

Back to School: Is Your Child's Vision Ready?

This time of year parents are busy with backpacks, meet-the-teacher, and pediatrician visits. Is an eye exam for your child on your to-do list?

August is Children's Vision and Learning Month, and the College of Optometrists in Vision Development (www.covd.org) reminds parents that most learning - nearly 80% of what we perceive, remember, and comprehend - is visual. A comprehensive eye exam should determine not only whether your child can see clearly, but also whether his or her visual skills are ready for school.



Years ago, the kindergarten curriculum centered around improving social skills and pre-writing activities such as cutting with scissors. Today, however, early reading, writing and computer work require children's visual systems to perform at a higher level than ever before. Although children have not changed, their school experience clearly has.

The ability to work smoothly and efficiently at near distance is vital to successful reading and learning, but the necessary visual skills are not always sufficiently developed by the time children enter school. Repetitive activities such as computer games and television viewing can leave children with visual systems that are imbalanced or inadequately developed. Visual performance - how well our eyes work together to pass information to the brain for processing - is key to learning and school success.

More information on visual skills, reading, and learning is available from Parents Active for Vision Education (www.pavevision.org). Visit Eye Priority's website (www.eyepriority.com) to learn about how visual skills can be improved with glasses, vision therapy, or a combination of both.

**Come Join us September 20th
for our**



EYE PRIORITY, P.C.
A Vision Development Center
480-893-2300

Special Offer

**Students
save \$10**

Show your student ID and receive \$10 off Optos Digital Retinal Imaging with your eye exam.

This offer is good for students of all ages, kindergarten through college, full or part time.

Offer Expires:
September 15, 2011

*Is it time to
schedule
your annual
eye exam?*

Call today!

**Attention
Parents!**

Did you know that children entering kindergarten and first grade today will be required to pass a reading proficiency test in 3rd grade in order to be promoted to 4th grade?

Be sure that your child has

20th Anniversary Open House!

Enjoy food and drink and a chance to win great prizes.

Browse our newest frames and sunglasses, take our therapy staff's vision challenge - or just drop in and say hello.

When?

Tuesday, September 20, 2011
Open House from 1 p.m. to 6 p.m.

No rsvp needed - bring your friends and family!



the necessary visual skills to master the demands of this high stakes testing.



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Eye Priority, P.C. | Phone: (480) 893-2300 | Fax: (480) 893-0522
15725 S. 46th Street, Phoenix, Arizona 85048

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