

A toolkit on how to implement MyopiaEd
Web Annex
MyopiaEd message libraries



**BE HE@LTHY
BE MOBILE**



**World Health
Organization**



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This publication forms part of the document entitled *Be he@lthy, be mobile: a toolkit on how to implement MyopiaEd*. It is being made publicly available for transparency purposes and information.

Design and layout by 400 Communications.

This document provides a library of messages for use in mHealth programmes for myopia.

The message library is split into sub-libraries based on the following target audiences:

- 1. General population (ID: GP1-GP50)**
- 2. Parents of children with myopia (ID: PM1-PM42)**
- 3. Adolescents with myopia (ID: A1-A36)**
- 4. Adults with myopia (ID: O1-O36)**

Each sub-library is designed to be delivered on its own i.e. a user will only receive the messages from one library depending on which target audience they belong.

The message libraries should be adapted for the local population and context (please see chapter 5 of the toolkit on how to implement MyopiaEd).

General population

This message library contains messages designed to be delivered to the general population who are involved in supporting/caring for children at risk of developing myopia (e.g. parents of children without myopia, teachers, healthcare professionals). The messages are designed to encourage regular eye examinations to ensure optimal correction and access to the most up-to-date care; address common myopia related misconceptions; raise awareness of the importance of spectacle compliance; and increase awareness of strategies to delay progression of myopia.

The messages in this library are designed to be delivered over a 12-month period, with approximately 1 message per week. It is recommended that the timing of delivery each week is random to support engagement. The following tokens are used to tailor the messages to support greater engagement:

[name]	If possible, insert recipients name. If not possible then remove.
[hi]	Insert culturally appropriate greeting e.g., Hi, Hello. If not possible then remove.
[activity]	Add contact information for local parks/sports clubs etc.

Week	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
0		Admin	[hi] [name]. Welcome to the MyopiaEd program. We will be sending you messages to support you to help prevent your child developing myopia (short-sightedness).	157	Information	<ul style="list-style-type: none"> • Change “MyopiaEd message program” to local program name. • Change “your child” to “children” or “a child” depending on end-user type. 	
1	GP1	General knowledge about myopia	Did you know that ‘short-sightedness’ or ‘near-sightedness’ are other names for myopia? They mean that a person can see clearly up close, but not well far away.	160	Information		8
2	GP2	General knowledge about myopia	[hi] [name]. Myopia is becoming more common in young children, but it is preventable. By taking care of your child’s eyes you can help them to see clearly.	155	Information	<ul style="list-style-type: none"> • Change “your child” to “children” or “a child” depending on end-user type. 	1
3	GP3	Behaviour change/ lifestyle factors	Time outdoors can prevent or delay the development of myopia. Encourage your child to play outside regularly and spend at least 90 minutes each day outside.	157	Information	<ul style="list-style-type: none"> • Add reference to sun protection if appropriate. • Change “your child” to “children” or “a child” depending on end-user type. 	2, 12

Week	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
4	GP4	Need for eye exams	[hi]. Did you know that if a parent has myopia, their children are more likely to develop it too? Regular eye tests will be important to detect myopia early.	157	Information		1
5	GP5	Behaviour change/ lifestyle factors	Near activities are ones that involve looking at things close up e.g. reading a book, using a smartphone. Lots of time on these things can increase myopia risk.	160	Information		6
6	GP6	Need for eye exams	Early detection is best! Young children should have comprehensive eye exams by an eye health professional as they are the best person to care for their eyes.	157	Information	<ul style="list-style-type: none"> • Include the age of first eye exam and ongoing frequency based on country-level guidelines. • Can add local idiom if relevant e.g. “ounce of prevention is worth a pound of cure”. 	3, 34
7	GP7	General knowledge about myopia	[hi]. Seeing clearly will help a child to succeed. It is important for achieving at school and on the sports field, as well as for their general wellbeing.	155	Motivation	<ul style="list-style-type: none"> • Add motivators relevant to local population e.g. crossing the road. 	4

Week	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
8	GP8	Myopia misconceptions	Myopia can be caused by different things (e.g. genetics, lifestyle) but there are things you can do to help prevent or slow the onset of myopia in your child.	158	Information	<ul style="list-style-type: none"> • Change “your child” to “children” or “a child” depending on end-user type. 	
9	GP9	Behaviour change/ lifestyle factors	[hi] [name]. Research shows spending more time outdoors lowers the risk of myopia. Encourage your child to go outside and play!	127	Motivation	<ul style="list-style-type: none"> • Add reference to sun protection if appropriate. • Change “your child” to “children” or “a child” depending on end-user type. 	2, 12
10	GP10	Need for eye exams	Sometimes myopia has no symptoms and so it isn't easy to know when a child's eyesight is worsening. Eye exams are key to diagnosing and treating myopia early.	158	Support		3, 5, 34
11	GP11	General knowledge about myopia	[hi]. Myopia makes it hard to see things across the room and far away. Be on the lookout for signs that a child is struggling to see things in the distance.	156	Information		8

Week	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
12	GP12	Behaviour change/ lifestyle factors	Teach [child name] the 20-20-20 rule: take a 20-second break to view something 20 feet away every 20 minutes of doing near activities e.g. reading a book.	154	Information	<ul style="list-style-type: none"> • May need to change unit of measurement based on population 	
13	GP13	Need for eye exams	[hi]. Eye rubbing, squinting, closing one eye to see, or trouble seeing the board in class are signs that a child may need to visit an eye health professional.	159	Information	<ul style="list-style-type: none"> • Replace 'board' with other middle-distance object suitable for local context. 	6, 8
14	GP14	Behaviour change/ lifestyle factors	[hi] [name]. Looking for outside activity ideas for your child? Why not set up a treasure hunt or play hide and seek.	117	Information	<ul style="list-style-type: none"> • Add reference to sun protection if appropriate. • Change "your child" to "children" or "a child" depending on end-user type. 	2, 12

Week	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
15	GP15	General knowledge about myopia	[hi] [name]. Worried about your child developing myopia? Remember eye health professionals are here to help and support you.	125	Support	<ul style="list-style-type: none"> • Change “your child” to “children” or “a child” depending on end-user type. • Add link for local end-user facing professional association or government websites if available e.g. www.nhs.uk/conditions/short-sightedness/ 	5
16	GP16	General knowledge about myopia	Your child may have big dreams such as being an athlete or doctor. Their dreams are easier to achieve when they can see clearly. Take care of their eyes today.	159	Motivation	<ul style="list-style-type: none"> • Change careers for common local options. • Change “your child” to “children” or “a child” depending on end-user type. 	4
17	GP17	Behaviour change/ lifestyle factors	[hi]. When a child is doing near activities such as reading or working on a computer, remind them to hold the book or device at least 30 cm from their eyes.	156	Information		36

