

LOOKING OUT FOR KIDS

All About "Looking Out for Kids"

An initiative to address the vision care needs of children

What: Since its inception in 2007, Salus University's "Looking Out for Kids" (LOFK) vision care initiative has been raising funds to provide vision care services and eyeglasses to underinsured and uninsured children across the Philadelphia area through The Eye Institute. With each passing year, TEI increases its reach.

In the past, many local athletes have demonstrated their support of this charity fundraiser: Philadelphia Eagle, Brent Celek and former Philadelphia Eagles: A.J. Feeley, Kevin Curtis, Quintin Mikell, Keenan Clayton, Moise Fokou, Joselio Hanson, Todd Herremans, and Michael Vick. LOFK has also been supported by former Philadelphia 76ers, Theo Ratliff and Andre Iguodala. In addition, Congresswoman Allyson Y. Schwartz of the 13th Congressional District; Dr. Maria Pitre, former Chief Academic Officer of the School District of Philadelphia; Dr. Eileen Tyralla, pediatrician at St. Christopher's Hospital for Children; and Lisa Nutter, Philadelphia's first lady and President of Philadelphia Academies, Inc. have also attended.

In 2014 and 2015, NBC10 Emmy award winning news anchor and reporter, Rosemary Connors hosted the event.

Why: One in four children experiences a vision problem resulting in poor school performance. To ensure academic success for children burdened with issues of poverty or other social barriers, comprehensive vision care is essential. The LOFK initiative helps ensure disadvantaged children will receive the vision care they need for success. Since opening its doors in 1978, The Eye Institute has been committed to providing quality vision care services to children, particularly the uninsured and under insured. Too many children are not receiving essential vision care, which can result in the early detection of eye disease and vision problems that interfere with academic and social achievements.

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