

# Relations by Toni Bristol

## Public The 2015 “Making Vision Therapy Visible” Campaign Highlights

### Website

Thanks to everyone for your efforts in helping to spread the word about vision therapy! COVD’s website has moved up to **our highest ranking: 171,958**. What exactly does this mean? For a point of reference: Google is #1, Facebook is #2 and YouTube is #3. In the optometry world, AOA is 28,507, the American Academy of Optometry is 114,375. Also, in June 2010, the COVD website ranked 455,965, what an amazing increase in 5 years. We are climbing the internet ladder!

### Press Releases/Media

We have had another great year of press releases designed to help you educate patients as well as share with your local media. Each release is distributed internationally to major wire services and specific online news sources. All of the [press releases are available](#) in the public portion of COVD’s website.

Our campaign started in March this year with a release issued for Brain Injury Awareness Month. Special thanks to Dr. Amy Pruzenski for sharing her patient’s story: [Missing Link to the Rehabilitation Process](#)

In April, we observed Autism Awareness Month by issuing a release: [Helping Children with Autism Focus on the World Around Them](#). It includes a quote from Autism Solutions: *How to Create a Healthy and Meaningful Life for Your Child*, written by Autism expert, Ricki G. Robinson, MD, MPH, who is a Clinical Professor of Pediatrics at Keck School of Medicine. We also featured a young boy who was diagnosed with high functioning Autism, whose life was improved by vision therapy. A special thanks to Drs. Neil Drasin, Jennifer Smith-Zolman

and Katie Davis for sharing their patient with us.

The 20th year of our August is International Children’s Vision & Learning Month Campaign began in June: [Texas Mother Shares How She Put an End to Homework Battles](#), featuring Wendy Kinkade, her family, and their journey with vision and learning. Wendy Kinkade helps Michele Hillman monitor the *VT Parents Unite* Facebook page, which now has 4,381 members. Special thanks to both Wendy and Michele for all the work you both do to help spread the word about vision therapy!

For July we focused on the academic impact of concussions: [Optometrists focus on Visual Symptoms from Concussions that Block Learning](#). I would like to acknowledge Dr. Erin Buck for sharing her patient’s story. In addition, we issued our first infographic: *Return to Learn: A Guide to Visual Recovery after Concussion*. Special thanks to Dr. Barry Tannen for sharing one of his patients, but also for donating the



**Return to Learn: A Guide to Visual Recovery after Concussion**  
Adapted from the work of Barry Tannen, OD, FCOVD  
Brought to you by: COLLEGE OF OPTOMETRISTS IN VISION DEVELOPMENT

Stages of recovery should be coordinated with the patient's treating physician

Injury Occurs	stage one	stage two	stage three	stage four
	Enlarge text	Read schoolwork to child for short periods	Increase visual activities if symptoms do not worsen	Return to school with accommodations
	Reduced or No: Homework, Test taking, Note taking, Reading			Breaks every 20 minutes

If symptoms { Double or blurry vision, Loss of place when reading, Headaches after reading } continue for >2 weeks:  
Find an optometrist who provides neuro-optometric rehabilitation at [covid.org](#)

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Return to Learn Guidelines. For the infographic, thanks go to the COVD's Member Engagement Specialist, Kristopher Herrick for the design.

For the August release we focused again on vision and learning. We had a fabulous story thanks to Dr. Michael Gallaway for sharing his patient with us: [Eye Coordination Problems Can Make Words "Hop Like Frogs"](#). We also issued another infographic – thanks to the Research Committee Chair, Dr. Eric Borsting and committee member, Dr. Gallaway, for your help in making sure this infographic was evidence-based.

Since October is *Learning Disabilities Awareness Month* we issued a press release: [Inadequate Vision Screenings Contributing to Epidemic of Children with Learning Problems](#). This release featured Katie Johnson, educator and author of *Red Flags for Elementary Teachers*.

August is National  
*Vision & Learning*  
Month

A helpful guide from COLLEGE OF OPTOMETRISTS IN VISION DEVELOPMENT

? Why is homework such a struggle?  
Why does my child avoid reading?

It might be a vision problem!