Week	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
18	GP18	General knowledge about myopia	[hi] [name]. Myopia is becoming more common. 1 in 5 people around the world have myopia. Act now to help prevent your child developing myopia.	142	Motivation	<ul style="list-style-type: none"> • Change “your child” to “children” or “a child” depending on end-user type. 	
19	GP19	General knowledge about myopia	Myopia can affect more than vision. Regular visits to an eye health professional will help identify myopia early and minimise the impacts on a child's life.	156	Information		3
20	GP20	General knowledge about myopia	[hi]. Sitting too close to the TV or holding a book too close may be a sign that a child is developing myopia. An eye health professional will be able to help.	159	Reminder		11
21	GP21	Behaviour change/ lifestyle factors	Spending 90 minutes outdoors during daylight hours is important to help prevent myopia or slow its progression. Encourage your child to go outside and play!	156	Reminder	<ul style="list-style-type: none"> • Add reference to sun protection if appropriate. • Change “your child” to “children” or “a child” depending on end-user type. 	2, 12

Week	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
22	GP22	General knowledge about myopia	Prevention and early treatment of myopia is vital as evidence shows untreated myopia can impact on a child's academic performance and general quality of life.	158	Motivation		
23	GP23	Need for eye exams	Under-performing at school, moving closer to the TV, headaches and squinting are signs that a child should go to an eye health professional for a check-up.	155	Information		6, 8
24	GP24	Behaviour change/lifestyle factors	[hi]. When your child is doing near activities like reading, or playing on a computer or smartphone, encourage frequent breaks to help their eyes.	146	Information	• Change "your child" to "children" or "a child" depending on end-user type.	7
25	GP25	Need for eye exams	A child may not know that their vision is bad. Try asking "can you see the whiteboard clearly?" If they can't then they need to see an eye health professional.	159	Information	• Replace 'whiteboard' with chalkboard or other middle-distance object suitable for local context.	8

Week	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
26	GP26	General knowledge about myopia	Kids are constantly growing! As they grow their eyes change which may lead to myopia. By having their eyes tested regularly it will help detect myopia early.	157	Support	• Include local guidelines on regularity.	5
27	GP27	Behaviour change/ lifestyle factors	Spending time outside as a family is good for the eye health of your child and the whole family. Why not go on a walk together or play a game of hide and seek?	159	Reminder	• Add reference to sun protection if appropriate. • Change “your child” to “children” or “a child” depending on end-user type.	2, 33
28	GP28	General knowledge about myopia	[hi] [name]. People with myopia see far away things as blurry, so if your child develops myopia, they will need glasses to help them see things far away.	154	Motivation	• Change “your child” to “children” or “a child” depending on end-user type.	10
29	GP29	Myopia misconceptions	[hi]. It is not true that glasses will make your vision worse! They not only help children to see clearly but help prevent them from straining to see things.	157	Motivation	• Add motivators relevant to local population.	35

Week	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
30	GP30	Behaviour change/ lifestyle factors	[hi] [name]. Looking for ideas to get your child outside? Find a local park to explore or join a local sports team. Go to [activity] for ideas.	143	Support	<ul style="list-style-type: none"> • Add local website for parks/activities/sports clubs. • Add reference to sun protection if appropriate. • Change “your child” to “children” or “a child” depending on end-user type. 	2, 12
31	GP31	General knowledge about myopia	[hi] [name]. Complaining of sore or tired eyes may be a sign that a child is developing myopia. Talk to an eye health professional for support.	143	Information		6
32	GP32	General knowledge about myopia	Good eye health makes it easier to do many things e.g. reading, play sport. Caring for the eye health of a child now will help them to see well in the future.	158	Motivation	<ul style="list-style-type: none"> • Add motivators relevant to local population. 	4

Week	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
33	GP33	Behaviour change/ lifestyle factors	Taking breaks when doing near activities can help prevent or delay myopia. Encourage your child to look up often at things far away from their book or screen.	158	Reminder	<ul style="list-style-type: none"> • Change “your child” to “children” or “a child” depending on end-user type. • Change “book or screen” to modalities appropriate for local population. 	9
34	GP34	General knowledge about myopia	[hi] [name]. If your child needs to move to the front of the classroom to see the board clearly, it is time for them to visit an eye health professional.	153	Reminder	<ul style="list-style-type: none"> • Change “your child” to “children” or “a child” depending on end-user type. 	8
35	GP35	Need for eye exams	[hi] [name]. Regular eye exams are important, especially during the early school years. Your child should be taken to an eye health professional regularly.	155	Support	<ul style="list-style-type: none"> • Update time frame (e.g. yearly) to match local guidelines. • Change “your child” to “children” or “a child” depending on end-user type. 	3
36	GP36	Myopia misconceptions	It isn't true that there is nothing you can do to stop your child getting myopia! Taking breaks when doing close-up activities and spending time outside help.	158	Reminder	<ul style="list-style-type: none"> • Change “your child” to “children” or “a child” depending on end-user type. • Add reference to sun protection if appropriate. 	9, 12

Week	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
37	GP37	Behaviour change/ lifestyle factors	[hi] [name]. Does your child love reading? Remember, spending lots of time doing near activities can be hard on their eyes. Remind them to take breaks often.	157	Reminder	<ul style="list-style-type: none"> • Change example to common local activity. • Change “your child” to “children” or “a child” depending on end-user type. 	6, 7
38	GP38	Need for eye exams	[hi] [name]. Taking a child to an eye health professional is an essential part of their healthcare, just like visiting the dentist.	131	Support	<ul style="list-style-type: none"> • Use a locally relevant example of routine health care e.g. vaccination, infection care. 	3
39	GP39	Behaviour change/ lifestyle factors	Spending time outside is hard in bad weather. If your child can't get outside, they can still look after their eyes by taking breaks when doing near activities.	160	Reminder	<ul style="list-style-type: none"> • Change “your child” to “children” or “a child” depending on end-user type. 	9
40	GP40	General knowledge about myopia	[hi]. Do you have questions about myopia? Check in with an eye health professional and ask them any questions you might have – they're there to support you!	156	Support	<ul style="list-style-type: none"> • Add link for local end-user facing professional association or government websites if available e.g. www.nhs.uk/conditions/short-sightedness/ 	

