



FOR IMMEDIATE RELEASE  
MARCH 2026

For Further Information, Contact:  
Amanda Soelle, WOA Director of Communications  
Email: [amanda@woa-eyes.org](mailto:amanda@woa-eyes.org)  
Phone: 608.824.2200

## PROTECT YOUR VISION IN TODAY'S DIGITAL WORLD

*Wisconsin Optometric Association shares tips during Save Your Vision Month.*

**MADISON, WI** – Whether at work, at school, or during leisure time, Americans are spending more hours than ever looking at digital screens. Computers, smartphones, and tablets have become essential tools in everyday life, but prolonged screen use can place strain on the eyes and affect overall visual comfort.

March is Save Your Vision Month, and the members of the Wisconsin Optometric Association (WOA) are encouraging consumers to take simple steps to protect their vision and eye health when using computers and other digital devices.

### Give Your Eyes a Break from Screens

Extended use of digital devices can contribute to digital eye strain, sometimes referred to as Computer Vision Syndrome. Symptoms may include dry eyes, headaches, blurred vision, fatigue, neck pain, and difficulty focusing.

“One of the most common issues we see today is digital eye strain related to prolonged screen use,” said Dr. Ryan Deibert, 2026 WOA President and practicing optometrist in New Berlin. “While technology is an essential part of our daily lives, taking simple steps to give your eyes regular breaks can significantly improve comfort and help maintain healthy vision.”

Optometrists recommend following the 20-20-20 rule to reduce eye strain:

Every 20 minutes, take a 20 second break and look at something 20 feet away. This helps relax the eye's focusing system and prevents the eyes from remaining locked in a close-up position for extended periods.

Additional tips to reduce digital eye strain include:

- Position computer screens about 4–5 inches below eye level and 20–28 inches away from your eyes.
- Maintain a slightly downward viewing angle when looking at a screen.
- Reduce glare by adjusting lighting and avoiding direct light sources behind or in front of your screen.
- Blink frequently to help keep the eyes properly lubricated.
- Adjust screen brightness and contrast to comfortable levels.

### Schedule a Comprehensive Eye Exam

Even with healthy screen habits, regular eye exams remain essential.

“A comprehensive eye exam is the best way to monitor vision and overall eye health,” said Dr. Deibert. “Eye exams allow optometrists to detect early signs of eye disease, evaluate visual performance, and ensure patients have the appropriate prescription for comfortable vision.”

Doctors of optometry recommend routine comprehensive eye examinations to help preserve vision and detect potential problems early.

To find a licensed doctor of optometry, visit [www.woa-eyes.org](http://www.woa-eyes.org).

#### **About the Wisconsin Optometric Association**

*The Wisconsin Optometric Association (WOA) is a nonprofit affiliation of licensed doctors of optometry and associated businesses dedicated to the preservation and enhancement of the vision welfare of the people of Wisconsin. The WOA accomplishes its goals through: education and dissemination of information, organized governmental activity, legislation and regulation, mediation with consumer and public interest groups, and provision of collective benefits to its members. Approximately 640 doctors of optometry are currently members of the WOA, located in nearly every county in the state. All members must be licensed to practice optometry by the State of Wisconsin. For more information, visit WOA's website at [www.woa-eyes.org](http://www.woa-eyes.org).*