

Join the

Kids Eyes Count

C A M P A I G N



The Most Important School Supply... *Is it on your list?*

Make a difference in the eyes of a child

The incomplete packet

"When we enrolled our eldest daughter in kindergarten in 2001, the registration packet had a required health exam form with a vaccination record, a dental form, and a long school supply list. The following year, we suspected a vision problem and brought her to an optometrist whose eye exam found what vision screenings missed. Our daughter's eyesight was one big distorted blur! That's when I realized this wasn't right. How could a child succeed in school with an uncorrected vision problem?"

Janet Hughes, founder and president
Vision First Foundation

Did you know?

- The National Eye Institute reports: *Vision disorders are the most prevalent handicapping condition in childhood. However, fewer than 15% of all preschool children receive an eye examination.*
- Undetected and untreated amblyopia is the leading cause of vision loss in children and young adults.
- Vision screening does not evaluate eye health and important vision skills needed for success in school.

Screenings get a failing grade

The 2005 Vision in Preschoolers Study by the National Eye Institute found vision screenings missed between 32 and 63 percent of vision problems identified by eye examinations.

Better screenings not good enough

The Iowa Department of Education Vision Screening Program Guidelines affirms: *No vision screening procedures, regardless of how complex or extensive, can substitute for a complete, professional eye examination.*

Does your state give parents a choice?

In 2003, Illinois became the first state to require written notification as a disclaimer with the choice of an eye exam by an eye doctor in place of a vision screening:

*Vision screening is **not a substitute** for a complete eye and vision evaluation by an eye doctor. Your child is not required to undergo a vision screening if an optometrist or ophthalmologist has completed and signed a report form indicating that an examination has been administered within the previous 12 months.*
(Public Act 93-0504)

Let's bring kids' eye care into the 21st century

Health exams and proof of vaccinations by a medical professional are required across the nation. If a student is participating in a sports program, an additional physical is required. In some states, dental exams by a dentist are required.

Academic learning is estimated to be 80% visual yet eye exams by an eye doctor have not been included. In 2000, Kentucky became the first state to require an eye exam by an optometrist or ophthalmologist for all children entering a public school for the first time.

Join the "Kids Eyes Count Campaign"

A comprehensive eye and vision examination by an eye doctor ensures healthy eyes and good vision—a child's best school supply. Schedule an eye appointment for your child today.

For further information, please visit the website:
www.VisionFirstFoundation.org

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