

Undetected, Untreated Vision Problems Linked to Problems in the Classroom

One in four school-aged children suffer from an undetected vision problem that interferes with academic performance. This prompted the first-ever **School Readiness Summit: Focus on Vision**, involving the American Optometric Association (AOA), the National Association of Pediatric Nurses, the Council for Exceptional Children, the American Federation of Teachers (AFT) and 13 other national organizations.

In addition, the AFT joined the US Dept. of Education and the above organizations in their commitment to support comprehensive eye exams for school-aged children to address children's vision and eye health issues.

In a 2010 survey by the AOA, 64 percent of teachers saw a direct improvement in a child's classroom behavior and/or academic improvement after a vision problem was diagnosed and treated.

Vision screenings, often conducted at schools, are usually inadequate in detecting significant vision problems. They can determine how well a child can see at a distance but do not detect other vision problems, such as coordination, near or farsightedness and astigmatism. A comprehensive eye exam can detect these conditions and many others, including lazy eye or color blindness.



Even if a child has 20/20 vision, he can still have difficulties with vision tasks less than an arm's length away. Teachers and parents can learn to spot the symptoms of these vision problems. The checklist below contains a few of these symptoms:

- Holding a book very close (7-8 inches away)*
- Child covers one eye while reading*
- Constant poor posture when working close*
- Poor attention span*
- Homework taking longer than it should*
- Child reports words and lines are blurry*

If your child has any of these symptoms or unresolved difficulties with reading and learning, contact our office to schedule a comprehensive vision exam. We can help! Call us at:

605-274-6717

Success Corner

"Hi, I just wanted to thank you and your staff. Everyone is very professional yet approachable; courteous never condescending; and always helpful! What a cheerful atmosphere, sort of made me want to just stay there and relax...."

Dr Hupke was patient with me as I tried to figure out which lenses were right for me. I haven't had glasses for years, and for once I can say I enjoy wearing them. They're light-weight and I look very intelligent in them. Your office called and left me a message to say if I ever have any problems to just let you know, wow!"

"I love my Maui Jim sunglasses – wouldn't even consider wearing anything else!"

"Vision therapy really helped me with reading and copying from the board. It even helped me get my homework done faster!"

"Our daughter now enjoys school, feels good about herself and is beginning to enjoy reading. We've even caught her picking up books on her own to read-- thanks to vision therapy!"

Bifocal Contacts: Are They Right For You?

Are you thinking about getting bifocal contact lenses? These can be a good choice, especially if you have presbyopia. This is a condition common with aging, where the eye begins to lose flexibility, making it harder to focus on close objects. If you have to hold the menu farther away, you probably have presbyopia.



Bifocal contact lenses are designed to provide good vision to people who have presbyopia. Just like bifocal glasses, the lenses have two prescriptions in the same lens, one for close work and the other for distance.

One obvious benefit of bifocal contacts is that if you are already wearing glasses, you can eliminate the need to take them on and off, sometimes many times a day.

We are experts in fitting contact lenses. Make your appointment today, and experience great vision without glasses!



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Can You See In 3D?



While most movie goers are enthralled with the special 3D effects in Pirates of the Caribbean: On Stranger Tides, or Kung Foo Panda 2, for some, the images may be falling flat or worse, may be giving people headaches.

Two eyes working together give us 3D vision. If you or anyone you know can't see 3D, or have headaches or nausea while watching, or has any difficulty at all seeing the effects for the duration of the movie, you should schedule an appointment in our office.

Vision problems which interfere with 3D vision are often very treatable. Schedule a vision evaluation in our office today! **605-274-6717**

Protect Those Eyes From the Summer Sun!

Now that summer is nearly upon us, the days are sunnier and longer, which usually means we are all outdoors more. It's important to remember that just as your skin needs protection from the harmful effects of UV rays, so do your eyes.

Buy your child sunglasses to protect her eyes against UV exposure. Be sure to choose glasses that have **100%** UV protection.

Special sunglasses are available for little ones that are safe, inexpensive, provide full UV protection, and wrap around their head so they don't fall off while playing in the sun.

Maui Jim Sunglasses: See More of the World!



Exclusively available from Maui Jim, MauiPassport™ provides unprecedented clarity in a wide - and we mean *wide* - field of view, thanks to a digital lens design and cutting-edge direct surface technology.

MAUIPASSPORT™ BENEFITS

Improved visual acuity, wider field of view.

- Lower distortion eliminates "swim effect"
- Immediate adaptation to all prescriptions
- Lens Styles: Single Vision and Progressive

Come see our new frames and lens options, everything from budget to designer eyewear for both adults and kids alike!

JULBO® – Optical Special!!!

Ensure your child's eyes are protected from the summer sun glare. Without protection, the UV rays from the sun break down the eye's ability to absorb light.



Come in and see our Julbo line of sunwear for kids of all ages. They are designed to improve protection, hold firm on the face in all conditions, ensure absolute comfort, functionality, and look great as well.