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Prevent Blindness America Launches Website for the National Center for Children’s Vision and Eye Health

Chicago (Oct. 28, 2011) – Prevent Blindness America, the nation’s leading volunteer eye health and safety organization, today launched its new website for the [National Center for Children’s Vision and Eye Health](http://NationalCenterforChildrensVisionandEyeHealth.org) (the “Center”). In order to address the importance of early attention to children’s vision and eye health, the Center was established to serve as a comprehensive resource to provide leadership development, health policy promotion, education, and training to public and private groups nationwide.

The new website, NationalCenter.preventblindness.org, provides free access to a wide variety of materials related to children’s eye health including:

- Resources for parents, public health professionals, primary care providers, and more
- Publications of the Center and key partners
- Policy issues and action alert templates
- Listings of upcoming vision health events

The Center is supported, in part, by a multi-year cooperative agreement from the Maternal and Child Health Bureau (MCHB), a bureau of the Health Resources and Services Administration, U.S. Department of Health and Human Services.

In 2010, as part of the first phase of the initiative, Prevent Blindness America formed the National Center for Children’s Vision and Eye Health National Expert Panel including leaders in ophthalmology, optometry, pediatrics, public health, academia, family representatives and other related fields who have a vested interest in the field of children’s vision and eye health. As part of their duties, members of the National Expert Panel provide recommendations for national and statewide strategies, serve as advisors to the Center as it pursues its core goal of promoting and ensuring a continuum of vision and eye care for the nation’s children, and approve all written materials, including content for the new website.

“Because our children deserve the opportunity to succeed in school through healthy vision, we are pleased to launch the next phase of our program to help provide those in public health and education the tools they need in an easily accessible format,” said Hugh R. Parry, president and CEO of Prevent Blindness America. “Through the new

website for the National Center for Children's Vision and Eye Health, we hope that anyone who visit will be able to utilize these resources to make a positive, sight-saving impact for our kids."

For more information on the National Center for Children's Vision and Eye Health, children's vision and eye health or what you can do to help advocate for children's vision and eye health, please call Prevent Blindness America at (800) 331-2020 or visit NationalCenter.preventblindness.org.

About Prevent Blindness America

Founded in 1908, Prevent Blindness America is the nation's leading volunteer eye health and safety organization dedicated to fighting blindness and saving sight. Focused on promoting a continuum of vision care, Prevent Blindness America touches the lives of millions of people each year through public and professional education, advocacy, certified vision screening training, community and patient service programs and research. These services are made possible through the generous support of the American public. Together with a network of affiliates, divisions and chapters, Prevent Blindness America is committed to eliminating preventable blindness in America. For more information, or to make a contribution to the sight-saving fund, call (800) 331-2020 or visit us on the Web at preventblindness.org or [Facebook.com/preventblindness](https://www.facebook.com/preventblindness).

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