Week	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
41	GP41	General knowledge about myopia	Remember a child should be taken to an eye health professional as early as possible if you think they might have a vision problem – early treatment is key.	155	Reminder		3
42	GP42	General knowledge about myopia	A child may not know that their vision should not be blurry. Talk to them about their eyesight and take them for regular checks by an eye health professional.	158	Information		
43	GP43	Behaviour change/lifestyle factors	[hi]. Help keep your child's eyes healthy! Encourage them to spend more time outdoors and less time using devices such as tablet computers or mobile phones.	156	Reminder	• Change “your child” to “children” or “a child” depending on end-user type.	2, 12
44	GP44	Need for eye exams	It's important that children have a check-up with an eye health professional often. Eye health professionals can answer any questions you have about myopia.	156	Support		5

Week	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
45	GP45	Myopia misconceptions	[hi] [name]. Myopia can be prevented and is treatable! By taking care of their eyes you are helping your child see clearly today and into the future.	149	Motivation	<ul style="list-style-type: none"> • Add local motivations. • Change “your child” to “children” or “a child” depending on end-user type. 	
46	GP46	General knowledge about myopia	[hi] [name]. Setting your child up for a healthy future involves taking care of their vision. An eye health professional here to support and help you.	151	Support	<ul style="list-style-type: none"> • Change “your child” to “children” or “a child” depending on end-user type. 	5
47	GP47	Behaviour change/lifestyle factors	[hi] [name]. Encouraging more time spent outdoors can help prevent myopia – remind your child to spend time outside every day!	126	Motivation	<ul style="list-style-type: none"> • Add reference to sun protection if appropriate. • Change “your child” to “children” or “a child” depending on end-user type. 	2, 12
48	GP48	Need for eye exams	Early detection of myopia is important. Taking your child to an eye health professional to get their eyes checked regularly will help prevent or delay myopia.	158	Motivation	<ul style="list-style-type: none"> • Change “your child” to “children” or “a child” depending on end-user type. 	3

Week	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
49	GP49	Behaviour change/ lifestyle factors	It can be useful to monitor the time a child spends on near activities e.g. reading, using a computer. Support them to take breaks often to protect their eyes.	159	Reminder		9, 12
50	GP50	General knowledge about myopia	The messages will end soon but remember that your child could develop myopia as they get older. Regular eye tests will be important to detect myopia early.	155	Reminder	• Change “your child” to “children” or “a child” depending on end-user type.	3
		Admin	[hi] [name]. You have now finished the MyopiaEd program, thanks for taking part. We hope you have found the messages useful.	123	Admin	• Change “MyopiaEd program” to local program name.	x

Parents of children with myopia

This message library contains messages designed to be delivered to parents of pre-school or primary-level children who have myopia. The messages are designed to encourage regular eye examinations to ensure optimal correction and access to the most up-to-date care; address common myopia related misconceptions; raise awareness of the importance of spectacle compliance; and increase awareness of strategies to delay progression of myopia.

The messages in this library are designed to be delivered over approximately 6-months. It is recommended that the time of day that the messages are delivered is random to support engagement. The following tokens are used to tailor the messages to support greater engagement:

[child name]	If possible, insert the child's name (the child with myopia) if not available use "your child"
[name]	If possible, insert recipients name (the parent). If not possible then remove.
[hi]	Insert culturally appropriate greeting e.g., Hi, Hello, Kia ora. If not possible then remove.
[activity]	Add contact information for local parks/sports clubs etc.
[he/she/they]	If possible, use child's correct pronoun. If not available use "they".
[him/her/them]	If possible, use child's correct pronoun. If not available use "them".
[his/her/their]	If possible, use child's correct pronoun. If not available use "their".
[role model]	Insert locally relevant role model or celebrity who wears glasses.

Week	Day	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
0	0		Admin	[hi] [name]. Welcome to the MyopiaEd program. We will be sending you messages about myopia (short/near sightedness) to support you to care for [child name].	155	Admin	• Change “MyopiaEd message program” to local program name.	
1	1	PM1	General knowledge about myopia	Did you know that 'short-sightedness' or 'near-sightedness' are other names for myopia? They mean that a person can see clearly up close, but not well far away.	160	Information		10
	4	PM2	General knowledge about myopia	[hi] [name]. Prescription glasses will help [child name] see clearly. Encourage [him/her/them] to wear [his/her/their] glasses as instructed by [his/her/their] eye health professional.	184	Motivation	• Can also refer to contact lenses if suitable, or other treatment options if relevant to local context.	14, 37
2	8	PM3	Behaviour change/ lifestyle factors	When [child name] is reading a book, or working on a computer, remind [him/her/them] to hold the book or device at least 30cms from [his/her/their] eyes.	153	Information	• Replace activities with common local activities.	36

Week	Day	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
	11	PM4	Myopia misconceptions	[hi] [name]. Myopia has different causes (e.g. genetics, lifestyle) but there are things you can do to help prevent myopia getting worse for [child name].	154	Information		
3	15	PM5	Behaviour change/ lifestyle factors	Time outdoors can help slow the development of myopia. Encourage [child name] to play outside regularly and spend at least 90 minutes of their day outside.	155	Information	• Add reference to sun protection if appropriate.	2, 12
	18	PM6	Compliance with correction	Is [child name] worried about wearing glasses? Remind them that glasses are important for their eyesight. Point out inspiring role models who wear glasses.	155	Motivation	• Add name of local celebrity or aspirational figure who wears glasses.	15
4	22	PM7	Behaviour change/ lifestyle factors	Try to monitor the time [child name] spends doing near activities e.g. reading, using a computer. Encourage [him/her/them] to take breaks often to protect [his/her/their] eyes.	176	Reminder	• Change examples to common local activity.	7, 9

Week	Day	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
	25	PM8	General knowledge about myopia	People with myopia see far away things as blurry, so [child name] may not be able to see things far away. Wearing [his/her/their] glasses will help with this.	158	Information	• Can also refer to contact lenses if suitable, or other treatment options if relevant to local context.	10
5	29	PM9	Need for eye exams	Children need regular comprehensive eye exams even after they start wearing glasses. An eye health professional is the best person to care for their eyes!	154	Support	• Include local guidelines on regularity of eye exams.	3, 5
	32	PM10	General knowledge about myopia	Good vision makes it easier to do so many things e.g. read books, play sport. Caring for [child name]'s eye health will help them to see well in the future.	156	Motivation	• Add motivators relevant to local target population.	4, 37
6	36	PM11	General knowledge about myopia	Did you know that having myopia can increase the risk of [child name] developing other eye conditions later on? That is why protecting [his/her/their] eyes now is key.	167	Motivation		3, 5, 16

