

National Myopia Prevention Programme

Eye Care Week 2008

Activity Guide

Primary School



CONTENT

		<i>Page</i>
❖	<i>Introduction</i>	<i>2</i>
❖	<i>Assembly Message For Eye Care Week 2008</i>	<i>3</i>
❖	<i>“Roving Eye” Competition</i>	<i>4</i>
❖	<i>Suggested Eye Care Week Activities</i>	<i>7</i>
❖	<i>Suggested Activities for Parent Support Group</i>	<i>8</i>
❖	<i>Annex A: Reply Form</i>	<i>9</i>
❖	<i>Annex B: “Roving Eye” Competition Submission Form</i>	<i>10</i>
❖	<i>Annex C: Key Messages for NMPP 2008</i>	<i>11</i>
❖	<i>Annex D: Contact List for NMPP and Other Health Promotion Programmes</i>	<i>12</i>

INTRODUCTION

Singapore has one of the highest prevalence rates of myopia or short-sightedness. More children are becoming myopic at a younger age. A local study found that by age 9, about 43% of our children are myopic. This is a serious issue that warrants our attention, because it increases our children's risk of developing severe myopia which may lead to complications and blindness.

The National Myopia Prevention Programme (NMPP) was launched in 2001 to address this concern. One objective of this programme is to raise awareness of myopia and promote good eye care habits among our students.

Research on myopia indicates that near work is a risk factor for myopia progression. There is emerging evidence suggesting that outdoor activities might have a protective effect against myopia. Recent studies have found that children who spent more time outdoors were less likely to be myopic. Why this is so is still not fully understood yet.

The theme for NMPP 2008 is "***Keep Myopia at Bay, Go Outdoors and Play!***" The key messages are:

1. Spend more time on outdoor activities everyday.
2. Spend less time on continuous near work, especially if it is unnecessary, for example playing computer, handheld or hand phone games.

In 2004, the Health Promotion Board (HPB) introduced "Eye Care Week" to primary schools. During this week, schools are encouraged to organise activities to reinforce the importance of good eye care habits among students.

This year, Eye Care Week will be held from **24 – 28 March 2008**. Schools are encouraged to use this guide to plan and carry out activities during the week. (A soft copy of this guide is also available at <http://www.hpb.gov.sg>). Schools can also plan and implement their own programmes, bearing in mind the above two key messages.

We hope that through fun and interactive activities, students will be reminded of the importance of good eyesight and the need to practise eye care habits to prevent the onset or progression of myopia.

ASSEMBLY MESSAGE FOR EYE CARE WEEK 2008

Schools may wish to use this assembly message to launch their Eye Care Week. The message for NMPP 2008 highlights the importance of taking care of our eyes with an emphasis on spending more time on outdoor activities.

Good morning / afternoon teachers and pupils,

Today is the start of Eye Care Week. This week, we will be focusing on good habits that we can inculcate to ensure that we have healthy eyes. Why do we need to focus on eye care? The simple reason is that our eyes are precious. We need them to see things around us.

If you look around, you will notice that quite a few of us wear spectacles. This is because many of us are myopic or short-sighted, which means that we are not able to see things that are further away clearly. In fact, this is not just in our school; it is the case in almost all schools in Singapore. Too many of our children are becoming myopic! This is a serious problem, because this increases the risk of getting serious eye problems including becoming blind later on in life.

If you are wearing spectacles, you need to look after your eyes so that your myopia will not worsen. If you are not wearing spectacles, good for you. Appreciate your sharp eyesight and continue to take good care of your eyes, so that you will not get myopia.

“KEEP MYOPIA AT BAY, GO OUTDOORS AND PLAY!” This is the theme for Eye Care Week 2008. Researchers say that engaging in outdoor activities everyday can help prevent myopia. We are very fortunate in Singapore that there are many things we can do outdoors. For example, we can go for walks with our parents, spend time at the nearby playground or play ball games with our friends. Not only will such outdoor activities be good for your eyes, they can also help you stay healthy and alert.

Besides participating in more outdoor activities, we should also reduce the time we spend on unnecessary continuous near work. Some amount of near work is unavoidable. This will include near work such as reading and writing. However, we can cut down on near work such as playing computer, handheld and hand phone games. Take a break after about 30 to 40 minutes of continuous near work. Better yet, go outdoors and play.

This week, your teachers have planned exciting outdoor activities for you. There is also a “Roving Eye” competition for the upper primary students where you can win attractive prizes. I hope you are as excited about Eye Care Week as I am. Let’s all have a great time learning during Eye Care Week 2008!

Roving Eye Competition

As part of National Myopia Prevention Programme 2008 (NMPP), a Roving Eye Competition will be organised, in collaboration with MediaCorp's Kids Central. Through the competition, winning schools will have a platform to showcase their eye care week activities.

OBJECTIVE OF COMPETITION

The competition aims to raise children's awareness of the need to protect their eyes and engage in more outdoor activities. (Please refer to **Annex C** for the detailed messages for NMPP)

RULES AND REGULATIONS

A. ELIGIBILITY

All primary 4 to 6 students are eligible to participate in the competition.

