

Star Pupils™ Program Saves Children's Vision



Ellie McCorvey

Four year old Ellie McCorvey is one of the fortunate children whose eye problem was found before it was too late to save her vision. Last October, Laurie Irby of Prevent Blindness Georgia vision screened prekindergarten children at The Sunshine House in Atlanta where Ellie was a student. When Ellie failed her vision screening, Laurie referred her for an eye exam. Mindy McCorvey, Ellie's mother, said she called her daughter's doctor who assured her that Ellie was fine. Laurie continued to follow

up and strongly encouraged Mindy to take Ellie to an eye doctor.

The eye doctor found that Ellie had 20/250 vision in her right eye. With eyeglasses and patching, Ellie's vision has improved to 20/40 in just five months. "Because she didn't know any better, she didn't realize she wasn't seeing well," Mindy said. "We probably wouldn't have realized anything had it not been for Laurie's persistence. I'm very, very grateful for that."

With early detection and treatment, Ellie has avoided the permanent effects of amblyopia or "lazy eye" blindness. Prevent Blindness Georgia screened 32,190 four year old children reaching 858 sites in 79 counties throughout Georgia this year. Close to 2,000 children were referred to an eye doctor for further evaluation.

Other News from Star Pupils™

- Clearbuilt Technologies designed custom software to streamline data entry and automate delivery of information to schools scheduled for Star Pupils™

screenings. Neal Berry of ClearBuilt Technologies received the Star Pupils™ Partner Award.

- Prevent Blindness Georgia trains pediatric offices to vision screen as recommended by the American Academy of Pediatrics. Visit www.pbga.org. Click on *Vision Screening and Programs*. Then go to *Children's Vision Screening Training, Certification & Supplies* and click on *Partner Pediatrician Registry* to see the pediatric offices that use this methodology.
- Children's Vision Georgia, a collaborative of stakeholders for children led by Prevent Blindness Georgia, is raising standards for children's vision care in Georgia.



Gabriel Howell admires his new glasses.

Low Cost Children's Eyeglasses

Once each month Prevent Blindness Georgia provides an opportunity for families that qualify financially to purchase low cost replacement glasses for their children who have a current prescription. To find out the next date, visit www.pbga.org or "Like" Prevent Blindness Georgia on Facebook and watch for the announcement.

Dear Friends,

With your support, we help students become vision-ready to learn, adults become employable, and seniors live independently. We're pleased to recognize your contributions on the pages that follow. To donate to our good work, visit www.pbga.org.

For the best of eye health,

Bill Burke, Chairman of the Board 2010-2012

Jenny Pomeroy, President and CEO

National Vision, Inc. Swings Fore Sight

The 16th National Vision, Inc. Swing Fore Sight Golf Tournament presented by Viva International was a record-breaking success, raising more than \$147,000 for Prevent Blindness Georgia's sight saving programs. Thanks also to Essilor, Luxottica, Marchon and Marcolin for their generous lead sponsorships. The tournament, at Bear's Best Atlanta in Suwanee, welcomed golfers from more than 70 NVI vendors and partners. Prevent Blindness Georgia is grateful for NVI's longtime commitment to this fundraising event and to tournament chairman, Des Taylor, NVI SVP - Merchandising.



Congratulations to first place winners – the Cassidy Turley team.



Vision Outreach™ – Serving Adults in Need

Forty-four year old April hadn't had an eye exam in 12 years. A resident of a local Atlanta women's shelter, April "jumped at the opportunity" to receive a free eye exam from Prevent Blindness Georgia.

"I can't see very well long distance," she said. "It's really hard when you don't have insurance." She's grateful for the eye exam, new glasses and retinal photo provided by

Prevent Blindness Georgia. A former file clerk, April is now enrolled in a job readiness program while she searches for a job – all the more doable now that she can see.

Prevent Blindness Georgia's Vision Outreach™ program served 2,281 adults in need this year, providing eyeglasses for 1,957 of our clients, with 244 referred to an eye doctor for further evaluation.



Top:

April is a grateful Vision Outreach™ client.

Bottom left:

More than 1,200 people at risk for aging eye diseases received retinal screenings this year.

