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## NEWS RELEASE

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### For Immediate Release

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### **Does your baby have good vision? Why you should find out early**

EAU CLAIRE, Wis. — Should your infant get an eye exam? According to Kristen Lambert, O.D., at Chippewa Valley Eye Clinic, the answer is yes. Examining a child's vision in the early stages is very important because it can help prevent future complications.

Dr. Lambert is a part of the "InfantSEE" program, which is a public health program managed by the American Optometric Association (AOA) Foundation. InfantSEE, free to children between 6-12 months, is designed to ensure that eye and vision care becomes an essential part of infant wellness care to improve a child's quality of life.

Vision development and eye health problems are easier to correct if treatment begins early. Conditions such as amblyopia, where the vision in one eye is reduced because the eye and the brain are not working together properly (sometimes called lazy eye), can set in before a child reaches two years old, explains Dr. Lambert.

Even if no eye or vision problems are apparent, the AOA recommends scheduling your baby's first eye assessment at 6 months. "An InfantSEE eye exam looks to see how the binocular system is developing, it looks at intraocular health, as well as anterior health," says Dr. Lambert. "If we don't catch it while they are young, there could be long term problems."

According to the AOA, 25 percent of school-age children have vision problems. Dr. Lambert explains that kids can often have trouble paying attention in school or staying on task and it could be because they have an undetected vision problem.

"Ideally children should have three eye exams before they start kindergarten," says Dr. Lambert. "The first exam at infancy, another when the child is one or two years old, and then again before they start school."

Currently at Chippewa Valley Eye Clinic, Dr. Lambert and Dr. Siobhan Beeksma offer InfantSEE exams. To schedule your child's free exam, call 715-834-8471, or visit [www.cv-eye.com](http://www.cv-eye.com) for more information.

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*Chippewa Valley Eye Clinic is committed to providing the safest and most advanced eye care, serving the people in Western Wisconsin for the past 35 years. With its dedicated team of eight ophthalmologists and three optometrists, Chippewa Valley Eye Clinic delivers personalized patient care, surgical expertise and outstanding results.*