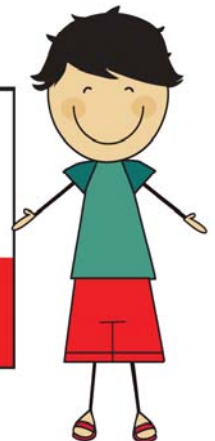




lowa KidSight
EXCELLENCE





Keep Iowa KidSight Vision Screenings FREE

Iowa KidSight is a joint project of the Lions Clubs of Iowa and the Department of Ophthalmology and Visual Sciences at The University of Iowa Stead Family Children's Hospital. Iowa KidSight is dedicated to enhancing the early detection and treatment of vision impairments in young children (target population 6 months of age through kindergarten) in Iowa communities through screening and public education.

By endowing Iowa KidSight we will create a permanent source of funding that will allow us to continue to provide FREE screenings to Iowa's children and save their **vision** for generations to come.

How can you help?

Your commitment may be made in a number of ways:

- An outright gift of cash or securities allow you to take the maximum income tax deduction and allows us to immediately put your gift to work.
- A multiyear pledge enables you to maximize your outright gift by spreading it over a period of years.
- With a deferred gift, such as a charitable bequest in your will or trust, you retain total control of your assets during your lifetime. You can make a deferred gift that generates income to you or your loved ones, provides tax benefits, and support the Iowa KidSight program.

Why do we screen?

Amblyopia is poor vision in an eye that did not develop normal sight during early childhood. When one eye develops good vision while the other does not, the eye with poorer vision is called amblyopic.

Amblyopia is the most common vision problem in preschool-aged children. When undetected or left untreated, amblyopia can result in permanent vision loss that may adversely affect a person throughout life.

As many as 9,000 Iowa children under age 4 suffer from poor vision in at least one eye. Conditions that can lead to amblyopia are not always easy to recognize. Half of all children with amblyopia are diagnosed after the age of five, when therapy may no longer be effective.

More than 50,000 children are reached annually!

Over 3,000 children each year are identified as having possible vision problems and require further vision evaluation by a local ophthalmologist or optometrist.

Approximately 85% of the children identified as having a possible vision problem do indeed have a vision problem confirmed by eye doctors.



How do we do it for free?

Iowa Lions Clubs adopt KidSight as a community service project. Lion volunteers are trained to use a special device which takes instant images of eyes-to detect vision problems in children who are too young to communicate problems that can lead to amblyopia. Over 4500 Iowa Lions Club volunteers have been trained to conduct screenings in their local Iowa communities.

Screening sessions are scheduled in childcare facilities, public health settings, elementary schools, and/or are advertised for a public location. Once vision screening sessions are conducted, screening images are sent to The University of Iowa Stead Family Children's Hospital for evaluation by specialists.

Once evaluated, results are mailed from the Iowa KidSight office. If a possible vision problem is detected, a letter of referral and a list of local ophthalmologists and optometrists are included with the results. Follow-up on any child being referred is also part of the package of services.

Children age 6-months-old to kindergarten are the target population. Any young child living in Iowa is eligible for the service.



Help Endow Iowa KidSight!



**For more information about how
your contribution can make a
difference, please contact:**

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**University of Iowa
Stead Family
Children's Hospital**