

Don't Fail Your Child Before School Starts -  
Schedule A Back-To-School Eye Examination

For Immediate Release

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Almost 80% of what a child learns in school is presented visually. It stands to reason then, that good vision is essential to learning. Yet studies show only 31% of children between the ages of 6 and 16 have an annual eye exam, according to Dr. Daniel L. Mason, Therapeutic Optometrist. And 70% of children under 6 years, the age at which most vision problems can be treated before permanent damage occurs, have never had an eye exam.

“Some 20 million children will go back to school this year with a vision problem that may interfere with their ability to learn and contribute to disciplinary problems,” Dr. Mason said.

But what about “Vision Screenings” performed by a school nurse or a pediatrician? Won't they detect vision problems? Only partially, according to Dr. Daniel Mason, “According to a study by the National Institutes of Health, vision-screening methods detected only 40 - 65% of children with vision problems,” Dr. Mason said.

“Every child should have a comprehensive eye health examination.” Dr. Daniel Mason said. “Even if a child has passed a vision screening, a comprehensive exam can reveal problems that would go undetected in a screening. And if a vision problem is detected, your family eye doctor can begin treatment immediately.”

Dr. Mason owns and practices at Bonita Point Family Optometry located at 180 Otay Lakes Rd., Suite 201 in Bonita, Ca. and is a member of Vision Source, the nation's number one network of private practice optometrists. Founded in 1991, The Vision Source network includes more than 2,300 offices in all 50 states and in Canada.

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