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.

Our mission and vision:

Decreasing blindness by increasing awareness
Know The Glow is dedicated to the awareness of glow-related childhood eye diseases.

Envisioning a brighter future for all children
Our vision is the global elimination of preventable childhood blindness by educating the general public and medical community on how to identify "The Glow" through simple flash photography.
80% of childhood blindness is preventable or curable.

HOW-TO DETECT “THE GLOW”
Parents or family members are often the first to notice a white or golden yellow glow present in photographs of their children’s eyes. Below are a few steps to help you spot “The Glow.”

1. Find several photos of your child that are:
   - **UNCORRECTED:** If the photo is redeye retouched or if the camera has a redeye correction feature, existing Leukocoria may not be visible.
   - **HEAD-ON:** Find photos where your child is looking directly at the camera.
   - **FLASH PHOTOS:** Choose photos taken using flash photography.

2. Review photos for “The Glow.”
   Look for either a white or golden yellow pupil. Look to see the glow consistently in one eye. The glimmer of Leukocoria can sometimes look like cat’s eye glow.

3. If you see “The Glow” once, be alert. If you see it twice, be active.
   Learn more at www.knowtheglow.org.

4. Spread the word. Share your story.
   Invite others to visit the Know The Glow website and Facebook page.

For more information about “The Glow,” go to www.knowtheglow.org.

Sources: