

# InSite

Prevent Blindness Indiana\*

Volume 3, Issue 2, Summer 2007

## From the desk of the board chair



Prevent Blindness Indiana continues to expand opportunities to better serve children in Indiana through vision screening, follow up and education. In April, we launched our **Sight for Life: Seeing is Achieving** effort. This initiative's goal is to reach at least 10,000 children under the age of nine in Central Indiana with our new comprehensive "**Vision Tracker**" model.\* The cost to accomplish this goal - \$400,000.

I'm pleased to announce that our children's vision champion will be **Ora Pescovitz, M.D., President and CEO of Riley Hospital for Children**. We are delighted to have Dr. Pescovitz as our honorary chairperson, as she can truly help Prevent Blindness Indiana elevate our children's programming through her affiliation with the state's most beloved healthcare institution - Riley Hospital for Children.

Funding is just beginning to come in and excitement is building around the **Seeing is Achieving** effort. We have reached 20 percent of our goal as we prepare for the 2007-2008 school year. If you wish to give today, a response form is in this newsletter. (See Page 5)

There are several ways you can learn more about **Seeing is Achieving**. First, visit our Web site at [www.pbeye.org](http://www.pbeye.org). We also would suggest becoming

*From the desk continued on page 2*



**Visionaries Marilyn & Eugene Glick announce funding for Glick Eye Institute.**

## POV Founder, husband, fund new eye research institute in Indianapolis

Prevent Blindness Indiana's People of Vision (POV) auxiliary founder Marilyn Glick and her husband, Eugene Glick, became visionaries in the truest sense of the word in April with a \$30 million donation that could help the Indiana University School of Medicine become one of the top centers for eye research in the nation.

The Glick Eye Institute at the Indiana University School of Medicine in the IUPUI *POV continued on page 2*

## Special Events Spotlight

### Children's campaign seeks \$400,000

**Sight for Life: Seeing is Achieving** is a comprehensive initiative to focus on the importance of proper vision screening, early detection and professional follow-up care for Indiana's children.



Children whose vision problems are not addressed often will not excel in school – or in life. In some cases, neglect of vision health can mean permanent vision loss. We hope to raise nearly \$400,000 over the next year to pay for screenings, education and outcomes for students we screen in Marion and surrounding counties in 2007-2008.

PBI staff has met with, listened to and learned from a variety of school nurses, educators and public health professionals who have helped us understand how different schools perform the state required vision

*Spotlight continued on page 3*

## PBI & BOSMA PARTNER FOR "VISION TRACKER" OUTCOMES

To ensure every child receives the timely vision help he or she needs, PBI is contracting with Bosma Industries for the Blind to create a new **Vision Tracker** system to follow up on our screening referrals. This new system will be in place by the upcoming school year.

Bosma's low-vision and/or blind employees will use adaptive technology to staff a computer and call center that will assist PBI in tracking vision screening referrals and providing the outcomes data for children and adults.

PBI also will continue using its resources to provide follow-up treatment for the low-income and underinsured families who otherwise would not be able to afford eye care for their children.

### PBI ONLINE [CLICK FOR KIDS](#)

Go online to [www.pbeye.org](http://www.pbeye.org) to support **The Vision Care for Kids Act (H.R. 507)** that would provide state funding for much-needed follow-up care to help the low income, uninsured or uninsured families whose children have been referred for eye care.



## Fourth of July fireworks can cause injuries



Of the 9,600 fireworks accident injuries that sent Americans to the emergency room in 2004, nearly two-thirds occurred during the Fourth of July holiday weekend — 1,400 of which were eye-related.

Firecrackers caused the greatest number of injuries in children 14 and younger (24 percent), followed by rockets (18 percent) and sparklers (11 percent). Males suffered three times more injuries than females, and the majority of those injured were bystanders.

While fireworks and celebrations go together, especially during the Fourth of July, there are still precautions parents can take to

prevent these injuries. The best defense against kids suffering severe eye injuries and burns is to not let them play with or get near any fireworks.