Week	Day	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
	39	PM12	Myopia misconceptions	It isn't true that glasses make your vision worse! They will not only help [child name] to see clearly but help prevent [his/her/their] eyes from straining to see things.	170	Information		35, 14
7	43	PM13	General knowledge about myopia	Teach [child name] the 20-20-20 rule: take a 20-second break to view something 20 feet away every 20 minutes of doing near activities e.g. reading a book.	154	Information	• Change unit of measurement based on population norms.	
	46	PM14	General knowledge about myopia	[hi]. Do you have questions about [child name]'s myopia? Chat to your eye health professional about this next time you see them – they're here to support you!	158	Support	• Add link to local end-user facing professional association or government websites if available and appropriate e.g. www.nhs.uk/conditions/short-sightedness/	5
8	50	PM15	Need for eye exams	[hi] [name]. Early treatment of myopia gives [child name] the best chance of having healthy eyes long term. Has your child had an eye check recently?	149	Motivation		3

Week	Day	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
	53	PM16	Myopia misconceptions	Everyone's eyes are different! So it's important [child name] wears the glasses prescribed to [him/her/them] by an eye health professional rather than someone else's.	166	Information		14
9	57	PM17	General knowledge about myopia	[child name] isn't alone, around the world 1 in 5 people have myopia and even more wear glasses. Remind [him/her/them] that even famous people need glasses.	156	Support	<ul style="list-style-type: none"> • Add local statistics if available. • Add name of local celebrity or role model who wears glasses. 	15
	60	PM18	Behaviour change/lifestyle factors	[hi] [name]. Research shows spending more time outdoors is good for your eyes as well as your wellbeing. Encourage [child name] to go outside and play!	152	Reminder	<ul style="list-style-type: none"> • Add reference to sun protection if appropriate. 	2, 12
10	64	PM19	General knowledge about myopia	[hi]. Seeing clearly will help [child name] succeed. It is important for achieving at school and on the sports field, as well as for [his/her/their] general wellbeing.	167	Motivation	<ul style="list-style-type: none"> • Change motivations to align with local population. 	4, 37

Week	Day	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
	67	PM20	General knowledge about myopia	When [child name] is doing near activities like reading, or using a computer, encourage breaks every 20 minutes to help prevent [his/her/their] myopia getting worse.	165	Reminder		7, 9, 12
11	71	PM21	Need for eye exams	There are special glasses and other treatments to help prevent myopia getting worse. Book [child name] for an eye exam to find out what is best for their eyes.	159	Information		3
	74	PM22	Compliance with correction	[hi] [name]. Songs can be a great way to help children understand about wearing glasses. Why not make up a song together?	121	Information	<ul style="list-style-type: none"> • Add link to song from local culture if available. 	
12	78	PM23	Myopia misconceptions	[child name]'s myopia may change over time. Visit an eye health professional regularly to check if [his/her/their] glasses prescription needs updating.	151	Information	<ul style="list-style-type: none"> • Include local guidelines on regularity of eye exams. • Can also refer to contact lenses if suitable, or other treatment options if relevant to local context. 	14, 16

Week	Day	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
	81	PM24	Behaviour change/ lifestyle factors	Reducing time on devices (e.g. computer) can help prevent a range of eye problems. Encourage [child name] to spend time off devices after school/weekends.	154	Reminder		2, 7, 12
13	85	PM25	General knowledge about myopia	[hi]. Is [child name] complaining of headaches, or sore or tired eyes? It may be a sign [his/her/their] glasses need updating. Visit an eye health professional to check.	169	Information		6, 16
	88	PM26	Behaviour change/ lifestyle factors	[hi] [name]. Looking for ideas to get [child name] outside? Find a local park to explore or join a local sports team. Go to [activity] for ideas.	145	Support	<ul style="list-style-type: none"> • Add local website for parks/ activities/ sports clubs. • Add reference to sun protection if appropriate. 	2
14	92	PM27	Need for eye exams	[hi] [name]. See taking [child name] to an eye health professional as an essential part of their healthcare, just like visiting the dentist.	140	Support	<ul style="list-style-type: none"> • Use a locally relevant example of routine health care e.g. vaccination, infection care. 	5

Week	Day	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
	95	PM28	General knowledge about myopia	[child name] may have big dreams of becoming an athlete or actor. These things are easier when you can see clearly so encourage them to take care of their eyes.	160	Motivation	• Change careers for common local options.	4, 15
15	99	PM29	Need for eye exams	Under-performing at school, moving closer to the TV, headaches and squinting are signs [child name] should visit an eye health professional for a check-up.	155	Information		8, 16
	102	PM30	Compliance with correction	Is [child name] worried about how they look wearing glasses? Remind them that there are many beautiful and successful people who wear glasses such as [role model].	163	Reminder	• Add name of local celebrity or role model who wears glasses.	15
16	106	PM31	Behaviour change/lifestyle factors	[hi]. Spending 90 minutes outdoors during daylight hours is important to prevent myopia from getting worse. Encourage [child name] to go outside and play!	154	Reminder	• Add reference to sun protection if appropriate.	2, 12

Week	Day	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID	
		109	PM32	General knowledge about myopia	Sitting too close to the TV or holding a book too close may indicate [child name] needs new glasses. Visit an eye health professional to get their eyes checked.	160	Information	11	
17		113	PM33	Compliance with correction	If [child name] needs glasses to see well, make sure [he/she/they] is wearing them as instructed by an eye health professional to help the health of [his/her/their] eyes.	170	Reminder	<ul style="list-style-type: none"> • Can also refer to contact lenses or other forms of refractive correction if suitable. • Add motivators relevant to local target population. 	14, 37
		116	PM34	Behaviour change/lifestyle factors	When [child name] is spending long periods of time doing near activities remind them to look up at something in the distance (e.g. out a window) regularly.	156	Information	<ul style="list-style-type: none"> • Replace activities with common local activities. 	9
18		120	PM35	Need for eye exams	If [child name] complains about [his/her/their] eyes or vision it's a good idea to visit an eye health professional to check if [his/her/their] glasses need updating.	166	Information	<ul style="list-style-type: none"> • Can also refer to contact lenses if suitable, or other treatment options if relevant to local context. 	5, 16

Week	Day	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
	123	PM36	Compliance with correction	When [child name] wears the correct type of glasses for [him/her/them] it will help to protect [his/her/their] eyes and prevent future eye problems.	148	Information	• Can also refer to contact lenses if suitable, or other treatment options if relevant to local context.	3, 5, 16, 35
19	127	PM37	Myopia misconceptions	[hi] [name]. It isn't true that nothing can stop myopia getting worse! Spending time outside will help [child name].	116	Reminder	• Add reference to sun protection if appropriate.	2, 33
20	134	PM38	General knowledge about myopia	[hi] [name]. Setting [child name] up for a healthy future involves taking care of their eyes. An eye health professional is here to support and help you.	154	Support		3, 5
21	141	PM39	General knowledge about myopia	As [child name] grows [his/her/their] eyes will also grow which may increase [his/her/their] level of myopia. [He/She/They] may need to change [his/her/their] glasses as [he/she/they] gets older.	195	Information	• Can also refer to contact lenses if suitable, or other treatment options if relevant to local context.	16, 35