Bottom right:

Jim Bicknell of SafeHouse Outreach received the Star Vision Outreach™ award. "Jimbo goes above and beyond to assist his clients in receiving services. He has been such a blessing to our Vision Outreach™ program," DeAndria Nichols, VP of Prevent Blindness Georgia's Adult Vision Programs, said.

Baskin Represents Georgia at Eyes on Capitol Hill Event

LyCynthia Baskin, who lives with glaucoma and diabetic retinopathy as a result of Type 1 diabetes, traveled to Washington DC to educate Congressional leaders about vision problems. LyCynthia, a Jonesboro resident, and Jenny Pomeroy, CEO of Prevent Blindness Georgia, represented Georgia at this year's Prevent Blindness America Eyes on Capitol Hill event. They also attended the Prevent Blindness America Focus on Eye Health: A National Summit.

Jenny Pomeroy and LyCynthia Baskin are pictured with Congressman John Lewis.



Giving a Voice to Eye Health and Safety

A widely viewed digital billboard campaign publicizing the link between smoking and blindness was launched this year by Prevent Blindness Georgia. Studies show a strong link between smoking and the development of Age-Related Macular Degeneration (AMD).

With the help of board members Mike Loverde of MetroPCS and Pam Bisikirski of National Vision, Inc., the campaign was seen on billboards in Athens, Atlanta, Augusta, Cobb County, Gainesville, Gwinnett County, Macon and Savannah. The companies which generously donated their billboard ad space for the campaign are listed in the in-kind donations section with special thanks from Prevent Blindness Georgia.

In addition, the digital ad was viewed by thousands more on the SoloHealth EyeSite® kiosks, thanks to board member Stephen Kendig of SoloHealth. This program together with social media, newsletters, radio and TV interviews and other public appearances touched close to two million Georgians with eye health and safety messages this year.



Billboard companies donated space to publicize the non-smoking message.

An upcoming educational PSA campaign produced in English/Spanish by PM Publicidad urges Georgians to know their risks for eye disease. Board member Eduardo Perez, president of the agency, received the Star Award for Marketing for the creation of these video, radio and print ads which will be seen and heard throughout Georgia.



PM Publicidad produced an educational PSA about children's vision.



(L-R) Drs. Hutchinson and Pastor take the gavel as Bill Burke completes his term as Board Chair. Pictured with Jenny Pomeroy.

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Visit www.pbga.org to see the FY 2012 audited financial statement.



an affiliate of Prevent Blindness America

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Remembering Annette Sage

Mrs. Sage was the first Executive Director of Prevent Blindness Georgia. She was a dedicated visionary who served more than 25 years until her retirement in 1991.

November 5, 1923 — October 15, 2011

Our Donors Partner to Preserve Vision throughout Georgia

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Thank you, Delta Gamma!

Collegiates donated supplies for children's vision screening and decorated the Prevent Blindness Georgia tree at the Cobb Galleria Festival of Trees. Alumni contributed proceeds from their annual wine tasting fundraiser. Both collegiate and alumni members supported Prevent Blindness Georgia's *Tea to See*.

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Georgia Natural Gas president Mike Braswell, right, presents the inaugural \$10,000 True Blue Award to Prevent Blindness Georgia.

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The Bisikirski and Mier families enjoyed tea and sweets at the Prevent Blindness Georgia Tea to See at Ansley Golf Club.

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 Mr. and Mrs. Andrew Shovers
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 Mr. Fred Watson, Jr.
 Mrs. Kathleen Weeks
 Mr. and Mrs. Paul Weinzierl



Vision screener Jane Walker, left, accepts a generous grant from the Flint Energies Foundation.

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Mothers and daughters Prue and Maggie Swerlick and Kathryn and Kay Stewart visited at the *Tea to See*.

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At an American Diabetes Association event, Prevent Blindness Georgia provided retinal photos for 123 people with diabetes.

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David, Helen and Marian Woodward Fund

Prevent Blindness Georgia is a partner agency of Community Health Charities of Georgia and gratefully receives donations through its workplace giving campaigns.

Please accept our apology if your name has been omitted or misspelled and call 404-266-2020 so that we may correct our records.

Prevent Blindness Georgia