If someone's eye is injured in a fireworks accident, do the following:

If there are specks in the eye:

- DO NOT rub the eye.
- Lift the upper eyelid outward and down over the lower lid;
- Try to let tears wash out specks or particles;
- If the speck doesn't wash out, keep the eye closed, bandage tightly and see a doctor or go to the emergency room.

If the eye or eyelid is cut or punctured:

- Bandage tightly and see a doctor or go to the emergency room immediately.
- DO NOT wash out the eye with water.
- DO NOT try to remove an object stuck in the eye.

*from the desk...continued*

ing a volunteer vision screener. This is the perfect way to see first-hand how vision screening can make a difference in a child's life. Just call Phil Rainey at 815-9943, ext. 230, or e-mail him at [prainey@pbeye.org](mailto:prainey@pbeye.org) for more information.

To further promote **Seeing is Achieving** this year, PBI will provide vision screenings to companies and health fairs throughout Central Indiana. We will host an executive women's luncheon this fall and also offer several People of Vision (POV)\*events this summer and fall.

We look forward to having you join us to keep the eyesight of our children as healthy as possible so they have a chance to see and achieve.

Sincerely,

A handwritten signature in cursive script that reads "Marianne Glick".

Marianne Glick  
Chair  
Board of Directors  
Prevent Blindness Indiana

\*POV - PBI's auxiliary

*POV Founder...continued*

campus will provide patient care and conduct research into the cause, treatment and prevention of eye diseases.

"I wanted to have my name on something I felt was important to me personally," says Marilyn. "After working all these years to prevent blindness, I had my opportunity, and I grabbed it."

Marilyn also said it was her hope that significant research for curing an eye disease such as glaucoma could result from the Glick Eye Institute.

## REICHARDT PROFILED IN INDIANA NEWSPAPER

Paige Reichardt, a Valparaiso resident and Prevent Blindness Indiana advocate and volunteer, was recently profiled in The Times of Northwest Indiana newspaper. Paige related her experience with acanthamoeba keratitis and her trip to Washington, D.C. for Eyes on Capitol Hill.

The newspaper story, in part, stated:

*Because Acanthamoeba keratitis is a rare disease, Reichardt hopes people will take precautions and know it is possible for them to contract it.*

*Despite everything Reichardt has gone through, she feels she is a victor, not a victim. She said she couldn't have made it through all this without her rock, husband Karl, who made 33 trips in 39 weeks with her to Chicago.*

*Reichardt now just wants others to know that problems can arise when wearing contacts but there are things you can do to prevent it.*

*"We want to get the word out and let people who wear contacts know that there can be problems," she said.*

To learn more about Reichardt's efforts, e-mail her at [paige\\_reichardt@yahoo.com](mailto:paige_reichardt@yahoo.com)

### Spotlight...continued

screenings. This year we will collaborate with Bosma Industries for the Blind to conduct personal follow up for children's vision referrals beginning with the 2007-2008 school year. That means that blind and visually impaired individuals will be using adaptive technology to follow up with all of our referrals.

If you have not received our Sight for Life: Seeing is Achieving letter, please call our office at (317) 815-9943 and ask to be added to our mailing list. We've enclosed a pledge card in our newsletter for your convenience.

## PBI advocates meet with lawmakers, staff

Volunteer advocates and Prevent Blindness Indiana staff took the vision cause directly to lawmakers in March, enlisting powerful allies in support of vision screening and follow up, research and other policies.

Mark McDaniel, Paige Reichardt and Dan Henkel joined Pat Szuch (CEO) and Christy Huston (former Director of Development & Advocacy) for Prevent Blindness America's second annual *Eyes on Capitol Hill* event February 27 – March 1 in Washington, DC. Together or in subgroups, they met with congressional staff and with Sen. Richard Lugar (R-Ind.) to explain the need for appropriate funding and to encourage participation in the Vision Caucus.



The volunteer advocates shared moving stories of their own vision challenges: Mark Henkel - age-related macular degeneration; Paige Reichardt - Acanthamoeba keratitis and Dan Henkel - choroidal melanoma.