5 most common signs

- Difficulty completing homework
- Inattentive or easily distracted
- Loss of place when reading
- Eyes are sore when reading
- Gets tired when reading

These behaviors resulting from eye coordination problems can be mistaken for ADD/ADHD<sup>1,2,7</sup>

? My child's vision is 20/20, how can they have a vision problem?

Vision is more than 20/20!

"20/20" only means the ability to see a certain-sized letter from 20 feet away, regardless of:

- Focusing
- Coordinating
- Tracking

This means that vision screenings can miss up to 50% of vision problems that can interfere with learning<sup>3,4,8</sup>

? How likely is it that my child's vision could be the real problem?

Problems with coordination and focusing are common!

# 10% of schoolchildren = 5 million<sup>5,9</sup> in the US alone have significant enough vision problems to interfere with learning

20 years of research has shown that vision problems are treatable with optometric vision therapy<sup>6,10,11</sup>

? What do I do if I think my child has a vision problem?

Our optometrists can help!

Before your child heads back to school, find a developmental optometrist at [covd.org](http://covd.org) for a comprehensive vision exam!

1. Borsting, E., Cohen, S.A., Mitchell, D.L., Sherman, M., Kelly, M.T. Symptoms in children with convergence insufficiency: behavior and eye movement. *Optom* 76: 30-37 (2005) 33-35.  
 2. Borsting, E., Mitchell, D.L., Arnold, J.C., Sherman, M., Chase, C., Kelly, M., Cohen, S., and Cooper, D.L. Behavioral and eye movement measures in children with convergence insufficiency: a 12-month follow-up. *Optom* 77: 20-27 (2006) 23-25.  
 3. Borsting, E., Schein, O., Kelly, M.T., Sherman, M., Arnold, J.C., Cohen, S., et al. Improvement in children following treatment of convergence insufficiency. *Optom* 75: 27-33 (2004) 31-32.  
 4. Borsting, E., Schein, O., and Cohen, S. Measuring reading fluency in children with convergence insufficiency. *Optom* 76: 38-43 (2005) 40-42.  
 5. Borsting, E., Rosen, M., Deaton, J., Howell, S., Kinnus, D., Han, M., et al. Association of symptoms and behavioral and eye movement differences in children with convergence insufficiency. *Optom* 77: 42-48 (2006) 44-46.  
 6. Convergence Insufficiency Treatment Trial (CITT) Study Group. Randomized clinical trial of treatment for convergence insufficiency in children. *Arch Ophthalmol* 126: 1031-1037 (2008).  
 7. Cooper, D.L., Cohen, S., and Mitchell, D.L. The relationship between convergence insufficiency and ADHD. *Optom* 76: 38-43 (2005) 40-42.  
 8. Rosen, M., Borsting, E., Mitchell, D.L., Kelly, M., Sherman, M., Arnold, J.C., et al. Reading fluency in children with convergence insufficiency with and without treatment. *Investigative Ophthalmology and Visual Science* 47: 1015-1021 (2006) 1018-1020.  
 9. Rosen, M., Borsting, E., Rosen, J., Cohen, S., Kelly, M., Cohen, S., et al. Frequency of convergence insufficiency among 8th grade students. *Optom* 76: 38-43 (2005) 40-42.  
 10. Sherman, M., Cohen, S., Kelly, M.T., Mitchell, D.L., Cooper, J., Gallaway, M., et al. Treatment of accommodative insufficiency in children with convergence insufficiency. *Optom* 76: 38-43 (2005) 40-42.  
 11. Rosen, M., Rosenbaum, M., Gossman, A. The effects of accommodative facility training on a group of children with convergence insufficiency. *Journal of Optometric Practice* 83: 10-15 (2002) 12-14.

If you have not read these releases, please take the time to read them and then share them with your patients. Also be sure to link to these stories on Facebook. The infographics are made especially for digital media and sharing, they can accompany a release or work as standalone pieces as well and can be used at any time.

As a reminder, we issued special instructions on how to use these releases to contact the media in your area. It is available in the members only section of the website: search “press release instructions.”

If you have any questions on how to use any of this information or if you have a patient who would like to share their story through one of our press releases, please contact the COVD International Office at [info@covd.org](mailto:info@covd.org).