

children's HEALTH

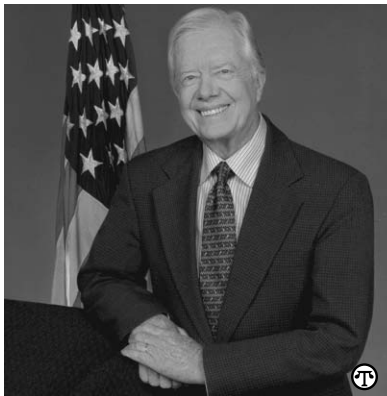
Change Your Baby's Vision Of The Future

(NAPSA)—Did you know that two of President Jimmy Carter's grandchildren have eye and vision problems that went undetected until they were of school age? Unfortunately, by then, they were left with permanent vision impairments that could have been prevented had they been caught earlier.

As a result, President Carter has teamed up with the American Optometric Association (AOA), American Optometric Institute (AOI) and the Vision Care Institute of Johnson & Johnson Vision Care, Inc., in support of InfantSEE™, a no cost public health program providing a one-time, comprehensive eye assessment to infants in their first year of life. InfantSEE™ offers early detection of potential eye and vision problems at no cost—regardless of income.

"As parents, we regularly take our children to the dentist to help prevent cavities. Likewise, we should take our babies to the optometrist to help prevent potential eye and vision problems," said President Carter. "Given my family's experience managing vision problems that were not caught early, I strongly encourage all parents with babies to visit an optometrist for an InfantSEE™ assessment during the first year of their child's life and I applaud AOA for providing parents this opportunity without cost."

As part of the national launch,



A new program endorsed by President Jimmy Carter makes it easy (and affordable) for parents to have their infants' eyes checked.

President Carter issued a call-to-action through a public service announcement (PSA), that educates parents about InfantSEE™ and urges them to take advantage of the program.

Health experts agree that visual development is most crucial between 6 and 12 months of age and that early detection can prevent and help reduce the threat of serious vision impairments. In fact, one in every 10 children is at risk from undiagnosed eye and vision problems.

If you are a parent interested in having your baby assessed or you would like more information about InfantSEE™, call toll-free (888) 396-EYES (3937) or visit www.infantsee.org.