Week	Day	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
22	148	PM40	Need for eye exams	It is not always easy to tell if [child name] is having trouble seeing. Remember an eye health professional is here to help you identify if there is an issue.	158	Support		3, 5
23	155	PM41	Behaviour change/ lifestyle factors	Does [child name] love reading? Remember, spending lots of time doing close up activities can be hard on their eyes. Remind [him/her/them] to take breaks often.	160	Reminder		6, 7
24	162	PM42	Need for eye exams	When did [child name] last have a check-up with eye health professional? Remember regular eye exams for children are important to treat myopia effectively.	155	Reminder		3, 5, 16, 34
	168		Admin	[hi] [name]. You have now finished the MyopiaEd message program, thanks for taking part [name]. We hope you have found the messages useful.	138	Admin	• Change “MyopiaEd message program” to local program name.	x

Adolescents with myopia

This message library contains messages designed to be delivered to adolescents who have myopia. The messages are designed to target the importance of compliance with refractive error correction; common myopia-related misconceptions; and raise awareness of the importance of regular eye examinations to ensure optimal correction and awareness of management options to delay progression of myopia. These messages should be adapted to the local population and context following consultation with local adolescents, **particularly in relation to barriers to wearing glasses, myopia misconceptions, motivations for good eye health, and role models.**

The messages in this library are designed to be delivered over approximately 6-months. It is recommended that the time of day that the messages are delivered is random to support engagement. The following tokens are used to tailor the messages to support greater engagement:

[name]	If possible, insert recipients name. If not possible then remove.
[hi]	Insert culturally appropriate greeting e.g., Hi, Hey, Hello. This should be appropriate to the adolescent age group. If not possible then remove.
[role model]	Add name of local celebrity or role model who wears glasses

Week	Day	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
0	0		Admin	[hi] [name]. Welcome to the MyopiaEd message program. We will be sending you messages over the next 6 months to support you to care for your eyes.	145	Admin	• Change “MyopiaEd message program” to local program name.	
1	1	A1	General knowledge about myopia	You might hear people refer to myopia as 'short-sightedness' or 'near-sightedness'. Both mean that you can see clearly up close, but not so well far away.	154	Information		10, 13
	4	A2	Behaviour change/ lifestyle factors	Spending less time on devices (e.g. smartphone, computer) is good for your eye health. Try to take breaks often if using devices for long periods.	146	Information		20
2	8	A3	General knowledge about myopia	[hi]. Remember you are not alone, over 20% of the world’s population has myopia and even more wear glasses. Many famous people wear glasses like [role model].	158	Support	• Add name of local celebrity or role model who wears glasses.	15, 19

Week	Day	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
	11	A4	Behaviour change/ lifestyle factors	[hi] [name]. Time spent outdoors can help protect your eyes. Aim to spend at least 90 minutes of your day outside – try going for a bike ride with your friends!	160	Reminder	<ul style="list-style-type: none"> • Change activity to suit local population. • Add reference to sun protection if appropriate. 	18
3	15	A5	Compliance with correction	[hi] [name]. People with myopia usually see far away things as blurry; wearing your glasses will help you see things in the distance more clearly.	146	Information	<ul style="list-style-type: none"> • Add reference to contact lenses if an accessible option in local population. 	10
	18	A6	Need for eye exams	Regular eye exams are a vital part of keeping your eyes healthy and preventing your myopia getting worse. Don't let your eyesight get in the way of your dreams.	160	Motivation	<ul style="list-style-type: none"> • Add motivators relevant to local target population. 	17
4	22	A7	General knowledge about myopia	[hi] [name]. Myopia is caused by changes in the shape of the eye, which impacts vision. Glasses will help you to see clearly.	125	Information	<ul style="list-style-type: none"> • Add reference to contact lenses if an accessible option in local population. • Add link to more information if local appropriate resource is available. 	35

Week	Day	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
	25	A8	Compliance with correction	[hi] [name]. Remember to wear your glasses every day at school. This will help you see things clearly in your classroom.	121	Reminder	• Add reference to contact lenses if an accessible option in local population.	19
5	29	A9	Compliance with correction	Worried about what you look like when wearing glasses? Try not to let glasses get you down. There are many amazing people who wear glasses like [role model].	157	Support	• Add name of local celebrity or role model who wears glasses. • Add reference to contact lenses if an accessible option in local population.	15
	32	A10	Behaviour change/ lifestyle factors	When doing near activities such as reading a book, using a smartphone, or working on a computer try to hold the book or device at least 30 cm from your eyes.	157	Information	• Change unit of measurement to match what is used in the local population.	36
6	36	A11	Myopia misconceptions	It is not true that glasses make your vision worse. They not only help you see clearly but also prevent your eyes from straining to see things in the distance.	159	Reminder	• Add reference to contact lenses if an accessible option in local population.	10

Week	Day	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
	39	A12	General knowledge about myopia	[hi]. Everyone's eyes are different. So it's important to wear your own glasses as prescribed by your eye health professional rather than using someone else's.	159	Information		17, 21
7	43	A13	Need for eye exams	[hi]. Are you struggling to see things at school, moving closer to TV, or squinting? These are signs you should visit an eye health professional for a check-up.	160	Information		23
	46	A14	General knowledge about myopia	[hi]. Got goals for the future [name]? Want to go to uni, have kids, travel? Don't let your eyesight get in the way of your goals. Take care of your eyes today!	160	Motivation	• Add motivators relevant to local target population.	4
8	50	A15	General knowledge about myopia	[hi] [name]. Did you know that myopia can increase your risk of developing other eye conditions in the future? Regular eye checks will help to prevent this.	156	Motivation		17

Week	Day	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
	53	A16	General knowledge about myopia	[hi] [name]. Do you ever get worried about your eyesight? Remember your eye health professional is here to help and support you.	128	Support	<ul style="list-style-type: none"> Add link to local end-user facing professional association or government website if available/ appropriate e.g. www.nhs.uk/conditions/short-sightedness/ 	21
9	57	A17	General knowledge about myopia	[hi]. No one wants to have issues with their eyes when they are older. Taking care of your eyes now helps you see clearly and can prevent future eye conditions.	160	Motivation		
	60	A18	Compliance with correction	[hi]. Find wearing glasses annoying? They can be frustrating but remember you are not alone – millions of people worldwide wear glasses including [role model].	159	Motivation	<ul style="list-style-type: none"> Add names of local role models/ celebrities who wear glasses. Add ways to overcome local barriers to wearing glasses. Add reference to contact lenses if an accessible option in local population. 	15, 19

