

Join the

Kids Eyes Count

C A M P A I G N



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 eyes 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.

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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Make a difference in the eyes of a child