

Relations

Public



August is International Children's Vision and Learning Month

by Toni Bristol

The question was recently raised as to why August was chosen as the month

for us to observe the importance of Children's Vision and Learning. When our campaign was a national campaign the answer was obvious, being that it is around the time when parents across the U.S. are preparing their children to go back to school. Nowadays however, many states are implementing year-round school or have changed the start time of the educational year. Also, our campaign has gone international and many schools in other countries don't start the academic year in August.

Though I was not part of the original team that created this observance, I wanted to share with you why it is so important that we continue to celebrate this campaign, not only on a national level, but international. While our greatest push to spread this word is through our August campaign, we now promote the connection between vision and learning year-round.

Many parents know their children are struggling with reading and learning. The majority of these parents are looking for educational remedies, etc. Many have been told their children have ADHD or learning disabilities and seek treatments for those, yet their children continue to struggle. You know the stories all too well. Over the years we have featured a variety of different stories to highlight the struggles that parents and their children go through in the fight to get their children the right help.

The place to begin telling our story is by helping parents and educators to see that academic problems can actually be due to hidden vision disorders, many of which are correctable. Once they understand this, the next thing they need to understand is that there is a major difference between the different eye care professionals, so they know which one they need to take their child to for an evaluation.

For this year's campaign, we are very proud to share with you a new video PSA that has been specifically designed for sharing through social media. It focuses on the most vital school supply that is often missed, a proper eye exam by an optometrist. It also points out that if your child struggles in school, you need to see a developmental optometrist. We have a call to

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action at the end, asking people to share the video so we can reach 1,000,000 parents.

The highlighted on the next page is on the COVD website, COVD's Facebook page, and on the COVD YouTube page. Please share this with your patients, family, and friends, and ask them

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