Week	Day	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
10	64	A19	General knowledge about myopia	[hi] [name]. Just like the rest of your body your eyes change as you get older. As a result of your eyes changing, you may need to change your glasses.	151	Information	• Add reference to contact lenses if an accessible option in local population.	35
	67	A20	Behaviour change/ lifestyle factors	[hi] [name]. Do you spend a lot of time using screens e.g. social media, video games, watching movies? Don't forget to take breaks often to protect your eyes.	158	Reminder	• Change screen use examples to local common ones.	20
11	71	A21	General knowledge about myopia	Do you want to learn more about myopia? Check in with your eye health professional and ask them any questions you might have – they are here to support you!	156	Support	• Add link to local end-user facing professional association or government websites if available and appropriate e.g. www.nhs.uk/conditions/short-sightedness/	21
	74	A22	Compliance with correction	Can you still see clearly through your glasses? It's important to keep your prescription up to date so visit eye health professional if things look blurry.	155	Support	• Add reference to contact lenses if an accessible option in local population.	17, 21, 23

Week	Day	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
12	78	A23	Behaviour change/ lifestyle factors	[hi]. Spending time outside is good for your eyes and also good for your mental and physical health. Spend time outside today, your future self will thank you!	159	Motivation	• Add reference to sun protection if appropriate.	18
	81	A24	General knowledge about myopia	Good vision and eye health makes it easier to do so many things e.g. play sport, learn to drive. Caring for your eyes will help you to see well in the future.	158	Motivation	• Add motivators relevant to local target population.	18
13	85	A25	Myopia misconceptions	Carrots are good for your health but it's not true that they improve your vision or keep you from needing glasses. Wearing your glasses as prescribed is key.	157	Information	• Change to a common local misconception. • Add reference to contact lenses if an accessible option in local population.	35
14	92	A26	General knowledge about myopia	[hi] [name]. Do you get headaches or tired eyes? This may be a sign your glasses need updating. Visit an eye health professional to check.	138	Information	• Add reference to contact lenses if an accessible option in local population.	22

Week	Day	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
15	99	A27	General knowledge about myopia	Myopia can affect more than just vision. Visit an eye health professional to keep your eyes healthy and stop myopia from impacting other areas of your health.	158	Information	<ul style="list-style-type: none"> • Add reference to most up-to-date treatments available. 	17, 21
16	106	A28	Need for eye exams	Early and regular treatment of myopia gives you the best chance of healthy eyes and good vision long term. When was your last eye check? Book one in today.	155	Reminder	<ul style="list-style-type: none"> • Add reference to contact lenses if an accessible option in local population. • Add reference to most up-to-date treatments available. 	17
17	113	A29	General knowledge about myopia	What do you want to be when you are older? An athlete or a doctor? Achieving your goals will be easier if you can see clearly so remember to care for your eyes.	160	Motivation	<ul style="list-style-type: none"> • Change careers for common local options. 	4, 15
18	120	A30	General knowledge about myopia	[hi] [name]. If your vision seems blurrier than usual it might be time to update your glasses prescription. Visit an eye health professional to check.	151	Reminder	<ul style="list-style-type: none"> • Add reference to contact lenses prescription if accessible option in local population. • Add reference to most up-to-date treatments available. 	13, 22, 23

Week	Day	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
19	127	A31	Behaviour change/ lifestyle factors	[hi] [name]. Help keep your eyes healthy. Balance the time you spend watching TV or movies with time outdoors having fun with friends.	134	Reminder	<ul style="list-style-type: none"> • Add reference to sun protection if appropriate. • Change near activity types to common local examples. 	18
20	134	A32	General knowledge about myopia	If you have trouble seeing the whiteboard at school, you don't have to put up with it! Visit an eye health professional to check if your glasses need updating.	159	Reminder	<ul style="list-style-type: none"> • Replace 'whiteboard' with chalkboard or other middle-distance object suitable for local context. 	23
21	141	A33	Myopia misconceptions	[hi] [name]. It is important to wear your glasses whenever you have been told to. It is not true that wearing glasses will make your vision worse!	147	Information	<ul style="list-style-type: none"> • Add reference to contact lenses if an accessible option in local population. 	19, 35

Week	Day	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
22	148	A34	Compliance with correction	[hi] [name]. Dislike wearing glasses? Talk to your eye health professional about other options.	95	Information	<ul style="list-style-type: none"> • Add contact lenses as an example of an alternative option to glasses if they accessible in local context. • Add names of role models who wear glasses. • Add tips to address common barriers to wearing glasses. 	24
23	155	A35	Need for eye exams	[hi] [name]. The best way to help your myopia is to go for regular eye exams and ensure that you are wearing the correct glasses prescription.	142	Information	<ul style="list-style-type: none"> • Add motivators relevant to local target population. • Add reference to contact lenses if an accessible option in local population. 	17
24	162	A36	Myopia misconceptions	[hi] [name]. Remember myopia is treatable! By taking care of your eyes you are helping yourself to see clearly now and into the future.	135	Motivation	<ul style="list-style-type: none"> • Add motivators relevant to local target population. 	17, 21
	168		Admin	[hi] [name]. You have now finished the MyopiaEd program, thanks for taking part. We hope you have found the messages useful.	123	Admin	<ul style="list-style-type: none"> • Change “MyopiaEd program” to local program name. 	

Adults with myopia

This message library contains messages designed to be delivered to adults who have been diagnosed with myopia. The messages are designed to target the importance of regular eye examinations due to the higher risk of other sight-threatening complications in adulthood.

The messages in this library are designed to be delivered over approximately 6-months. It is recommended that the time of day that the messages are delivered is random to support engagement. The following tokens are used to tailor the messages to support greater engagement:

[name]	If possible, insert recipients name. If not possible then remove.
[hi]	Insert culturally appropriate greeting e.g., Hi, Hello, Kia ora. If not possible then remove.

