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Contact: Chelsea Pillsbury  
[media@thevisioncouncil.org](mailto:media@thevisioncouncil.org)

## The Vision Council Foundation Spotlights Back-to-School Resources

*Includes Wide Range of Myopia Management and  
Eye Exam Communications Tools for Practice Use*

Alexandria, Va., September 4, 2024—[The Vision Council Foundation](https://thevisioncouncilfoundation.org) is marking back-to-school season by spotlighting a range of free online and downloadable education tools that the eye care community can easily share with parents and staff.

Its "[Guide to Kid's Eye Health and Myopia Management This School Year](https://thevisioncouncilfoundation.org/category/community/)" summarizes several resources from its members, including Prevent Blindness, CooperVision, EyeMed Vision Care, the American Academy of Ophthalmology, and Zeiss. Included are fact sheets, a classroom simulator, curriculum kits, videos, and caregiver survey data, among other items. The synopsis is available on the Foundation's new website at <https://thevisioncouncilfoundation.org/category/community/>.

Over half of parents surveyed by The Vision Council who had a child diagnosed with myopia revealed that they had found out because of a routine eye exam ([Focused inSights 2023: Parental Perspectives on Myopia](#)). The Foundation's [Back to School Eye Exams Toolkit](#) offers graphics, social media posts, and a printable poster that eye care practices can use to encourage families to schedule a comprehensive exam. It is available for download at [thevisioncouncilfoundation.org/news-resources/promotional-toolkits/](https://thevisioncouncilfoundation.org/news-resources/promotional-toolkits/)

"The optical community understands the crucial role that clear, healthy vision plays in a child's future, but for busy families, making sure that happens can feel overwhelming or out of reach. Our goal is to make vision care accessible and straightforward," said Ashley Mills, CEO of The Vision Council and The Vision Council Foundation. "Whether caregivers are unsure where to begin or want a deeper understanding of potential vision issues, resources from The Vision Council Foundation and our members can help simplify the process."

In addition to its back-to-school tools, the Foundation website provides [year-round children's vision and education guidance for parents](#)—a trusted avenue to which eye care professionals can point parents or tap to supplement their own caregiver education efforts. Topics such as eyecare terminology, the importance of eye exams, what happens during an eye exam, and types of eyewear for sports and activities are presented through straightforward descriptions.

Visit [thevisioncouncilfoundation.org](https://thevisioncouncilfoundation.org) to learn more.

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## **About The Vision Council**

*The Vision Council brings the power of sight to all through education, government relations, research, and technical standards. A leading advocate for the optical industry, the association positions its members to deliver the eyewear and eyecare people need to look and feel their best. Vital to health, independence and safety, better vision leads to better lives.*