

InfantSEE: Patient Education

by Toni Bristol



Most parents assume that their pediatrician will tell them if their child needs anything, including an eye examination. Parents also incorrectly assume that the vision screening the pediatrician performs is the same as a yearly assessment performed by an eye care professional. The **InfantSEE**® program is a great way to educate patients and parents.

InfantSEE® is a no-cost public health program that was developed by Optometry's Charity – The American Optometric Association (AOA) Foundation and The Vision Care Institute, LLC, a Johnson & Johnson company. Through InfantSEE®, optometrists provide a one-time, no-cost comprehensive eye assessment to infants in their first 6 to 12 months of life.

Clinicians must be members of the AOA to participate and have their name listed on the InfantSEE® site. If you go to the InfantSEE® website you can find participating optometrists by putting in the desired zip code, and expanding it out to whatever range you desire up to 100 miles.

InfantSEE® is designed to encourage parents to get proper vision care for their 6-12 month old infants at no charge. But how do parents find out about this incredible service?

Word of mouth is one of the strongest ways to promote this great public service. But how do you generate word of mouth? Typically, patients who are happy with your services will share your information freely with friends and relatives. But what if you have not seen any infants yet, or simply are not seeing enough infants?

It is helpful to educate your patients about this program when they are in your office. New parents are usually easy to identify. If an older patient shares with you that they just became a grandmother or grandfather, this is also a perfect opportunity to talk about InfantSEE®, even if their grandchild is in another part of the country. Many offices have a “Congratulations” packet for such occasions. InfantSEE® provides a great brochure which can easily be included in such a packet.

In addition, the American Optometric Association has a brochure, “Your Baby’s Eyes,” which is designed to help people understand how their new baby’s vision develops from birth to three years of age. The [Ohio Optometric Association](#) has an excellent Vision Simulator Card that is designed to help parents get a better understanding of what their infant can actually see. The [Optometric Extension Program Foundation \(OEPF\)](#) has a great brochure, “[Help Your Baby to See Better](#),” which provides excellent guidance

for parents on what they can do to help their baby's vision develop properly. There is also a great 4-minute video that is available to InfantSEE® providers that can be shown on your flat screen monitor in your reception or dilation area. The video introduces the program and the importance of early eye and vision care for infants.



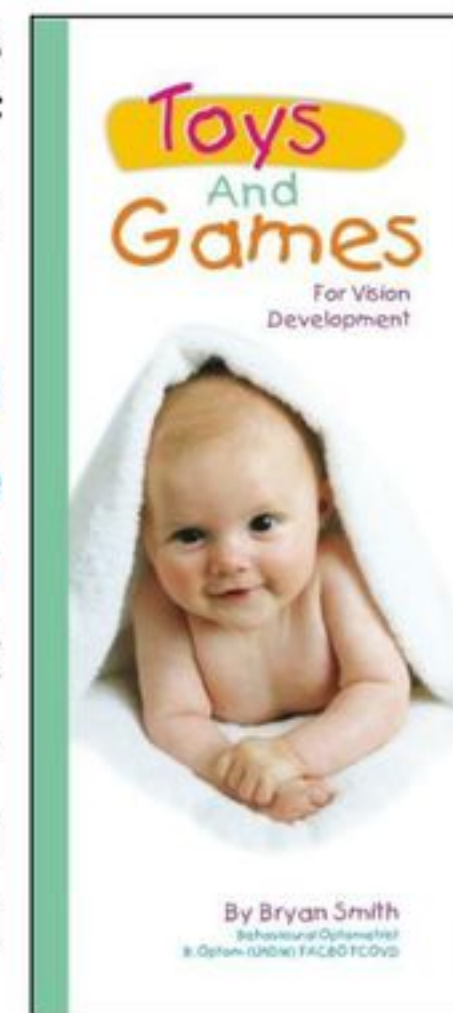
Once the parent is in your office with their 6–12 month old, the educational process continues. Once the assessment is completed and you have reviewed the results, it is important to educate parents on what to expect as their child grows and when to schedule their comprehensive vision exams. As a developmental or behavioral optometrist, you have a wealth of knowledge on how vision develops, and new parents are typically very thirsty for that knowledge.

There are a number of brochures that are available through the [OEPF online store](#) that can be used for this purpose. While some of these brochures are obviously for school-age children, it is important that you educate parents early on about the critical role vision plays in their child's education, and every time you see them. This way when a problem comes up, they are prepared ahead of time and know you are the doctor to see.

“Toys and Games for Vision Development” is a great brochure to help parents track visual milestones. It also walks them through what types of age appropriate activities can develop different visual skills.

“Parents’ Guide and Checklist: A Reference Guide for Preschool Children’s Vision Development” is an excellent reference guide which includes an in-depth symptom checklist that is broken down by age.

The “Vision in the Classroom” brochure provides a short overview and a simple checklist of symptoms for parents.



“Don’t Give Up on Your Child! Leading Pediatrician Speaks on Vision and Learning Disabilities” is an important brochure to share with parents since they look to pediatricians for guidance.

Lucy Nugent Johnson, daughter of former President Lyndon B. Johnson, shares her personal story in the brochure “I Was Nearly

a Dropout.”

Once again, while parents may not be worried about their child being a dropout at this early a stage, they are often thinking about setting up their college fund and are thinking about the future. By sharing this brochure you are laying groundwork for the future.



