Prevent Blindness Launches Center for Vision and Population Health

Prevent Blindness officially launches its new **Center for Vision and Population Health (CVPH)** to serve as a national coordinating body for effective practices, state-level technical assistance, and programmatic interventions. The launch of the Center aligns with an article published in the *Journal of the American Medical Association Ophthalmology (JAMA-O)*. Co-authored by Jeff Todd, JD, MS of Prevent Blindness, Heather E. Whitson, MD, MHS of Duke University, and Edwin C. Marshall, OD, MS, MPH of Indiana University, "Eye and Vision Health for Tomorrow: From Recommendations to Coordinated Action" makes the case for such a national coordinating initiative, building upon the recommendations of the 2016 National Academies of Sciences, Engineering and Medicine report on vision and population health.

As part of the launch of the CVPH, Prevent Blindness is establishing an Advisory Committee, chaired by Dr. Whitson and staffed by Kira Baldonado, Vice President of Public Health and Policy. The Advisory Committee will include experts in the fields of ophthalmology, optometry, epidemiology, geriatrics, minority health, public health, and patient advocacy.

For more information on the Center or the JAMA-O article, please visit the Prevent Blindness press release at https://www.preventblindness.org/new-center-vision-population-health-established, or contact Kira Baldonado (kbaldonado@preventblindness.org) or Jeff Todd (jtodd@preventblindness.org).