

WHEREAS; eye health and vision care are essential components of overall health, wellness, and quality of life, yet research shows that around 16 million Americans struggle with undiagnosed or untreated vision impairments, according to the American Optometric Association; and

WHEREAS; according to the Centers for Disease Control and Prevention, eye diseases, vision loss, and eye disorders create an estimated more than \$134 billion in annual economic burdens nationally through indirect and direct costs; and

WHEREAS; a doctor of optometry can detect over 270 systemic and chronic diseases, including high blood pressure, high cholesterol, diabetes, glaucoma, macular degeneration, autoimmune disorders, cancer, and more; and

WHEREAS; taking a comprehensive eye exam with a primary eye healthcare provider, doctor of optometry, or as part of an annual healthcare routine is a simple step to help protect one’s vision and ensure early diagnosis and treatment for visual system diseases; and

WHEREAS; this week, the state of Wisconsin joins doctors, advocates, and the healthcare industry in raising public awareness of the importance of eye health and vision care and in encouraging all Wisconsinites to proactively take care of their vision by seeking regular in-person, comprehensive eye exams by licensed optometrists;

NOW, THEREFORE, I, Tony Evers, Governor of the State of Wisconsin, do hereby proclaim
October 6 through 10 2025 as

“THIS IS OPTOMETRY” WEEK
throughout the State of Wisconsin and I commend this observance
to all our state’s residents.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Wisconsin to be affixed. Done at the Capitol in the City of Madison this 3rd day of October 2025.

TONY EVERS, Governor

By the Governor:

SARAH GODLEWSKI, Secretary of State