

# *the Science of Sight*

## **Cherish Children's Vision**

*by Dr. Howard B. Purcell*

(NAPSA)—Here's an eye-opening statistic: Only nine percent of American children have had an eye exam before they enter school. That can lead to more problems than parents may imagine.

Parents should take their children to an Eye Care Professional for a comprehensive eye exam—



not simply a vision screening—by the age of three, again before starting school and every year while in

Dr. Howard Purcell school. A thorough examination consists of more than simply “reading a chart.” It tests not only vision, but also provides information about the child's overall health profile.

Many children who have fared poorly at school, or who have demonstrated negative behavior or social problems, have later been diagnosed with vision problems.

Parents should look for these symptoms:

- short attention span
- a child being easily frustrated or agitated
- sitting too close to TV or holding books too close
- rubbing eyes, squinting or blinking excessively
- lack of interest—or poor progress—in reading

We cherish our children. We should cherish their vision, too. An Eye Care Professional can make all the difference.

• *Howard B. Purcell, O.D., F.A.A.O., is Director, Professional Affairs, Vistakon, Division of Johnson & Johnson Vision Care, Inc.*



-----  
*Note to Editors: This is the 1st in a series of 12.*