

*The world is a feast of colors and shapes  
in the eyes of a child.*

*Vision is their window to the world  
and a critical component  
of the learning process.*

*If a child does not see clearly,  
their world is a different place.*

### ***Did you know...***

- Only **one** in three children in America has received eye care services before the age of six.
- About **80 percent** of learning in a child's first 12 years comes through the eyes.
- More than 12.1 million school-age children, or **one in four**, have some form of a vision problem.
- **Amblyopia** is the most common cause of visual impairment in childhood. It affects 2 to 3 out of every 100 children.
- About one in 50 children in America has **strabismus**. Half of these children are born with the condition; an illness or accident may also cause strabismus.

(Statistics taken from Prevent Blindness America and the National Eye Institute)

Vision screenings and professional eye examinations are recommended as part of a continuum of vision care for children. Prevent Blindness America recommends children have their vision checked at infancy, 6 months, 3 years, 5 years and follow-up as needed.

*If you would like more information  
about a vision screening,  
please contact:*

#### **Prevent Blindness Wisconsin**

759 North Milwaukee Street  
Suite 305

Milwaukee, WI 53202  
(414) 765-0505

[www.preventblindness.org/wi](http://www.preventblindness.org/wi)  
[info@preventblindnesswisconsin.org](mailto:info@preventblindnesswisconsin.org)

#### **Dane County Office**

P.O. Box 955  
Sun Prairie, WI 54302  
(608) 825-1557

#### **Northeast Office**

1524 University Ave.  
Green Bay, WI 53590  
(920) 432-5466

Prevent Blindness Wisconsin is a non-profit volunteer organization, founded in 1958, and affiliated with Prevent Blindness America. Our mission is to prevent blindness and to preserve sight in Wisconsin. We serve the state by promoting healthy vision and eye safety through eye screenings, information and referral services, and public and professional education.

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## **Vision Resources & Services For Wisconsin Children**

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*Helping Prevent Blindness and  
Preserve Sight in Wisconsin!*

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## Professional Eye Care

Contact one of these organizations to find an eye care professional close to you:

**Wisconsin Academy of Ophthalmology**  
(847) 680-1666 | [www.midwesteyemd.org](http://www.midwesteyemd.org)

**Wisconsin Optometric Association**  
(800) 678-5357 | [www.woa-eyes.org](http://www.woa-eyes.org)

### How to find an Eye Doctor:

- Ask your family doctor for the name of a qualified eye care specialist.
- Contact your local ophthalmologist or optometric association.
- Ask family and friends for information about their eye doctor.

## Reduced-Cost Eye Glasses

Contact one of these organizations to see if you qualify for reduced or free eye glasses:

**EyeDeal Eyewear**  
(866) 221-6790  
[www.eyedaleeyewear.com](http://www.eyedaleeyewear.com)

**LensCrafters**  
(800) 522-LENS | [www.lenscrafters.com](http://www.lenscrafters.com)

**Shopko – Project Eye Care**  
(800) 791-7333  
[www.shopko.com/EyeCare.aspx](http://www.shopko.com/EyeCare.aspx)

**Wisconsin Lions Club**  
(715) 341-2277 | [www.wisconsinlions.org](http://www.wisconsinlions.org)

**Wal-mart Optical**  
(800) WAL-MART | [www.walmart.com](http://www.walmart.com)

## Financial Assistance

Contact the following organizations to see if you qualify for reduced or free eye care:

**Children's EyeCare Program  
(EyeCare America)**  
(877) KIDS-NOW  
[www.insurekidsnow.gov](http://www.insurekidsnow.gov)

**InfantSEE**  
(888) 396-EYES  
[www.woa-eyes.org](http://www.woa-eyes.org)

**Medical Assistance**  
(Medicaid, Title 19, and Badger Care)  
(800) 362-3002  
[www.dhfs.state.wi.us/medicaid](http://www.dhfs.state.wi.us/medicaid)

**New Eyes for the Needy**  
(973) 376-4903  
[www.neweyesfortheneedy.org](http://www.neweyesfortheneedy.org)

**Sight for Students**  
(A Vision Service Plan-VSP)  
(888) 290-4964  
[www.sightforstudents.org](http://www.sightforstudents.org)  
Contact your area Prevent Blindness Wisconsin Office for more details on how to obtain a VSP Voucher:  
Milwaukee: (414) 765-0505  
Madison: (608) 825-1557  
Northeast: (920) 432-5466

**Vision USA – The WI Project**  
(877) 435-2020  
[www.woa-eyes.org](http://www.woa-eyes.org)

**WisconCare**  
(608) 221-3815

## Support & Services

The agencies listed below provide information and support for families coping with children's eye problems:

**Maternal and Child Health Hotline**  
(800) 722-2295 | [www.mch-hotlines.org](http://www.mch-hotlines.org)

**Department of Public Instruction  
Visually Impaired Program**  
(800) 441-4563  
<http://dpi.wi.gov/sped/vision.html>

**The Eye Patch Club**  
(800) 331-2020  
[http://www.preventblindness.org/children/eye\\_patch\\_club\\_intro.html](http://www.preventblindness.org/children/eye_patch_club_intro.html)

**Program for Children and Youth With  
Special Health Care Needs (CYSHCN)**  
[http://dhfs.wisconsin.gov/DPH\\_BFCH/cshcn/](http://dhfs.wisconsin.gov/DPH_BFCH/cshcn/)

**Wisconsin First Step**  
(800) 642-7837

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## Educational Resources

Contact these agencies for more information about children's eye care:

**Prevent Blindness Wisconsin**  
(414) 765-0505  
[www.preventblindnesswisconsin.org/wi](http://www.preventblindnesswisconsin.org/wi)

**Toy Industry Association, Inc.**  
(Guide to Toys for Children who are  
Blind or Visually Impaired)  
(212) 675-1141

**Wisconsin Health Agencies**  
<http://dhfs.wisconsin.gov/LocalHealth>