

Press Release

FOR IMMEDIATE RELEASE

CONTACT:

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DATE:

HEADLINE: Prevent Blindness Oklahoma to conduct Vision Screening at local Elementary Schools

BODY:

Oklahoma City, OK --

Can a bright child do poorly in reading, writing, spelling and math? Can a bright child have low self-esteem and feel stupid and believe they are a disappointment to parents and teachers? Can a bright child spend hours struggling to complete school assignments and feel smart in everything but school? ***YES, if the child has an UNDETECTED vision problem!***

“If a child cannot see he cannot read, and if he cannot read he cannot learn, and if he cannot learn he cannot succeed,” says Anita Schlaht, Director of Programs. Prevent Blindness Oklahoma’s cornerstone program is Children’s Vision Screening, and in the 2009-2010 school year the organization screened 260,939 children throughout the state of Oklahoma. Of those children, 26,180 were referred for a comprehensive eye exam. PBO strives to educate the public on the importance of eye screenings, reaching out to Oklahoma’s children to provide certification that the child has passed a vision screening, therefore meeting the requirements of Oklahoma State law. “Many children will struggle needlessly when a simple vision screening could be the very solution,” says Schlaht.

In the classroom, vision problems can lead to learning difficulty. Self-image is fragile in children and may be damaged by excessive frustration at school. If vision is the problem, early detection and proper correction can prevent permanent negative attitudes toward school. “In a world complicated with disease and illness, Prevent Blindness Oklahoma may not save lives but it sure can change them,” emphasizes Schlaht.

Prevent Blindness Oklahoma is a nonprofit agency dedicated exclusively to eye health and safety. Through their Children’s Vision Screening Program, Prevent Blindness Oklahoma, in a 25 yr. partnership with the Oklahoma Masons, will provide a free vision screening at _____ on _____.

Prevent Blindness Oklahoma, along with the Oklahoma Masons, has provided services in all 77 counties and offered services to every school district in the state of Oklahoma. The Oklahoma Masonic Charity Foundation has given over \$2.6 million dollars during this partnership. In addition, the Oklahoma Masons have assisted in screening well over 1.8 million children. These screenings help Oklahoma children attain the level of success they deserve.

A professional examination for every child, including those who do not display any signs of eye trouble, is recommended shortly after birth, at 6 months of age, before entering school (age 4 or 5) and periodically throughout the school years. For more information on your child’s eyesight, please call Anita Schlaht at Prevent Blindness Oklahoma, 405-848-7123 X103; or log on to www.preventblindnessok.org.

For the exact number of children screened and referred, please contact the school for results. Thank you for your support.