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The Vision Council Foundation Launches 2025 Back-to-School Campaign Promoting Eye Health for the Entire Family

Free Toolkit Available to Help Eyecare Professionals and Community Partners Spread Awareness

Alexandria, Va., July 28, 2025 — The Vision Council Foundation today announced the launch of its [**2025 Back-to-School Eye Health Campaign**](#), a nationwide initiative encouraging families to prioritize comprehensive eye exams and healthy vision habits as the new school year begins.

The campaign highlights the critical role that good vision plays in children's ability to learn, develop, and thrive. Routine eye exams help detect vision issues early, like myopia (nearsightedness), and ensure students are equipped with the glasses or contacts they need to succeed in and out of the classroom.

"Children deserve to have the best possible chance at learning and thriving in school, and their vision is essential to that success," said **Ashley Mills, CEO of The Vision Council and The Vision Council Foundation**. "Healthy vision habits start at home and are reinforced in our schools and communities. It's on all of us – parents and guardians, teachers, school nurses, and the entire eyecare community – to make sure that every child receives the screenings, comprehensive eye exams, and support they need to see clearly and reach their full potential."

To support this effort, The Vision Council Foundation has released a **free, downloadable back-to-school promotional toolkit** filled with ready-to-use resources, including:

- **Sample social media posts** and key messages for parents and caregivers
- **Informational graphics and printable materials** to promote healthy vision habits
- **Resources for school nurses and guidance counselors** to encourage comprehensive eye exams for students of all ages, and empower older students to explore careers in the optical industry

These materials are designed to help the eyecare community, educators, and other partners spread the word about the importance of children's eye health.

"By working together, we can make sure every child heads back to the classroom with clear vision and the best chance to succeed," Mills added.

The free toolkit is available now at [**thevisioncouncilfoundation.org/back-to-school**](https://thevisioncouncilfoundation.org/back-to-school).

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About The Vision Council Foundation

As the philanthropic foundation of The Vision Council, The Vision Council Foundation empowers people everywhere to see and look their best through public eye health education and optical

industry career training support. A 501c3 charitable nonprofit organization, the Foundation is dedicated to ensuring better vision for better lives.