Week	Day	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
0	0		Admin	[hi] [name]. Welcome to the MyopiaEd program. We will be sending you messages over the next 6 months to support you to care for your vision and eye health.	154	Admin	• Change “MyopiaEd message program” to local program name.	
1	1	O1	General knowledge about myopia	You might hear people refer to myopia as 'short-sightedness' or 'near-sightedness'. They both mean that you can see clearly up close, but not so well far away.	159	Information		10, 13
	4	O2	Behaviour change/ lifestyle factors	Near work activities are things like reading or using a computer. Look up often when doing these to reduce eye strain and help keep your eyes healthy.	150	Information	• Add activities relevant to local target population.	30
2	8	O3	General knowledge about myopia	Did you know that myopia increases the risk of some eye conditions and future vision loss? Taking care of your eyes will help reduce the risk of this.	150	Motivation	• Add specific conditions common in local target population.	

Week	Day	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
	11	O4	Compliance with correction	[hi] [name]. Remember to wear your glasses every day. This will help you see things clearly and make sure your vision doesn't hold you back.	140	Reminder	<ul style="list-style-type: none"> • Add motivators relevant to local target population. • Add reference to contact lenses if accessible in local population. 	29, 35
3	15	O5	General knowledge about myopia	[hi] [name]. People with myopia usually see far away things as blurry; wearing your glasses helps you see things in the distance more clearly.	142	Information	<ul style="list-style-type: none"> • Add reference to contact lenses if an accessible option in local population. 	10
	18	O6	Need for eye exams	Eye exams are a key part of managing myopia and maintaining your eye health. Make visits to an eye health professional a regular thing like seeing the dentist.	159	Motivation	<ul style="list-style-type: none"> • Add motivators relevant to local target population. • Change dentist to other health care professional/regular health service appropriate to local population. 	27
4	22	O7	General knowledge about myopia	Good eyesight makes it easier to do many things e.g. drive safely, do work, read a book. Caring for your eyes will help you to see well now and in the future.	158	Motivation	<ul style="list-style-type: none"> • Add activities relevant to local target population. 	

Week	Day	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
	25	O8	General knowledge about myopia	[hi] [name]. Do you get worried about your eyesight or your myopia? Remember an eye health professional is here to help and support you.	137	Support	<ul style="list-style-type: none"> Add link to local end-user facing professional association or government website if available and appropriate e.g. www.nhs.uk/conditions/short-sightedness/ 	28
5	29	O9	Behaviour change/ lifestyle factors	[hi] [name]. When doing near activities such as reading a book, doing a crossword or working on a computer try to take regular breaks.	134	Information	<ul style="list-style-type: none"> Add activities relevant to local target population. 	30
	32	O10	Myopia misconceptions	It is not true that glasses make your vision worse. They not only help you see clearly but also prevent your eyes from straining to see things in the distance.	159	Reminder	<ul style="list-style-type: none"> Add reference to contact lenses if an accessible option in local population. 	26, 29, 35
6	36	O11	Compliance with correction	[hi] [name]. Do you enjoy watching movies or tv? Having the correct glasses will help you see clearly while doing these things.	127	Motivation	<ul style="list-style-type: none"> Change behaviours to suit audience. Add reference to contact lenses if an accessible option in local population. 	38

Week	Day	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
	39	O12	Need for eye exams	Just like the rest of your body, your eyes will change as you age. It's important to have regular eye exams to detect any issues with your eyes or vision early.	160	Information		27, 28
7	43	O13	Myopia misconceptions	Even if you have had myopia for a while there may be things you can do to help prevent your eyesight from worsening. Talk to a eye health professional today.	157	Information		29
	46	O14	Compliance with correction	[hi]. Everyone's eyes are different so it's important to wear your own glasses as prescribed by your eye health professional, rather than using someone else's.	159	Information		26, 27, 35
8	50	O15	General knowledge about myopia	Myopia can cause changes at the back of your eye that may affect your future eyesight if not treated. Regular eye exams will pick up changes early.	147	Motivation	• Add specific conditions common in local target population.	27

Week	Day	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
	53	O16	Myopia misconceptions	Carrots are good for your health, but it is not true that they improve your vision or keep you from needing glasses. Wearing your glasses as prescribed is key.	159	Information	<ul style="list-style-type: none"> • Change to a common local misconception. • Can also refer to contact lenses or other forms of refractive correction if suitable. 	
9	57	O17	Behaviour change/ lifestyle factors	Do you spend a lot of time using screens e.g. working on a computer, doing video calls, watching movies? Don't forget to take breaks often to rest your eyes.	157	Reminder		30
	60	O18	General knowledge about myopia	[hi] [name]. Having myopia doesn't need to have a negative impact on your work, family or health. Caring for your eyes will help protect your eyesight.	151	Motivation		26
10	64	O19	General knowledge about myopia	[hi] [name]. Are you struggling to see things, moving closer to TV, or squinting? These are signs you should visit an eye health professional for a check-up.	157	Information		31

Week	Day	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
	67	O20	General knowledge about myopia	Do you want to learn more about myopia? Check in with your eye health professional and ask them any questions you might have; they are here to support you!	155	Support	<ul style="list-style-type: none"> Add link to local end-user facing professional association or government website if available and appropriate e.g. www.nhs.uk/conditions/short-sightedness/ 	
11	71	O21	General knowledge about myopia	[hi] [name]. Do you get headaches, tired eyes or find you are straining to see things in the distance? This may be a sign that your glasses need updating.	154	Information	<ul style="list-style-type: none"> Add reference to contact lenses if an accessible option in local population. 	32
	74	O22	Myopia misconceptions	[hi] [name]. Remember myopia is not just about wearing glasses! Having regular eye exams will help to prevent it impacting your long-term vision and eye health.	160	Reminder	<ul style="list-style-type: none"> Can also refer to contact lenses if suitable. 	27, 28
12	78	O23	General knowledge about myopia	Try to follow the 20-20-20 rule: take a 20-second break to view something 20 feet away every 20 minutes of doing near activities e.g. reading a book.	149	Information	<ul style="list-style-type: none"> May need to change unit of measurement based on population. 	36

Week	Day	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
	81	O24	Need for eye exams	[hi] [name]. Regular eye examinations are important so that you can detect changes to your eyes and vision early to prevent vision loss in the future.	150	Information		27
13	85	O25	Need for eye exams	[hi] [name]. Can't see the scoreboard when at a sports game or street signs in the distance when driving? It might be time to have your eyes checked again.	155	Support	• Change behaviours relevant to target audience.	31
14	92	O26	Behaviour change/ lifestyle factors	[hi] [name]. If you are spending long periods reading or using screens (e.g. computer, tablet, smartphone) remember to take breaks often to care for your eyes.	160	Reminder		30
15	99	O27	General knowledge about myopia	[hi] [name]. If your vision seems more blurry than before, it might be time to visit an eye health professional to check. They are here to help and support you.	160	Reminder		13

