



MEDIA RELEASE

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AUGUST IS CHILDREN'S VISION AND LEARNING MONTH

Eye Exams are Important to Children's Wellbeing and Learning Capabilities

(TOPEKA, KAN. – August 6, 2018) – Along with buying pencils, notebooks and calculators, your child's back-to-school checklist should include one more vital thing: getting an eye exam. Since August is devoted to children's vision and learning, there's no better time to schedule an eye exam for your child.

Undetected vision problems can lead to difficulty learning in the classroom; 80% of kids' learning ability relies on vision. While an optometrist or ophthalmologist can diagnose these vision-related issues, they often go unnoticed by children because the child assumes everyone sees the same way they do. Common signs of hyperopia, or farsightedness, can range from difficulty concentrating to aching and burning eyes, eye strain and headaches. While similar symptoms can be found in students with myopia, or nearsightedness, they may also blink and rub their eyes excessively, squint persistently at distant objects and show unawareness of distant surroundings. Eye alignment and eye health issues can also affect a child's ability to learn and succeed in school.

To help make sure that vision problems like these don't affect children's ability to learn, optometrists in Kansas developed the See to Learn® Program.

"See to Learn® is a great way to get started with vision care for children," said Wichita optometrist Dr. Toon. "It offers no-cost vision assessments for all 3-year-olds, regardless of income."

Parents and guardians of children of any age are urged to keep a watchful eye on their children's vision and are encouraged to take them in for regular exams from an optometrist or ophthalmologist.

"As children grow and develop, their vision can change," said Toon. "Because of this, it's important that children have a comprehensive eye exam before starting school and regularly thereafter."

Visit seetolearn.com or call 1-800-960-EYES to learn more about ways that you can monitor your child's eye health and find an optometrist near you.

ABOUT EYE CARE COUNCIL

Eye Care Council is a preventive health care organization providing innovative education about vision care. It consists of optometrists dedicated to improving and preserving vision through public education. The Council was formed in 1991 by the Kansas Optometric Association to carry out the objective of educating the public about the importance of regular preventive vision care and about the warning signs of vision problems.

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