The greatest strength of the Washington event, according to Henkel, is the relationships that will give PBI an ongoing dialogue with lawmakers.



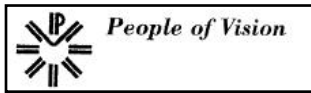
**Members of the Prevent Blindness Indiana delegation met with Sen. Richard Lugar during the Eyes on Capitol Hill trip. The delegation included: (left to right) Mark McDaniel, Indianapolis; Paige Reichardt, Valparaiso; Karl Reichardt, Valparaiso; Christy Huston, former PBI director of development; Sen. Lugar; Anne McDaniel, Indianapolis; Patricia Szuch, CEO and president, PBI, and Dan Henkel, Indianapolis.**

## Upcoming PBI events

This year, Prevent Blindness Indiana has decided to try some new fundraisers. Instead of the Sight for Life Walk originally scheduled for September, we are planning a women's luncheon for late fall. We are in the planning stages so more information will be coming. Watch our Web site and our next newsletter for more details.

We've set the date for the Eye Ball - it will be April 5 at the Indiana Roof Ballroom. Again, check the Web site for more details!

## POV members accept challenge grant, build endowment



People of Vision's Lifetime member Endowment Fund grew from \$38,000 in December, 2006 to \$70,000 in June, 2007 in response to a challenge grant offered by

Prevent Blindness Indiana. Thirty-four additional members have joined since Prevent Blindness Indiana offered the challenge grant.

"We were able to match dollar for dollar the \$1,000 contribution of the first 10 new members," explained Patricia Szuch, president and CEO of Prevent Blindness Indiana. "The match was made possible by a generous contribution from the estate of Virginia L. Roberts."

**B.J. Maley** was the first POV member to take advantage of the Endowment Fund opportunity. She was followed by **Christel DeHaan** through the **Christel DeHaan Family Foundation**, **Susanne McAlister**, **Sarah C. Barney**, **Sue Hetherington**, **Christine Hackl**, **Carolyn M. Schaefer-Gray**, **James Bisesi**, **Lynda Schwartz** and **Joanne Meyer**.

Additional Lifetime Endowment support has been received from POV members including: **Lori Efroymsen-Aguilera**, **Katrina Basile**, **Stephanie Brater**, **Gertrude Buck**, **Randy Carmichael**, **Arlene Grande**, **Dawn Fazli**, **Betty Huffer**, **Madeleine Kennedy**, **Betty Klapper**, **Marilyn Lindseth**, **Virginia Marten**, **Illene K. Maurer**, **Janice Maurer**, **Alice Meshbane**, **Pat O'Drobinak**, **Judith Rush**, **Diane Schmadeke**, **Yvonne Shaheen**, **Joyce Sommers** through the **Indianapolis Art Center**, **Carole Stark**, **Barbara Wynne**, **Linda Yee** through the **Indiana University School of Medicine**, **Department of Ophthalmology** and **Wendy Yerkes**.

POV's goal is to reach the \$500,000 mark by 2009. The Endowment Fund was created by Marilyn Glick.

"Under Marilyn's leadership, this fund continues to grow," said Margaret Sheridan-Banister, POV president. "Our members have been very generous, and we will continue to encourage others to aid 'Sight for Life' for Indiana's school children, working public and seniors by becoming Lifetime POV Members."

## VOLUNTEER FOR VISION

PBI seeks applicants for part-time office assistance any time between 10 a.m. to 3 p.m. on weekdays:

- **FRONT DESK** – must be able to answer multi-line phone system (particularly during lunch hour), assist with general office tasks (mailings, printing, faxing, copying, etc.), and help prepare/assemble documents used for meetings of the Board of Directors and various committees.
- **DATA ENTRY** – must have excellent computer, keyboarding and database cleanup/management skills, as well as proficiency in Word and Excel. Training will be provided on our fundraising software program. Applicant must be able to sit for two to three hours at a time while concentrating on data entry.

Please contact us at (317) 815-9943 with applications or inquiries, and see our Web site, [www.pbeye.org](http://www.pbeye.org), for an updated training schedule on becoming a certified vision screener.

