



What Is InfantSEE™?

Public health experts recommend that children visit an eye care professional in the first year of life – one of the most critical stages of visual development – to identify the potential for eye and vision problems. In fact, Healthy People 2010, a set of health objectives for the nation to achieve over the first decade of the new century, now includes vision objectives for children, which, at present, are far from being met.

In an effort to encourage infant eye and vision assessments and ensure they are accessible to everyone, the American Optometric Association (AOA) and The Vision Care Institute of Johnson & Johnson Vision Care, Inc., have partnered to create InfantSEE™, a no-cost public health program developed to provide professional eye care for infants nationwide. Through InfantSEE™, optometrists will provide a one-time, comprehensive eye assessment to infants in their first year of life, offering early detection of potential eye and vision problems at no cost, regardless of income.

Former President Jimmy Carter and former First Lady Rosalynn Carter are honorary spokespersons of InfantSEE™, as they appreciate the importance of infant eye assessments based on their family's experience with vision problems. Two of their grandchildren suffered from vision problems that were not detected as early as they could have been. Their granddaughter was diagnosed and treated as a toddler for amblyopia, often referred to as lazy eye. A leading cause of vision loss in people younger than 45, amblyopia will affect one in 30 children. Their grandson's amblyopia was not identified until grade school and may never be fully corrected.

Your Infant's First Visit to the Optometrist

A baby's first visit to an optometrist for an eye assessment should happen between 6 and 12 months of age. Although infants cannot respond verbally, the first year of life is an ideal time to conduct a comprehensive eye assessment. Not only is this a critical time for eye and vision development, but generally children at this age do not yet fear doctor visits. Optometrists, through their clinical education, training and experience, have the instruments and resources to provide the most effective primary eye and vision services to children, as a complement to routine well-care exams given by pediatricians.

What Happens during an InfantSEE™ Assessment?

An InfantSEE™ assessment can detect the potential for vision and eye health problems, which can be more easily corrected if treatment is started early. Typically, an infant will sit on his or her parent's lap during the assessment, in which the optometrist will use lights and other hand held objects, like finger puppets, to check that the baby's eyes are working together and that there are no significant issues that will interfere with proper vision development. The optometrist may use drops or a spray to dilate the baby's pupils to get a better look inside and ensure the health of the eye. Generally, infants find the assessment painless and often fun!

During the assessment, the optometrist will test to make sure the infant is seeing clearly, will look for unequal amounts of nearsightedness, farsightedness or astigmatism and will check to see that the eyes are seeing straight and working together as a team. The health of your baby's eyes will be assessed as well. Although serious problems are not common, it is important to identify specific risk factors at this stage.

Did You Know?

- 1 out of 10 children is at risk from undiagnosed vision problems
- Amblyopia – often referred to as lazy eye – a leading cause of vision loss in people younger than 45, will affect 1 in 30 children
- 56 percent of mothers and expectant mothers are not certain of when the most critical age is for the development of eyesight*
- 97 percent of mothers say they do everything they can to ensure their children's health, yet only 13 percent of mothers with children younger than 2 years of age have taken their babies to see an eye and vision care professional for a regular check-up or well-care visit*

* Results from a survey of 543 new and expectant mothers fielded on BabyCenter.com in March, 2005

To learn more about InfantSEE™ or to locate a participating optometrist in your area, call toll-free (888) 396-EYES (3937) or log on to www.infantsee.org.



Babies' eyes are their windows to the world around them. Just as cooing, sitting up and crawling are signs that your baby is growing and learning, your baby's vision goes through many critical stages of development too. The signs marking progress, however, are not as obvious, and neither are potential eye and vision issues.

In fact, many eye conditions, including lazy eye, muscle imbalances and some ocular diseases don't have early warning signs or symptoms that can be easily identified by a parent or discovered during a typical well-baby check-up. What is clear is that early detection is the best way to ensure a child's "windows to the world" are healthy, and vision is developing as it should be.

"Vision disorders are the most common handicapping condition of children. I know first-hand. Two of my grandchildren suffer from vision problems that could have been prevented had they been given an eye exam as infants."

—FORMER PRESIDENT JIMMY CARTER

The ABC's of InfantSEE™

- A** Public health experts agree that visual development is most dramatic between 6 to 12 months of age and that early detection can prevent and help reduce the threat of serious vision impairment.
- B** InfantSEE™ is a program in which optometrists will provide a one-time, comprehensive eye assessment to infants in their first year of life, offering early detection of potential eye and vision problems at no cost regardless of income.
- C** To learn more about InfantSEE™ or to locate a participating optometrist in your area, call toll-free (888) 396-EYES (3937) or log on to www.infantsee.org.

Compliments of:

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Protecting YOUR BABY'S WINDOWS TO THE WORLD

