

## Children's Vision Health

Prevent Blindness America endorses the following recommendations: vision screenings should be performed annually between the ages of 3 years through 6 years, as well as ages 8, 10, 12, 15, and 18. Any child who experiences vision problems or shows symptoms of eye trouble at any time should receive a comprehensive eye examination by an ophthalmologist or an optometrist.

### 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 provider.
- Contact **Prevent Blindness Wisconsin** for a listing of doctors in your area.

### Parent Follow-Up is Important!

Young children with vision problems often are not aware that they see things differently than they should. A child's eyes continue to develop throughout childhood and vision changes can happen at any time. Early treatment can save their sight. Make an appointment for an eye exam today!

If you would like more information,  
please contact:

## Prevent Blindness Wisconsin

731 North Jackson Street  
Suite 405

Milwaukee, WI 53202

(414) 765-0505

[wisconsin.preventblindness.org](http://wisconsin.preventblindness.org)

[info@pbwi.org](mailto:info@pbwi.org)

Founded in 1958, Prevent Blindness Wisconsin improves the lives of children, adults and families through early detection of eye conditions to prevent blindness and preserve sight. On-going vision screening activities and state-wide public health education lead to a lifetime of healthy vision.

*Our vision is for each Wisconsin resident to have healthy vision at every stage of life!*

## Vision Resources & Services for Wisconsin Children



## Professional Eye Care

**Wisconsin Academy of Ophthalmology**  
(920) 560-5645 | [www.wieyemd.org](http://www.wieyemd.org)

**Wisconsin Optometric Association**  
(608) 824-2200 | [www.woa-eyes.org](http://www.woa-eyes.org)

**American Association for Pediatric Ophthalmology & Strabismus (AAPOS)**  
(415) 561-8505 | <http://aapos.org>

## Reduced-Cost Eye Glasses

**America's Best**  
(800) 411-1162 | [www.americasbest.com](http://www.americasbest.com)

**Glasses Shop**  
(855) 202-0123 | [www.glassesshop.com](http://www.glassesshop.com)

**Glasses USA**  
(800) 917-7083 | [www.glassesusa.com](http://www.glassesusa.com)

**GlobalEyeGlasses.com**  
(800) 315-4428 | [www.globaleyeglasses.com](http://www.globaleyeglasses.com)

**Goggles 4 U**  
(800) 830-7857 | [www.goggles4u.com](http://www.goggles4u.com)

**Herslof**  
(414) 462-1300 | [www.herslof.com](http://www.herslof.com)

**Sears Optical**  
(877) 525-8989 | [www.searsoptical.com](http://www.searsoptical.com)

**Target Optical**  
(877) 848-8476 | [www.targetoptical.com](http://www.targetoptical.com)

**Zenni Optical**  
(800) 211-2105 | [www.zennioptical.com](http://www.zennioptical.com)

## Financial Resources

**Children's EyeCare Program**  
A program providing no-cost or low-cost health coverage for eligible children in Wisconsin.  
(877) KIDS-NOW (1-877-543-7669)  
[www.insurekidsnow.gov](http://www.insurekidsnow.gov)

**Healthy Eyes Eyeglass Program**  
A program that covers the cost of eye glasses for children.  
(414) 765-0505  
[wisconsin.preventblindness.org](http://wisconsin.preventblindness.org)

**InfantSEE**  
A public health program offering a FREE comprehensive infant eye assessment between 6 and 12 months of age.  
(888) 396-EYES (3937) or (314) 983-4160  
[www.infantsee.org](http://www.infantsee.org)

**New Eyes for the Needy**  
A non-profit organization whose purpose is to improve vision for low-income individuals.  
(973) 376-4903 | [www.new-eyes.org](http://www.new-eyes.org)

**Vision USA - The WI Project**  
A program offering comprehensive eye care services to children ages 18 and under who are from low income, working families.  
1 - (877) 435-2020  
[www.woa-eyes.org/vision-usa-public](http://www.woa-eyes.org/vision-usa-public)

**VSP Sight for Students**  
A voucher program to assist children with the cost of an eye exam and glasses.  
(414) 765-0505  
[wisconsin.preventblindness.org](http://wisconsin.preventblindness.org)

**VSP Mobile Eyes – Materials Only**  
A voucher program to assist children with the cost of glasses.  
(414) 765-0505  
[wisconsin.preventblindness.org](http://wisconsin.preventblindness.org)

## Support & Services

**Maternal & Child Health Hotline**  
Provides information and links to services and resources for women before, during, and after pregnancy.  
(800) 722-2295 | [www.mch-hotlines.org/mch-hotlines/](http://www.mch-hotlines.org/mch-hotlines/)

**The Eye Patch Club**  
A program offering resources to parents and children who are patching.  
(414) 765-0505 | [wisconsin.preventblindness.org](http://wisconsin.preventblindness.org)

**Vision Forward**  
An organization offering resources for individuals with vision loss to reach their full potential to lead active, independent lives.  
(414) 615-0100 | [www.vision-forward.org](http://www.vision-forward.org)

**Wisconsin Lions Club**  
An organization serving the community by reaching, touching, and improving lives.  
(715) 677-4764 | [www.wisconsinlions.org](http://www.wisconsinlions.org)

## Educational Resources

**Prevent Blindness Wisconsin**  
(414) 765-0505  
[wisconsin.preventblindness.org](http://wisconsin.preventblindness.org)

**Wisconsin Health Agencies**  
[www.dhs.wisconsin.gov/lh-depts/counties.htm](http://www.dhs.wisconsin.gov/lh-depts/counties.htm)

**Wisconsin Council of the Blind & Visually Impaired**  
(608) 255-1166 | [www.wcblind.org](http://www.wcblind.org)

*Prevent Blindness Wisconsin does not endorse these organizations.*