KNOW THE GLOW®

Leukocoria ("The Glow") is an abnormal red eye reflex, common to several devastating childhood eye diseases as well as the leading preventable cause of childhood blindness.

Fortunately, "The Glow" is detectable through simple flash photography, enabling parents worldwide to seek diagnosis and treatment at the earliest stages of these sight- and life-threatening diseases.

Vision

Our vision is the global elimination of preventable childhood blindness.

Mission

Our mission is to educate the general public and medical community on how to identify "the Glow" and to drive action to prevent childhood blindness.

FACTS ABOUT THE GLOW

- Up to one in 80 children will exhibit "the Glow" before the age of nine
- Over 80 percent of Retinoblastoma and Coats' Disease cases are first diagnosed by a parent or family member through "the Glow"
- Potentially an indicator of more than 30 vision disorders and diseases, "the Glow" could be a sign of Amblyopia, Coats' Disease, Congenital Cataract, Refractive Error, Retinal Dysplasia, and Retinoblastoma among others

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FACTS ABOUT BLINDNESS

- Somewhere in the world, a child goes blind every 60 seconds
- Nearly half a million children develop blindness annually
- Rates of blindness will triple by the year 2050 unless prevention efforts are intensified
- Blindness in the US predicted to double by 2050
- 80 percent of childhood blindness is preventable or curable
- 75 percent of adults who are blind in the United States are unemployed
- The global cost of vision loss is estimated at $3 Trillion
- The cost of vision loss in the US is more than $139 billion annually
- Worldwide, 39 million people are blind
- 285 million people globally are visually impaired

CHECK PHOTOS, TAKE PHOTOS

"The Glow" appears in flash photos as a white, opaque, or yellow spot in the pupil of the eye, potentially indicating one of more than 30 different eye diseases and conditions.

We ask parents to:

1. **Look for "the Glow!"** by checking old photos or taking new photos of your child
2. **Review photos of your child** looking directly at the camera since "the Glow" may only appear from this angle
3. **Switch off your camera's red eye reduction feature** to potentially capture "the Glow"
4. **Be alert,** if you see "the Glow" once. BE ACTIVE, if you see it twice in the same eye
5. **Ask an eye specialist—an optometrist or an ophthalmologist**—for a comprehensive eye exam, including a red reflex test
6. **Bring photos of your child** that show "the Glow" to their eye doctor appointment
7. **Help us spread the word!** Especially to parents of young children!!!

Because no child should go blind from a preventable eye disease.

For more information about "The Glow," go to ***www.knowtheglow.org.***

Sources: 10 FACTS ABOUT BLINDNESS AND VISUAL IMPAIRMENT. http://www.salute.gov.it/imgs/C_17_pubblicazioni_1656_ulteriorialegati_ulteriorealegato_0_alleg.pdf. 10 little-known facts about blindness. (2015, September 24). https://www.perkins.org/stories/10-little-known-facts-about-blindness.April 2010 Issue. https://retinatoday.com/issues/2010-apr. Balmer, A., & Munier, F. (2007, December). Differential diagnosis of leukocoria and strabismus, first presenting signs of retinoblastoma. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2704541/. The Economic Burden of Vision Loss and Eye Disorders in the United States. https://www.norc.org/Research/Projects/Pages/the-economic-burden-of-vision-loss-and-eye-disorders-in-the-united-states.aspx. Global Blindness Projected to Triple by 2050. (2018, May 18). https://www.seeintl.org/global-blindness-2050/. Hollows, F. (2017, April 21). The five facts about childhood blindness you need to know. https://medium.com/@FredHollows/the-five-facts-about-childhood-blindness-you-need-to-know-eb8149eccee.Hollows, F. (2017, April 21). The five facts about childhood blindness you need to know. https://medium.com/@FredHollows/the-five-facts-about-childhood-blindness-you-need-to-know-eb8149eccee. Munson, M. C., Plewman, D. L., Baumer, K. M., Henning, R., Zahler, C. T., Kietzman, A. T., ... Shaw, B. F. (2019, October 2). Autonomous early detection of eye disease in childhood photographs. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6774731/. Myers, C. (2016, November 9). High Rate of Unemployment for the Blind. https://work.chron.com/high-rate-unemployment-blind-14312.html. Potential disease detection using photographs in childhood vision screenings. (2016, February 17). https://knowtheglow.org/research-efforts-focus-on-increased-glow-detection-through-vision-screening/. Visual impairment, blindness cases in U.S. expected to double by 2050. https://www.nei.nih.gov/about/news-and-events/news/visual-impairment-blindness-cases-us-expected-double-2050.