B. THEME

The theme for the competition is "**Keep Myopia at Bay, Go Outdoors and Play**". Students are to produce a news video clip highlighting the interesting activities their school conducts for Eye Care Week based on the theme and to reiterate the importance of taking care of their eyes.

C. REQUIREMENTS

- i Schools are to indicate their participation on the Reply Form (**Annex A**) for the competition by **07 March 2008**.
- ii All clips submitted must be produced by students (guidance from teachers is permitted). Students may form groups of no more than 5 pupils each for this competition.
- iii All clips must be on activities involving the school and/or its students during Eye Care Week and reflect the theme appropriately. Students must be able to convey the importance of good eye care and myopia prevention messages based on the theme.
- iv Entries are to be in English only.
- v Maximum video clip duration is **60 seconds (NB: Videos should strictly be submitted in blocks of 30, 45 or 60seconds)**. Please ensure that the clip does not exceed 60 seconds as the judges will have to discard portions of the clip that go beyond the stipulated duration.)
- vi As the final product is a news clip, it should **NOT** have the following components:
 - Music soundtrack
 - Word graphics

- Editing effects such as wipes/dissolves/boxes flying in and out etc.
- vii Format: Mini DVC tape/DVD (in SP mode). For each entry, please send the following:
- Clip A – with the narration mixed with pictures
 - Clip B – with ONLY the natural sound and interview sound-bites
 - Clip C – narration ONLY
- This will allow MediaCorp to mix the narration over the pictures for the winning entries so that the sound mixing will have a better quality on air.
- viii Participating schools will receive up to a maximum of 20 tokens from HPB as prizes for the students who take part in the competition. From the various entries from the students, the school is to select only **1 entry** for submission to HPB.
- ix The selected clip must be accompanied by a soft copy of the script and a copy of the submission form (**Annex B**).
- x The deadline for submission of all clips is **7 Apr 2008**.

D. JUDGING CRITERIA

- Judging will be based on **relevance to the theme, news value, quality of audio and video in the clip, scripting, editing and narration.**
- Points will be given for the piece-to-camera segment of the clip. (This refers to the segment where the narrating/reporting student faces and speaks directly into the camera)

The judges' decision will be final and no further correspondence will be entertained. The organisers reserve the right not to award any of the prizes, should entries fail, in the opinion of the judges, to meet the desired standards.

E. TELECAST DETAILS

- i 20 clips will be selected as finalists.
- ii These clips will be hosted online at www.kidscentral.sg for voting from **21 Apr to 25 Apr 2008**. Voters can log on to vote for their favourite clip. One lucky voter will stand to win a prize.
- iii The 2 winning clips (Top Prize and Voters' Choice) will be aired on Kids Central from 28 Apr till 5 May.

F. PRIZES

Top Prize	For students: \$1,000 cash, \$300 sports voucher For school: \$1,000 product voucher
Voters' Choice	For students: \$800 cash, \$250 sports voucher For school: \$800 product voucher
4 Consolation Prizes	\$300 cash, \$100 sports voucher
Lucky Voter Prize	\$100 sports voucher and 1 iPod player.

G. SUBMISSION DETAILS:

- i Please submit the following:
 - a. 1 Mini DV tape / DVD (in SP mode) with 3 clips as specified in Section C, part IV, point 4 above.
 - b. The deadline for all submissions is **7 Apr 2008**. Any submission after 7 Apr 2008 will not be considered.
 - c. Please submit your clips to:

**Pre-school and Primary School Outreach Department
Youth Health Division
Level 4, Health Promotion Board
3 Second Hospital Ave,
Singapore 168937
Attn: Ms Cheryl Choy
Fax: 6438 8226
Email: hpb_shp@hpb.gov.sg**

H. ENQUIRIES

For enquiries, please contact your zone coordinators indicated in Annex D.

I. SUBMISSION DEADLINES

▪ Indication of school's participation on Reply Form (Annex A) <i>(Upon receipt of the Reply Form, HPB will proceed to dispatch the tokens to the school for the competition.)</i>	7 March 2008
▪ Submission of school's entry <i>(Entry must fulfil the above requirements.)</i>	7 April 2008

SUGGESTED EYE CARE WEEK ACTIVITIES

In view of the “Roving Eye” Competition for NMPP this year, we strongly encourage schools to carry out a variety of interesting outdoor activities for your students during Eye Care Week. The following are some suggestions for your consideration.

Thematic outdoor play

You could organise Eye Care Week according to themes such as “Back to Kampong Days” where outdoor traditional games such as chaptah, marbles and hopscotch are played.

Treasure Hunt

Alternatively, the school can organise a “Treasure Hunt” where students are engaged in a series of outdoor activities such as skipping, shuttle run etc. At the end of each activity, children have to answer an eye care question. If they answer the question correctly, they will receive a clue that will lead them towards a “treasure”. This can be an inter-class competition as well.

Extended recess during Eye Care Week

The school can consider extending recess during Eye Care Week to enable children to engage in outdoor activities. Outdoor games using a thematic approach as suggested above or other creative activities can be organised by the school.

