

Design Project:

Iowa KidSight will celebrate a 20th anniversary in the year 2020. Another related fact: “20/20 vision” is a term used to express normal visual acuity (the clarity or sharpness of vision) measured at a distance of 20 feet, which we want all children to have.

As we begin to plan for reaching this milestone, we are seeking design ideas:

1. A simple **slogan**
2. A rework or add-on to our current **logo**



. . . both to convey the milestone and what we do/the importance of early detection and treatment of vision problems in young children.

About the Program:

Iowa KidSight is a joint project of the Lions Clubs of Iowa and the Department of Ophthalmology & Visual Sciences at the University of Iowa Stead Family Children Hospital, dedicated to enhancing the early detection and treatment of vision impairments in Iowa’s young children (target population 6-months of age through kindergarten) through screening and public education.

The goals of the project are:

- Objectively screen vision in infants and young children throughout all of Iowa’s 99 counties – for free.
- Educate the public about the risk of undetected vision loss.
- Identify ways to sustain vision screening program of this type.

Amblyopia (“lazy eye”) is poor vision in an eye that did not develop normal sight during early childhood. It is the most common vision impairment in preschool-aged children. Far-sightedness, near-sightedness, differences in refractive errors, astigmatism, cataracts, and muscle imbalances can all lead to amblyopia if these problems are not detected early and treated early. Amblyopia can result in permanent vision loss that may adversely affect a person throughout life. Conditions that can lead to amblyopia are not always easy to recognize in young children. Vision screenings help tell us what they cannot. Iowa KidSight makes a difference for our Iowa kids!