

Join the

Kids Eyes Count

C A M P A I G N



Make a difference in the eyes of a child

# Do You Know What's Best for a Child's Eyes?

## Join the campaign and learn

### ***I wish I knew then, what I know now...***

*"When my son was in school during the 1970's, I thought I did everything right to make sure he had the best chance for success. But when the schoolwork became increasingly difficult, his teachers and I thought he didn't have a vision problem because he passed his vision screenings. Unfortunately, my son struggled in school until I brought him to an optometrist whose eye exam found he needed vision therapy. Vision First is an excellent resource and advocate for children's vision."*

Nora Waliczek, Board Member  
Vision First Foundation

### ***What is the "Kids Eyes Count Campaign?"***

The *Kids Eyes Count Campaign* is a simple and innovative action plan. The campaign promotes optimal eye care for every child.

### ***Who can join?***

Anyone interested in the visual welfare of children can join us in our campaign. All children can benefit from an eye examination by an eye doctor.

### ***Where is it used?***

The *Kids Eyes Count Campaign* is easy to implement in all 50 states from preschool through high school. The campaign's action plan includes:

- Report forms for eye examinations
- Prewritten letters for schools
- Helpful fact sheets and more

### ***When should I start?***

Early diagnosis and treatment of children's eye problems is critical to prevent vision loss and for proper visual development. The National Eye Institute reports: *Vision disorders are the most prevalent handicapping conditions in childhood.*

### ***Why is it important?***

Failure to have a child's eye examined by an eye doctor places a child at risk with undetected eye and vision problems that could affect sight and everyday life.

### ***Did you know?***

A baby should have a first eye examination by an eye doctor between 6-12 months of age. Comprehensive eye and vision examinations should follow:

- Before preschool or age 3
- Before kindergarten or age 5
- Every year throughout the school-aged years

### ***How do I participate?***

Materials are available free of charge on the website: [www.VisionFirstFoundation.org](http://www.VisionFirstFoundation.org).

### ***Join the "Kids Eyes Count Campaign"***

Follow these steps and be a part of our campaign:

1. **Know** that a vision screening is *not a substitute* for an eye examination.
2. **Make** comprehensive eye and vision examinations by an eye doctor part of a child's health care.
3. **Keep** eye care health and good vision habits a priority.

Schedule an eye appointment for your child today.

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