Outdoor classroom

Lessons need not be confined within the four walls of a classroom. There are many opportunities for teachers to make use of different areas in the school compound for lessons. Indeed, many teachers are likely to be doing so already. Do share with us your ideas on bringing lessons to the outdoors for your students. We would like to post your ideas on the NMPP microsite, so that other schools can learn from your experience. Teachers who submit their ideas will receive a token from HPB.

SUGGESTED ACTIVITIES FOR PARENT SUPPORT GROUP (PSG)

The home environment is just as important as the school's in preventing myopia and its progression. Schools can work with the PSG to reach out to parents to convey the NMPP messages.

A. Parent Talk

Together with the PSG, the school can consider organising a talk for parents on eye care and other related health topics. Alternatively, the school can consider organising a talk for the cluster. If you need more resources from HPB, please contact your zone coordinator from HPB (please refer to **Annex D** for the contact list of HPB staff). Please note that your request is subject to the availability of speakers and resources, on a first come-first-served basis. While we will be happy to provide you with contact details of speakers, a nominal fee may be charged by the speakers.

B. Participation in school's activities

The PSG can be roped in to help organise the Eye Care Week. The PSG can also consider planning a family day for the school. During this family day, eye care as well as other health messages can be incorporated and families encouraged to spend more time outdoors.

REPLY FORM

NATIONAL MYOPIA PREVENTION PROGRAMME 2008

Please complete the reply form and submit it by **7 March 2008** to:

<p>Pre-school and Primary School Outreach Dept Health Promotion Board 3 Second Hospital Avenue Singapore 168937 Attn: Ms Cheryl Choy Fax No: 6438 8226 Email: hpb_shp@hpb.gov.sg</p>

**A nil reply would be appreciated*

Eye Care Week (24 – 28 March 2008)

- My school is happy to support the Eye Care Week initiative. We intend to conduct eye care related activities.
- My school will not be organising Eye Care Week. The reason for this is _____

**“Roving Eye” Competition
(For Primary P4 – P6)**

- My school will participate in the competition. Please send me the 20 tokens.
- My school will not be taking part in the competition. The reason for this is _____

Name of School : _____

Name of Teacher-in-Charge : _____

Contact Number (O): _____ (H/P) : _____

Fax Number: _____ Email: _____

Submission Form for "Roving Eye" Competition

Please submit this form together with your video clips by 7 Apr 2008.

Name of School	
Names of student reporters	1. _____ 2. _____ 3. _____ 4. _____ 5. _____
Video Script:	

Submitted by: _____

Class: _____

School: _____

Teacher-in-charge: _____

Contact no of teacher-in-charge: (O) _____ (HP) _____

KEY MESSAGES FOR NMPP

1. **Spend less time on continuous near work activities, especially unnecessary ones such as playing computer, handheld or hand phone games.**
2. **Spend more time on outdoor activities everyday. Some examples of outdoor activities include ball games, a stroll in the park or neighbourhood or having fun at the playground.**
3. Other good eye care habits include:
 - a. Limit duration of continuous near work to 30 to 40 minutes.
 - b. When reading, ensure that the book is at least 30cm away from the eyes.
 - c. When using the computer, ensure the monitor is at least 50cm away from the eye.
 - d. When watching TV, ensure that you sit at a distance away from it that is appropriate to its size.
 - e. Have your eyes checked at least once a year.
 - f. Eat a balanced diet with at least 2 servings of fruit and 2 servings of vegetables daily.
 - g. Have at least 8 hours of sleep daily.

*** Key messages 1 and 2 are the focus of NMPP.**

Remind your students about these tips when playing/ going outdoors:

- Do not play outdoors during the hottest part of the day, e.g. between 11am and 4pm.
- Put on a cap when the sun is hot.
- Drink plenty of water when outdoors.

CONTACT LIST OF HPB STAFF

For loan of resources or queries regarding the National Myopia Prevention Programme or any other health promotion programmes, please contact your zone coordinators at HPB:

Primary and Pre-school Outreach Department:

	COORDINATORS	TEL	EMAIL ADDRESS
NORTH	Ms Bina Low	6435 3700	bina_low@hpb.gov.sg
SOUTH	Ms Kelly Chan	6435 3056	kelly_chan@hpb.gov.sg
EAST	Ms Serene Sim	6435 3707	serene_sim@hpb.gov.sg
WEST	Ms Kelly Leow	6435 3701	kelly_leow@hpb.gov.sg <i>(Contactable till 4 March)</i>
	Ms Chan Siew Eng	6435 3701	chan_siew_eng@hpb.gov.sg <i>(Contactable WEF 4 March)</i>

Alternatively, you can also contact the following officers for assistance:

		TEL	EMAIL ADDRESS
Executive	Ms Vickie Huang	6435 3278	vickie_huang@hpb.gov.sg
Senior Officer	Ms Cheryl Choy	6435 3938	cheryl_choy@hpb.gov.sg
Senior Officer	Mr Rohaizat B AB Rahman	6435 3298	rohaizat_ab_rahman@hpb.gov.sg