## Keep sight safe during the summer

As Hoosiers head outside to enjoy spring and summer activities, the potential risk of damage to the eyes from ultraviolet (UV) rays from the sun increases greatly.

The most immediate danger to children is photokeratitis, a painful type of corneal sunburn linked



with the bright sunlight reflected off beaches and ski slopes. Long-term exposure can lead to cataracts, skin cancer around the eyelids and even macular degeneration.

Children are more susceptible to UV damage than adults because they tend to spend more time outside, but everyone can and should protect their eyes simply by wearing the proper sunglasses and a brimmed hat.

When purchasing sunglasses, remember these tips:

- They need to offer 99-100 percent UV ray protection.
- Just because a lens is tinted does not mean it offers UV defense (clear special inhibitors are coated onto the lens) – check the label.

- Make sure the lenses do not have scratches, bubbles or distortions.
- Sunglasses without UV protection shade the eyes from the bright sun but cause the pupils to dilate, actually allowing in more harmful rays.
- They should fit the face and shield the eyes from all angles to avoid squinting, tearing, headaches or any other short- or long-term damage.
- For active children, polycarbonate (not glass), impact-resistant lenses and bendable frames are the best choice.
- Pairing your sunglasses with a wide-brimmed hat can reduce by half the amount of UV exposure.

**WATCH THE PBEYE.ORG WEB SITE FOR UPDATES**

A vision screening schedule and training schedule are now posted on the PBI Web site. The schedule is updated every two weeks and lists opportunities to volunteer at adult and child vision screenings, health fairs and other events where PBI staffs an information booth. Upcoming training sessions also are listed on the Web site.

For more information, visit [www.pbeye.org](http://www.pbeye.org) today. or call Phil Rainey at (317) 815-9943, extension 230.

**FAST FACT:  
PBI SCREENING DATA**

**Screenings: January 1 – April 30**  
**5,320 adults screened;**  
**1,724 referred for care**  
**3,150 children age 9 and under screened;**  
**451 referred for care**

# We Thank Our Supporters

**JANUARY THROUGH MAY 2007**

**New Gifts and Pledges of \$1,000 or more**

*(see our Web site [www.pbeye.org](http://www.pbeye.org) for a complete list of donors)*

**\$50,000+**

Centers for Disease Control

**\$25,000+**

Clarian Health  
 Health & Hospital Corporation of Marion County  
 Wal-Mart Foundation

**\$10,000+**

Marianne Glick  
 National City

**\$5,000+**

Bertha E. Tinsley Trust  
 People of Vision Auxiliary  
 PeyBack Foundation  
 Steve Wantz

**\$1,000+**

Archie M. Koon Memorial Endowment  
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**POV Lifetime Endowment (\$1,000 or more)**

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 Katrina Basile  
 James Bisesi  
 Stephanie Brater  
 Gertrude Buck  
 Randy Carmichael  
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 Barbara Wynne  
 Linda Yee through the Indiana University School of Medicine, Department of Ophthalmology

Wendy Yerkes

**IN-KIND GIFTS**

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## YES, I WANT TO GIVE THE GIFT OF SIGHT.

*Thank you for your generosity. Your gifts to PBI are tax deductible in accordance with state and federal tax laws.*

**I wish to make a gift of:**

\$500    \$250    \$100    \$50    Other

My gift is enclosed. (Make check payable to Prevent Blindness Indiana)

Name (as you wish to be recognized): \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

I will make my gift in the month of: \_\_\_\_\_

Please send me a reminder in: \_\_\_\_\_

Please contact me about ways to include Prevent Blindness Indiana in my estate plan.

I wish to remain anonymous.

Please charge my credit card:    VISA    MC

Name on Card: \_\_\_\_\_

Account Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

3 Digit Code: \_\_\_\_\_

Signature: \_\_\_\_\_

A corporate matching gift form is enclosed.

Company: \_\_\_\_\_

**Please return this pledge card in your stamped envelope to: Prevent Blindness Indiana 70 E. 91st St. Suite 204, Indianapolis, IN 46240**

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