In addition to educating your patients, InfantSEE® also provides an excellent reason to contact pediatricians, other health care professionals, day care centers, and different mom groups, as well as your local parenting magazines. You can also host an InfantSEE® day or month and promote it through Facebook and Twitter.

If you have any questions please feel free to email me at: ToniBristol@expansionconsultants.com.

Traumatic Brain Injury/Acquired Brain Injury Course

Recommended Reading/Reference Library

Includes 1 each:

Neuro-Visual Processing Rehabilitation: An Interdisciplinary Approach (Softbound)
by William V Padula, Raquel Munitz and W Michael Magrun

Endless Journey: A Head-trauma Victim's Remarkable Rehabilitation
Janet A. Stumbo

Working With the Brain Injured
OEP Foundation

Integrative Neuroscience - Bringing Together Biological, Psychological & Clinical Models of the Human Brain
E. Gordon

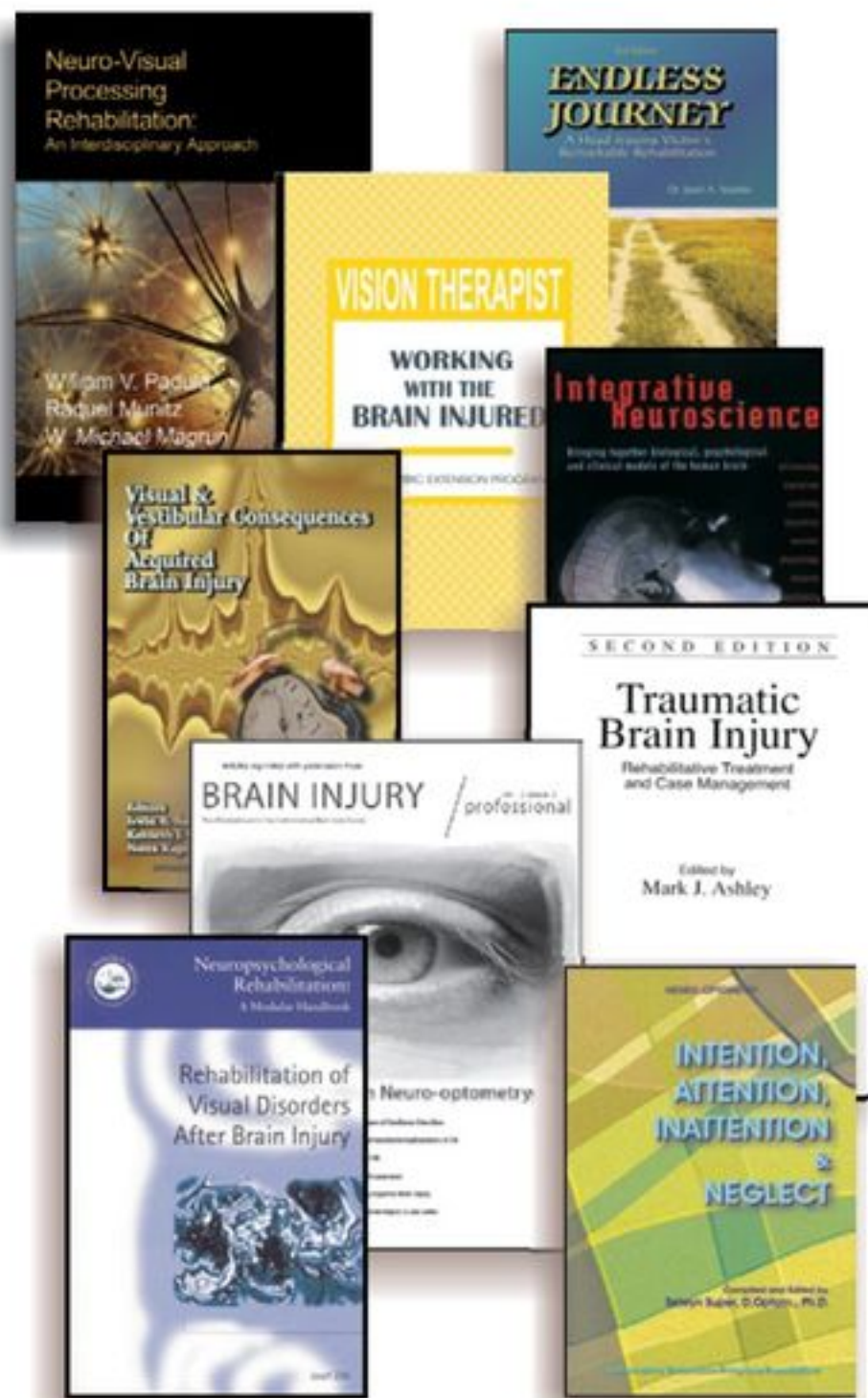
Visual & Vestibular Consequences of Acquired Brain Injury
Edited by Irwin B Suchoff, OD, DOS, Kenneth J Ciuffreda, OD, PhD and Neera Kapoor, OD, MS

Traumatic Brain Injury - Rehabilitative Treatment and Case Management
(Reprint of Penelope Suter Chapter 7 from "Rehabilitation and Mgmt of Visual Dysfunction Following Traumatic Brain Injury", CRC Press)

Article Reprints from **The Brain Injury Professional, Special Issue on Neuro-optometry**
(Various authors)

Rehabilitation of Visual Disorders After Brain Injury - Neuropsychological Rehabilitation: A Modular Handbook
Josef Zihl

Intention, Attention, Inattention and Neglect
Selwyn Super, DOptom, PhD



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