



**VISION IMPACT
INSTITUTE**

Giving Vision a Voice®

Vision Impact Institute and Brien Holden Vision Institute to Highlight the Vision and Education Link at National School-Based Health Care Convention

Dallas, Texas – June 20, 2018 – Imagine trying to learn with blurry vision. Would you know the difference between a circle and a square if you could not see a square’s sharp corners? What about the difference between the letters ‘e’ and ‘o’ if you couldn’t make out that small line and space in the ‘e’? Unfortunately, these scenarios are all too common for many American schoolchildren. Yet a simple pair of eyeglasses can help.

On June 25 the Vision Impact Institute’s Global Executive Director, [Kristan Gross](#), will join [Dr. Kovin Naidoo](#), CEO, [Brien Holden Vision Institute](#) and [Vision Impact Institute](#) Advisory Board Member, at the National School-Based Health Care Convention, organized by the [School-Based Health Alliance](#), to address the urgent topic of good vision and learning. The pair will discuss the role that good vision plays in setting children up for early academic success and the role that school-based health services play.

“We’re grateful to the School-Based Health Alliance for advocating for student’s vision through school-based health services,” says Gross. “According to experts, 80 percent of all learning occurs visually, meaning children with poor vision are at a major disadvantage in school.”

This is not a short-term problem, either – kids who suffer from vision problems are not only less likely to do well in school, but their impaired vision can affect their success later in life too.

Unfortunately, this issue is only expected to get worse. “By 2050, the number of people with myopia (shortsightedness) is expected to reach almost [five billion](#) – spanning races and cultures,” says Gross. “For children, trends such as increased screen time and minimal outdoor time, including less time for school recess, are resulting in more children with myopia and at a much younger age than in the past.”

Access to vision care can reverse these trends and remove a critical barrier to helping children learn. Early detection and correction of poor vision is key to giving all children an equal opportunity to learn.

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About the Vision Impact Institute

The Vision Impact Institute's mission is to raise awareness of the importance of vision correction and protection to make good vision a global priority. Its Advisory Board is comprised of five independent international experts: Pr. Kevin Frick (United States), Pr. Clare Gilbert (United Kingdom), Pr. Kovin Naidoo (South Africa), Mr. Arun Bharat Ram (India), and Dr. Wang Wei (China).

The Vision Impact Institute is a registered 501(c)(3) non-profit organization, which receives support from the Vision for Life Fund from Essilor, the world leader in ophthalmic optics. The Vision Impact Institute hosts an interactive web platform, a unique data base of research, available at visionimpactinstitute.org.

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