Week	Day	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
16	106	O28	Need for eye exams	[hi]. The best ways to look after your long-term eye health are to ensure that you are wearing the correct glasses prescription and to have regular eye exams.	158	Information	<ul style="list-style-type: none"> • Add motivators relevant to local target population. • Add reference to contact lenses if an accessible option in local population. • Add reference to most up-to-date treatments available. 	27, 28, 34
17	113	O29	Myopia misconceptions	Treating myopia isn't just about wearing glasses. Care from your eye health professional will help to stop it affecting other aspects of your eye health.	153	Information	<ul style="list-style-type: none"> • Can also refer to contact lenses if suitable. 	27, 28
18	120	O30	Need for eye exams	When did you last have a check-up with an eye health professional? Regular eye exams are key to keep your eyes healthy. Book one today if it's been a while.	156	Reminder		27, 28

Week	Day	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
19	127	O31	General knowledge about myopia	Do you rub your eyes, squint, or close one eye to help you see? These are signs that your glasses may need updating. Visit an eye health professional to check.	159	Information		31, 32
20	134	O32	General knowledge about myopia	Remember to talk to an eye health professional if you have any questions about your eyes. Protecting your eyes will allow you to keep doing the things you love.	160	Support		28
21	141	O33	Need for eye exams	Myopia can affect more than just your vision. Your eye health professional will help you prevent myopia impacting other areas of your vision and eye health.	156	Reminder	• Add reference to most up-to-date treatments available.	
22	148	O34	General knowledge about myopia	[hi]. Remember, myopia increases the risk of developing other eye conditions. Taking care of your eyes today will help to reduce your risk of these in future.	158	Reminder		

Week	Day	ID	Theme	Message	Count	Type	Notes	Suggested Multimedia ID
23	155	O35	Need for eye exams	Are you struggling to see things when out and about or moving closer to the TV? These are signs you should visit an eye health professional for a check-up.	155	Information		31
24	162	O36	Myopia misconceptions	[hi] [name]. Remember managing your myopia is not just about your vision. Regular eye exams will prevent it impacting other aspects of your life.	146	Reminder		27
	168		Admin	[hi] [name]. You have now finished the MyopiaEd program, thanks for taking part. We hope you have found the messages useful.	123	Admin	• Change “MyopiaEd program” to local program name.	

Suggested multimedia list

The following is a list of multimedia descriptions to guide choice of multimedia to accompany messages in the MyopiaEd message libraries where they are to be delivered via a modality which allows for this (e.g. social media, app messaging). The descriptions provided are designed to guide the choice of multimedia by the local team. **Actual multimedia chosen should include people that are relevant and relatable to the target audience considering aspects such as ethnicity, culture, and age.** They should also include culturally relevant or age-appropriate settings and contexts depending on the target audience. For example, audiences who have access to contact lenses should include images of contact lenses and their use, for audiences whom sun-protection is a concern the images should include relevant sun-protection measures such as sunhats or sunglasses.

ID	Multimedia description
1	Image of smiling parent(s) and child, all/both with glasses
2	Image of child outside e.g. in a green space or urban space depending on what is relevant for the local population. Image could include a group of children playing together, parents playing with child, or child playing independently. Child wearing glasses when used for the 'Parents of children with Myopia' library.
3	Image of a smiling eye health professional conducting eye test with a child – include features such as equipment used in an eye test.
4	Image of a smiling child/adolescent wearing glasses graduating high school/receiving an award/wearing a sports medal.
5	Image of an eye health professional welcoming a parent and child into an eye clinic or looking friendly in front of shelves of glasses/eye testing equipment.
6	Image of a child using a screen or book, and rubbing their eyes (wearing glasses when used for 'Parents of child with Myopia' library)
7	Image of child walking away from laptop/closing laptop (wearing glasses when used for 'Parents of child with Myopia' library)

ID	Multimedia description
8	Image of child squinting at board from the back of the class, TV, or something else in the middle distance. (wearing glasses when used for 'Parents of child with Myopia' library)
9	Image of child looking away from screen or book i.e. out the window (wearing glasses when used for 'Parents of child with Myopia' library)
10	Image of blurry background, clear through glasses (could be an outdoor setting, the whiteboard at school, or any relevant/acceptable image, ideally a long-distance scene in line with what someone with myopia is like to experience)
11	Image of child sitting very close to the TV
12	Image of child/children leaving the house and heading outside (wearing glasses when used for 'Parents of child with Myopia' library)
13	Image of blurry scene not in focus e.g. group of people
14	Image of child looking happy wearing glasses, with/without parent
15	Image of role model/local celebrity wearing glasses
16	Image of parents and child (wearing glasses) at the eye health professional/choosing glasses
17	Image of adolescent getting an eye exams/with friendly eye health professional
18	Image of adolescents wearing glasses outside e.g. playing sport, hanging out with friends – include activities and settings relevant to local audience e.g. urban, green, snow, beach
19	Image of happy adolescent wearing glasses at school or with friends
20	Image of adolescent wearing glasses walking away from laptop/closing laptop
21	Image of friendly eye health professional smiling in front of eye test equipment/shelves of glasses, or an adolescent talking to an eye health professional
22	Image of adolescent wearing glasses and rubbing eyes or holding/rubbing head indicating they have a headache, perhaps with a laptop in front of them (or holding their phone/a pair of glasses)

ID	Multimedia description
23	Image of adolescent squinting through glasses perhaps in the classroom, on the sports field, or in any relevant context
24	Image of glasses and contact lenses side by side
25	Image of adolescent with parent(s), both/all wearing glasses
26	Image of adult wearing glasses and looking happy
27	Image of adult getting an eye exam with an eye health professional and/or optometry equipment e.g. visual acuity test
28	Image of adult (wearing glasses) and eye health professional shaking hands/interacting in a friendly way
29	Image of happy adult wearing glasses in a context relevant to the local audience e.g. in a business meeting, in a car, at home, among friends
30	Image of adult wearing glasses and looking away from phone/screen, or shutting laptop lid/walking away
31	Image of adult wearing glasses and squinting in a locally relevant context e.g. at the TV, at their phone, in a car, into the distance, in the office
32	Image of adult wearing glasses and rubbing eyes, holding head, or rubbing head indicating a headache, while looking at/holding a screen or phone
33	Image of family with some/all wearing glasses and spending time outside together
34	Image of Snellen chart
35	Image of glasses
36	Image of a child/adolescent/adult wearing glasses holding a book, tablet, or laptop at least 30cm away from their face
37	Image of child wearing glasses in the last row at school, while playing sport or crossing the road (or any locally relevant activities)
38	Image of adult(s) wearing glasses watching TV or looking at something in the middle distance

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