



**For Immediate Release
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The Eye Institute of Salus University Offers Vision Care in the Norristown School District

Elkins Park, Pa. – The Eye Institute (TEI) of Salus University has collaborated with the Norristown Area School District for the fourth consecutive year, bringing its “Looking Out for Kids” vision care initiative to local elementary, middle school and high school students.

The “Looking Out for Kids” initiative helps provide vision care for under-insured and uninsured children in Philadelphia and its surrounding communities. Early diagnosis and treatment of vision problems in children is critical. One in four children suffers from visual difficulties, which can adversely impact their school performance and impede social development.

School nurses identified children who failed a vision screening and required follow-up care. A total of 183 exams were provided in the Norristown Area School District and 154, or 84 percent of those students, needed a prescription for eyeglasses. Each student requiring glasses received two pairs – one for school and one for home.

“The ‘Looking Out for Kids’ program is the best,” said Cheryl Brumbaugh,” school nurse at Stewart Middle School. “I know our students and their families are fortunate to have this opportunity and that it truly makes a difference in their lives.”

In addition to Stewart, comprehensive eye exams were performed by a team from The Eye Institute at Musselman Learning Center, Stewart Middle School, Marshall Street Elementary, Whitehall Elementary, Norristown Area High School, Eisenhower Science

and Technology Learning Academy, East Norriton Middle School, Gotwals Elementary, Hancock Elementary, Cole Manor Elementary and Norristown Area High School.

About Salus University

Salus University, founded as the Pennsylvania College of Optometry in 1919, today is a diversified, globally recognized professional academic center of learning that offers a wide range of degree programs in the professions of Optometry, Audiology, Physician Assistant, Public Health, Education and Rehabilitation for the Blind and Visually Impaired, Biomedicine, Occupational Therapy and Speech-Language Pathology. Salus operates four clinical facilities in the Philadelphia area that provide highly specialized vision, hearing and balance, and speech-language pathology services. The University has more than 1,100 students, including PhD candidates, and more than 12,500 alumni worldwide. For more information, please visit www.salus.edu.

About The Eye Institute (TEI):

The Eye Institute, since opening its doors in 1978, has been a valuable vision care resource for Philadelphia and all of the Delaware Valley. As the clinical practice of the Salus University Pennsylvania College of Optometry, TEI employs a multidisciplinary approach – with optometrists, ophthalmologists, opticians, optometric technicians, optometric interns (trainees) and other health care professionals working together to provide total vision care for nearly 50,000 patients annually. The Eye Institute has locations in Oak Lane, East Falls and Chestnut Hill.