

How Well Can Your Child See?



Give your children the chance to be the best that they can at school – schedule an eye exam with a participating **Eye See... Eye Learn®** Doctor of Optometry today.

Excellence in School Starts with Excellent Vision

Did you know?

- **60%** of children who have learning difficulties have an undiagnosed vision problem
- **80%** of classroom learning occurs through the eyes
- **1 in 4** school-age children suffers from some kind of vision problem
- Children with vision problems may have a short attention span (for their age) and can be wrongly diagnosed with **Attention Deficit Disorder (ADD)**
- Vision problems that go undetected can cause children to become **frustrated with learning**, suffer from **low self-esteem** and develop **behavioural problems**
- The **only** way to be sure your child's eyes are healthy, seeing well at all distances and working together as a pair is through a **comprehensive eye exam** by a Doctor of Optometry.
(See "Eye Did Not Know That..." on the reverse side to test your knowledge of children's eyes health.)

Children's Eye Exams are Covered by OHIP

Every child in Ontario who has an Ontario Health Card is entitled to an annual OHIP-insured eye exam by a Doctor of Optometry, up to and including age 19.

Eye See... Eye Learn® Offers Prescription Glasses at No Charge

Children born in 2011 are eligible for one complimentary pair of glasses with their annual eye exam, if prescribed, through participating Doctors of Optometry.

Offer available July 1, 2015 until June 30, 2016.

Book an Eye Exam for Your Child With an Eye See... Eye Learn® Doctor of Optometry

To find an optometrist in your area or to learn more about the Eye See... Eye Learn® program, visit www.EyeSeeEyeLearn.ca or call 1-855-424-ESEL



Ontario Association of Optometrists
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Eye Did Not Know That... Myths & Misconceptions about Children's Eye Health

Myth: "I'll know if my child can't see well, because they'll tell me."

Fact: A child born with a vision problem doesn't know what normal vision looks like because they have nothing to compare it to and, therefore, are unlikely to complain.

Myth: "I can tell if my child has a vision problem by looking at their eyes."

Fact: Eye-related conditions cannot always be detected by simply looking at your child's eyes.

Myth: "I don't wear glasses and no one in my family has ever had an eye problem, so my child won't have one."

Fact: Regardless of family history, children can have eye problems that can go undetected if not examined by a Doctor of Optometry.

Myth: "My family doctor already checked my child's eyes, so they're fine."

Fact: Most family doctors only test how well your child reads or can see objects from a distance. By contrast, during an exam, a licensed Doctor of Optometry will check your child's eyes for:

- Nearsightedness, farsightedness and blurred vision
- Amblyopia ("Lazy Eye")
- Eye co-ordination and tracking
- Depth perception
- Colour vision
- Eye health and eye diseases
- Additionally, a Doctor of Optometry will review family history, overall health and lifestyle and assess how each may impact your child's vision



Want to Learn More About Children's Eye Health?

Take the EyeQTest by scanning the above QR code with your smartphone or tablet.

To locate an optometrist near you and to find out more about the Eye See... Eye Learn® program, visit www.EyeSeeEyeLearn.ca or call 1-855-424-ESEL.

About Eye See... Eye Learn®

Eye See... Eye Learn® is a not-for-profit program designed to detect, diagnose and treat children with vision problems when they begin junior kindergarten, so that every child can see and learn to the best of his/her ability. The Ontario Association of Optometrists (OAO) and the Government of Ontario are pleased to bring you this program, in conjunction with your school board and industry partners, OGI and Nikon Lenswear.

