5 YEARS OF THE ONSET OF DIABETES”	The American Diabetes Association recommends that patients with type 1 diabetes have an initial dilated exam by an eye care provider within 3-5 years of the onset of diabetes.
1.5 SHOT OF ANOTHER PATIENT W/OPTOMETRIST  GRAPHIC “PATIENTS WITH TYPE 2 DIABETES HAVE DILATED EXAM SHORTLY AFTER DIAGNOSIS”	And, patients with type 2 diabetes have a dilated exam shortly after diagnosis.
1.6 USE PREVIOUS TWO SHOTS OF PATIENTS	Subsequent examinations for both

<p>GRAPHIC "SUBSEQUENT EXAMS SHOULD BE PERFORMED ANNUALLY OR MORE FREQUENTLY"</p>	<p>types of diabetes should be performed annually or more frequently, at the recommendation of your eye care provider.</p>
<p>1.7 STILLS OF DIABETIC EYE DISEASE</p> <p>GRAPHIC "THERE ARE NO WARNING SIGNS IN THE EARLY STAGES OF DIABETIC EYE DISEASE" (NOTE KEEP GRAPHIC ON SCREEN UNTIL NEXT SHOT #)</p> <p>SHOT PERSON WORKING OR PLAYING (???)</p>	<p>Here are some important points to remember about diabetic eye disease:</p> <p>Often there are no warning signs in the early stages of diabetic eye disease.</p> <p>Vision may not change until the disease becomes severe.</p>
<p>1.8 SHOT OF OPTOMETRIST PUTTING IN DROPS TO DILATE EYES</p> <p>GRAPHIC "REGULAR EYE EXAMS WITH DILATED PUPILS ARE ESSENTIAL FOR EARLY DETECTION AND TREATMENT"</p>	<p>Again, due to the absence of symptoms, regular eye exams with dilated pupils are essential for early detection and timely treatment.</p>
<p>1.9 MONTAGE OF STILLS COORIDNATED WITH THE FOLLING GRAPHIC SHOWING DIABETIC RETINOPATHY, CATARACT, AND GLAUCOMA (NOTE: CAN ALSO USE YOUNG PATIENT &amp; OLDER PATIENT)</p> <p>GRAPHIC "DIABETIC EYE DISEASE INCLUDES DIABETIC RETINOPATHY, CATARACTS, AND GLAUCOMA"</p>	<p>The scope of diabetic eye disease includes diabetic retinopathy—a leading cause of blindness in adults—cataracts, and glaucoma. The longer someone has diabetes, the more likely he or she will develop diabetic eye disease.</p>
<p>1.10 STILLS OF DIABETIC RETINOPATHY</p>	<p>Diabetic retinopathy, a complication</p>

<p>SHOT OF OPTOMETRIST W/PATIENT (PERHAPS SHOWING THEM A DIAGRAM OF WHAT IS HAPPENING W/THEIR EYES???)</p> <p>SHOT OF LASER SURGERY (IF WE CAN OBTAIN THIS FROM A FOA MEMBER???)</p>	<p>specific to diabetes, is caused by changes in the blood vessels in the eye. Laser surgery is often used to stop the progression of diabetic retinopathy.</p>
<p>1.11 STILLS OF CATARACTS</p> <p>GRAPHIC "DIABETICS ARE 2X AS LIKELY TO DEVELOP CATARACTS AND DEVELOP THEM EARLIER"</p> <p>SHOT OF CATARACT SURGERY (FROM FOA MEMBER???)</p>	<p>Diabetics are 2 times as likely to develop cataracts, and they develop them earlier than people without diabetes. Cataracts can usually be treated with surgery.</p>
<p>1.12 STILLS OF GLAUCOMA – VISUAL FIELD &amp; PATIENT DOING A VISUAL FIELD</p> <p>GRAPHIC "GLAUCOMA IS TWICE AS LIKELY TO OCCUR IN DIABETICS THAN NON-DIABETICS"</p> <p>SHOT OF OPTOMETRIST ADMINISTERING SOME GLAUCOMA MEDS</p> <p>GRAPHIC "GLAUCOMA CAN USUALLY BE TREATED WITH MEDICATIONS, LASER OR OTHER SURGERY</p>	<p>Glaucoma is also twice as likely to occur in diabetic patients as in non-diabetics. Glaucoma can usually be treated with medications, laser or other surgery.</p>
<p>1.13 SHOT OF OPTOMETRIST WITH PATIENT – PATIENT THANKING DR.</p>	<p>With early detection and timely treatment, the risk of blindness from diabetic eye disease can be reduced.</p>

<p>1.14 SHOTS OF DR. W/PATIENT AND STILL OF DILATED PUPIL</p> <p>GRAPHIC: "HAVE EYES EXAMINED WITH PUPILS DILATED YEARLY OR MORE OFTEN"</p> <p>SHOT OF OPTOMETRIST HOLDING OPHTHALMASCOPE WITH LIGHT &amp; DEVICE SHINING INTO CAMERA LENS</p>	<p>Remember, even with an absence of visual symptoms, have your eyes examined <i>with dilated pupils</i> yearly or more often at the advice of your eye care provider. It could just save your eyesight!</p>
<p>1.15 GRAPHIC</p> <p>THIS MESSAGE BROUGHT TO YOU BY THE FLORIDA OPTOMETRIC ASSOCIATION AND THE EYE INSTITUTE OF NOVA SOUTHEASTERN UNIVERSITY COLLEGE OF OPTOMETRY</p> <p>FADE TO BLACK</p>	<p>MUSIC</p>