



PREMIER IN THE COMMUNITY

JULY 2018



THANK YOU

Thank you to everyone who donated last month to The Pantry of Broward. They were extremely appreciative. When Premier dropped off our donation of 297 pounds, they literally had only a few cans of food on the shelf and are in constant need of donations. Premier may be working with this organization again with another food drive and/or toy donation for their client families.



JULY IS NATIONAL
**CLEFT &
CRANIOFACIAL**
AWARENESS & PREVENTION MONTH

JULY IS NATIONAL CLEFT AND CRANIOFACIAL AWARENESS MONTH

July is National Cleft and Craniofacial Awareness and Prevention Month, an effort to raise awareness and improve understanding of birth defects of the head and face, according to the Centers for Disease Control and Prevention. Common craniofacial birth defects include orofacial clefts (cleft lip, cleft palate, or both). According to Mouthhealthy.org, the ADA's consumer website, a cleft lip is a birth defect in which the parts of the face that form the upper lip remain split, instead of sealing together before birth. Similar splits can occur in the roof of the mouth or palate. Both can present a variety of problems, including difficulty eating, speech difficulties, ear infections and misaligned teeth.

The defect may be genetic or the result of maternal environmental exposures during pregnancy. This year, the CDC is highlighting research on the association between smoking during early pregnancy and orofacial clefts.

The CDC said that although the causes of most lip and palate clefts are unknown, the 2014 Surgeon General's report confirmed that maternal smoking during early pregnancy can cause orofacial clefts in babies. In the U.S., about 7,000 babies are born with orofacial clefts each year. Women are encouraged who are thinking about becoming pregnant to quit smoking before pregnancy or as soon as they find out that they are pregnant. In addition, it is possible to correct both cleft lip and palate through surgery, which is usually performed between the ages of 3 to 6 months. Depending on the severity of the defect, more than one surgery may be necessary.

INTERNATIONAL FRIENDSHIP DAY

Friendship Day celebrations occur on different dates in different countries. The first World Friendship Day was proposed for 30 July in 1958, by the World Friendship Crusade. On 27 April 2011 the General Assembly of the United Nations declared 30 July as official International Friendship Day. However, some countries, including India and the US, celebrate Friendship Day on the first Sunday of August. Friendship Day was originated by Joyce Hall, the founder of Hallmark cards in 1930, intended to be 2 August and a day when people celebrated their friendships by holiday celebrations. Friendship Day was promoted by the greeting card National Association during the 1920s but met with consumer resistance - given that it was too obviously a commercial gimmick to promote greetings cards. By the 1940s, the number of Friendship Day cards available in the US by had dwindled and the holiday largely died out there. There is no evidence to date for its uptake in Europe; however, it has been kept alive and revitalised in Asia, where several countries have adopted it.

In honor of Friendship Day in 1998, Nane Annan, wife of UN Secretary-General Kofi Annan, named Winnie the Pooh as the world's Ambassador of Friendship at the United Nations. The event was co-sponsored by the U.N. Department of Public Information and Disney Enterprises, and was co-hosted by Kathy Lee Gifford.



ABOUT PREMIER EYE CARE

Premier's People, Planet, Profit triple bottom line means we are dedicated to helping the community. Contributions to 501(3)(c) charities since 2012 have topped \$600,000 and include diverse groups like the American Heart Assoc., the Drug Abuse Treatment Assoc., the Girl Scouts, Kenya Rescue, Tampa Crisis Center, Preserve Vision Florida, and more. Stay tuned for company-wide opportunities.



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