**REPORT**

######  EMBARGO Thursday, November 10 2016

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 **“iPad Game Helps Treat Common Eye Condition in Children”**

**TEASE RUNS: :05**

**Can an iPad game help treat lazy eye in children?…that’s next.**

**JAMA 4051**

 **TRT: 1:35**

 **Thursday, November 10, 2016, 11AM ET:**

**INTRO: Amblyopia or lazy eye is a leading cause of visual impairment in children. The standard treatment for lazy eye involves patching the opposite eye to force the lazy eye to work harder. But could a special iPad game also be effective? A new study in JAMA Ophthalmology compared the treatment of amblyopia using a binocular iPad game vs. two hours of daily patching. Laura Berger has more in this week’s JAMA Report.**

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| **BROLL:** **Child getting a patch on her eye, looking at eye chart with Dr. Kelly, Dr. Kelly controlling the chart on her phone****SOT/FULL****Krista Kelly, PhD- Retina Foundation of the Southwest****Super@: 9****Runs: 14** | **AMBLYOPIA OR LAZY EYE IS ONE OF THE MOST COMMON CAUSES OF VISUAL IMPAIRMENT IN CHILDREN, AFFECTING 3 TO 5 PERCENT OF KIDS IN THE UNITED STATES.****“Amblyopia is a reduction of vision in one eye because of abnormal visual experience early in life. Amblyopia not only has deficits in vision, but it causes deficits in 3D depth perception, reading and fine motor skills.”** |
| **B-ROLL:****Dr. Kelly and co-author walking down the hall, Dr. Kelly looking at eye scan, child playing, game and glasses close up, Dr. Kelly and child with patch, child playing game with glasses** | **DR. KRISTA KELLY AND CO-AUTHORS STUDIED 28 CHILDREN AGES 4 TO 10 WHO HAD AMBLYOPIA. IN THIS RANDOMIZED TRIAL, CHILDREN WERE ASSIGNED TO TWO GROUPS, ONE THAT USED AN IPAD GAME FOR TREATMENT AND THE OTHER WHO USED PATCHING. AFTER TWO WEEKS THE GROUP THAT PATCHED ALSO TOOK HOME THE GAME.** **THE CHILDREN PUT ON A PAIR OF GLASSES AND HIGH CONTRAST IMAGES ARE SENT TO THE WEAKER EYE AND LOW CONTRAST IMAGES ARE SENT TO THE STRONGER EYE.** **THE CHILD HAS TO WORK THE WEAKER EYE IN ORDER TO PLAY THE GAME AS WELL AS WORK BOTH EYES TOGETHER.** **THE STUDY APPEARS IN JAMA OPHTHALMOLOGY.**  |
| **SOT/FULL****Krista Kelly, PhD- Retina Foundation of the Southwest****Super@: 59****Runs:14****B-roll in middle of girl playing the game** |  **“We found that at the 2 week visit children who had the iPad game improved much more than children who patched…Both groups improved about 2 lines of vision on the letter chart…and about 40% of the children recovered normal vision.** |
| **B-ROLL:** **Dr. Kelly and co-author looking at charts** | **DR. KELLY SAYS THIS NEW GAME IS A PROMISING ADDITION TO EXISTING TREATMENTS FOR LAZY EYE. SHE HOPES MORE GAMES, TV SHOWS, AND MOVIES CAN BE USED AS TREATMENT IN THE FUTURE.**  |
| **SOT/FULL****Krista Kelly, PhD- Retina Foundation of the Southwest****Super@: 1:23****Runs:10****B-roll at end of girl playing the game** | **“So we want to be able to treat amblyopia early in life to be able to circumvent these deficits and hopefully allow the child to be able to develop and thrive academically and socially.”** |
| **BROLL:** **Girl playing I pad game** | **LAURA BE RGER, THE JAMA REPORT.** |

**TAG: THE STUDY WAS CONDUCTED FROM FEBRUARY 2015 TO JANUARY 2016.**

**Please see the complete study for additional information, including other authors, author contributions and affiliations, financial disclosures, funding and support, etc.**

 **TO CONTACT: Dr. Kelly, call Jean Buys at 214-363-3911.**

**ADDITIONAL SOUNDBITES:**

**QUOTE 1 Runs: 12 seconds**

**“We found that the binocular iPad game treatment was really successful at treating the vision loss in the amblyopic children and was more successful than patching at the two week visit.”**

**QUOTE 2 Runs:8 seconds**

**“Amblyopia is one of the most common causes of visual impairment in children and can be found in about 3 to 5 % of children in the U.S.”**