

FOR IMMEDIATE RELEASE

For more information:

Prevent Blindness

Sarah Hecker

(312) 363-6035

shecker@PreventBlindness.org

“It Started With an Eye Exam” Campaign from Prevent Blindness Rolls Out in its Second Year to Share Stories on the Positive Impact of Access to Eye Care

- This year’s Prevent Blindness “It Started With an Eye Exam” campaign shares patient testimonials on how eye exams saved sight and improved quality of life -

CHICAGO (Jan. 14, 2026) – [Prevent Blindness](#), the nation’s leading patient advocacy organization dedicated to preventing blindness and preserving sight, is embarking on its second “It Started With an Eye Exam” campaign, aiming to spread awareness and encourage the public to share their stories on the positive impact of eye exams and treatment on their life. The “It Started With an Eye Exam” program is supported by a grant from [Viatris Inc.](#), a global healthcare company.

Starting on Monday, Jan. 19, 2026, Prevent Blindness will begin sharing a new series of stories, including [videos](#), on its various social media channels of those whose lives have been positively impacted through eye care and treatment. The public is invited to share their stories, using #ItStartedWithanEyeExam or submit their stories to Prevent Blindness for sharing at PreventBlindness.org/getting-professional-eye-care.

Access to eye care may begin with a certified vision screening, such as those provided by Prevent Blindness and its network of affiliates. For individuals who do not pass a vision screening and are unable to afford care on their own, Prevent Blindness partners with leading companies, such as AEG Vision, EssilorLuxottica Foundation, VSP Vision, and Zenni, to provide vouchers for eye exams and prescription glasses.

According to the [Cleveland Clinic](#), different types of eye exams include:

- **Routine/General exams:** These are like a routine physical or checkup for your eyes. These happen regularly for people with no eye conditions or those who need corrective lenses.
- **Follow-up exams:** This is a more specific type of exam, for example, follow up after a previous eye injury or procedure. People with certain chronic conditions, like diabetes, glaucoma, or macular degeneration, also need regular follow-up exams.

- **Medical/Emergency exams:** These happen when there might be an issue affecting your vision — especially an urgent one. Examples include an eye injury, sudden vision loss, or a head injury.

In addition to eye exams for vision correction, including prescriptions for eyeglasses or contact lenses, eye exams with dilation may detect eye diseases, such as glaucoma or macular degeneration. And, a comprehensive eye exam [may also detect other health issues](#), such as brain stroke, cancer, diabetes, heart disease, high blood pressure and high cholesterol. Dilation is a critical part of an eye exam that temporarily widens the pupil to allow the eye care provider to check the health of the back of the eye. Drops are available to un-dilate the eye faster, if needed.

Prevent Blindness provides a free directory of vision care financial assistance resources in English and Spanish at [PreventBlindness.org/vision-care-financial-assistance-information](#). For glaucoma, Prevent Blindness offers a listing of glaucoma financial assistance programs at <https://preventblindness.org/glaucoma-help>.

“I know from personal experience the tremendous impact that access to quality eyecare has on everything, from success in the classroom as a child, to being able to maintain independence as an adult,” said [Jeff Todd](#), president and CEO of Prevent Blindness. “Our ‘It Started With an Eye Exam’ campaign is designed to spread the word about how healthy vision improves lives across the age span of children, adults, and seniors.”

For general vision and eye health information, please visit [PreventBlindness.org](#). To share your story through the It Started With an Eye Exam program, visit <https://preventblindness.org/getting-professional-eye-care>.

About Prevent Blindness

Founded in 1908, Prevent Blindness is the nation's leading volunteer eye health and safety organization dedicated to fighting blindness and saving sight. Focused on promoting a continuum of vision care, Prevent Blindness touches the lives of millions of people each year through public and professional education, advocacy, certified vision screening and training, community and patient service programs and research. These services are made possible through the generous support of the American public. Together with a network of affiliates, Prevent Blindness is committed to eliminating preventable blindness in America. For more information, visit us at [PreventBlindness.org](#), and follow us on [Facebook](#), [X](#), [Instagram](#), [LinkedIn](#), [TikTok](#), and [YouTube](#).

###