



NEBRASKA OPTOMETRIC ASSOCIATION

1633 Normandy Court, Ste. A • Lincoln, NE 68512

Dear NOA Members:



This summer all roads in Nebraska lead to your local library!

The Nebraska Foundation for Children's Vision (NFCV), in conjunction with the Nebraska Library Commission, is proud to present **See to Read** for the second year.

**See to Read** was created to work in conjunction with the summer reading programs that exist in Nebraska libraries as young children and their parents look for ways to fill those carefree days from June to August.

The NFCV saw this as a natural opportunity to work together to reinforce the idea that good vision is critical in developing young readers.

Once the parent and child visit their local library and choose their summer titles (including those from a booklist provided by NFCV that have vision connected storylines) they will be presented with a standout take-home piece entitled the *See to Reader* newsletter!

There will be 20,000 (the number of children expected to take part in summer reading across Nebraska) copies of the *See to Reader* shipped to cover all 300 library branches in the state. What a way to inform young families of our mission! The librarians will be encouraged to use resources from the See to Read web site: <http://www.nechildrensvision.org/SeetoRead.html> in addition to sharing the newsletter. and reaching out to the community in various ways, including contacting local radio stations for interviews, and asking eye care professionals to share in this summer fun.

The next page contains a list of ideas NOA members can use to maximize the publicity of the **See to Read** program. We hope you will use the resources available to make the most of the program in your practice.

Please encourage all readers—young and old alike—to check out the “reading scene” in their hometown and we think you’ll like what you “see!” Have a great read this summer!

Handwritten signature of Brad Blumenstock, OD.

Brad Blumenstock, OD  
President  
Nebraska Optometric Association.

Handwritten signature of Mary Lauritzen.

Mary Lauritzen  
President  
Nebraska Foundation for  
Children's Vision

Handwritten signature of Rod Wagner.

Rod Wagner  
Director  
Nebraska Library Commission



## Ideas for promoting See To Read in your practice:

- Enclosed are 10 *See to Reader* newsletters.
  - If you would like more in your office, contact Alissa Johnson at [ajohnson@assocoffice.net](mailto:ajohnson@assocoffice.net) or 402-474-7716.
- Hang the enclosed **See to Read** poster in your waiting room.
- Order the vision-related children's books on the NFCV web site at [www.nechildrensvision.org/SeeToRead.html](http://www.nechildrensvision.org/SeeToRead.html) to have in your waiting room.
- Volunteer at the library as a guest reader/speaker.
- Share the information with local daycares.
- Include links on your practice website to resources on the **See to Read** web page: [www.nechildrensvision.org/SeeToRead.html](http://www.nechildrensvision.org/SeeToRead.html).
- Encourage your staff to promote **See to Read** by using promotional materials or volunteering at the library.
- Promote in any patient communications (newsletters, as a billing insert, recall letters, emails, etc.)
- Contact your local newspaper and offer to provide information for an article on the connection between vision and reading well.
- Use this opportunity to promote See to Learn as well as school evaluations.
- Use the See to Read radio spot for your on-hold message.
- Purchase additional radio time on your local radio station, using the See to Read radio spot (you can even ask the radio station to add your own tagline at the end).
- Go to [www.nechildrensvision.org/SeeToRead.html](http://www.nechildrensvision.org/SeeToRead.html) to download other resources, including:
  - The *See to Reader* newsletter to print additional copies
  - The **See to Read** poster
  - Optical illusions
  - Links to valuable resources on vision
  - Links to internet vision games
  - And more!

This is a wonderful and exciting time for everyone to become "reading advocates" for children. If, through this endeavor, we can help bring awareness to this most vital link between visual health and reading, then many new eyes will be "opened" to the great potential that lies not only within the walls of a library, but in the world around them. What could possibly make for a better summer?

Thanks for your help and support of See to Read 2009!