



June 2018

## Get Ready for Rock & Read

Isthmus Eye Care is thrilled to be a sponsor of Madison Public Library Foundation's fifth annual Rock & Read fundraiser. The event takes place on Sunday, June 17, from 3-6pm at Middleton's popular Capital Brewery. It's a great opportunity for families to come together for a fun Father's Day afternoon to celebrate and support [Madison Public Library's Summer Reading Program](#) while enjoying music by DJ Rob Dz and Golpe Tierra, a bicycle bookmobile, a photo booth and kids' activities. The Roman Candle pizza, Schoep's ice cream, soda and Capital beer will be for sale for all to enjoy. Suggested admission is \$7 for adults and \$4 for kids. More information and tickets are available [here](#).



## June is Cataract Awareness Month

Cataracts - a clouding of the lens of the eye, which prevents passage of light into the eye - are the leading cause of blindness in the world. In the United States, where there are an estimated 25 million Americans over the age of 40 affected by cataracts, they are the leading cause of vision loss. For increased awareness and education about cataracts, [Prevent Blindness America](#) has designated June as Cataract Awareness Month.

Fortunately, though prevalent, cataracts are highly treatable. While surgery is the only way to remove cataracts, being diagnosed does not mean surgery is immediately needed. In the early stages, cataracts may not change vision significantly and the effects can sometimes be alleviated with prescription glasses. Over time, however, the condition may cause more significant vision loss and greater interference with daily life.

As with most health conditions, the right time to think about surgery depends on the individual patient. For those diagnosed with cataracts, consider these questions with your doctor to help determine if you're ready for surgery:

## In This Issue

[Rock & Read 6/17](#)  
[Cataracts](#)  
[Screen Time Alternatives](#)  
[GNF Parade 8/26](#)  
[Blue Light](#)  
[Magic98 Remote Broadcast](#)

## Quick Links

[IsthmusEye.com](#)  
[Contact Us](#)  
[Appointment Info](#)  
[Our Doctors and Staff](#)

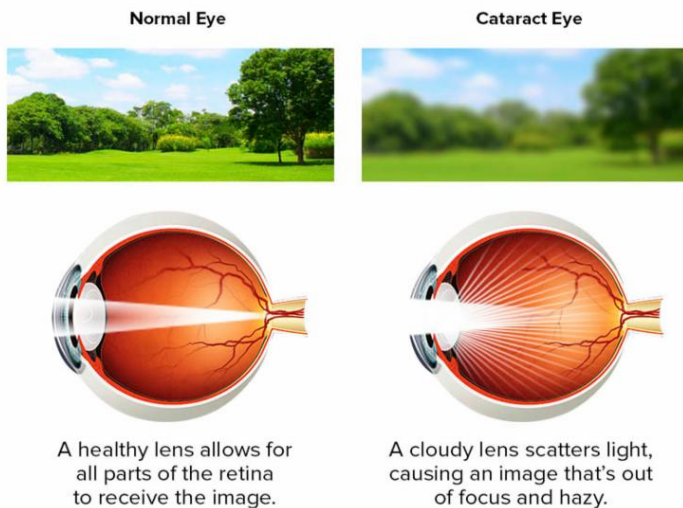
## What is Blue Light?

Sunlight is the main source of blue light, and being outdoors during daylight is where most of us get most of our exposure to it. But there are also many man-made, indoor sources of blue light, including fluorescent and LED lighting and flat-screen televisions.

All About Vision has a great [article](#) about the ways in which blue light is both good and bad for us. In short, the adult human eye is very effective at blocking UV rays from reaching the light-sensitive retina at the back of the eyeball. On the other hand, virtually all visible blue light passes through the cornea and lens and reaches the retina.

- Are your cataracts impacting your daily or occupational activities?
- Are your cataracts affecting your ability to drive safely, especially at night?
- Are your cataracts interfering with the outdoor activities you enjoy?
- Can you manage your cataracts in other ways?

If you are concerned about cataracts, please get in touch with the team at Isthmus Eye Care. Our dedicated eye doctors will provide a comprehensive evaluation and recommend an individualized treatment plan to help guide you back to the best eye health and vision possible.



## Summer Fun: Alternatives to Screen Time

Summer is here and, with it, all the additional unstructured free time that it brings. When your kids start begging for more screen time, here are 10 alternate suggestions for summer fun from Isthmus Eye Care!

1. Spend the day creating a backyard campsite, and then enjoy the payoff by sleeping out under the stars.
2. Build an obstacle course, and invite friends over to try different challenges for a backyard version of American Ninja Warrior. Healthy bodies help support healthy vision.
3. Plant or tend to flowers and vegetables. Getting kids involved in gardening is a great way to engage them in an ongoing project all summer long (plus, summer veggies are good for eye health, too!)
4. Set up a sprinkler or kids' pool. Is there anything kids love more than water play?
5. Make sidewalk art. The possibilities are endless with a bucket of chalk.
6. Stock a craft cabinet. At the start of summer, collect a bunch of new or recycled items so kids have a variety of projects at their fingertips.
7. Help kids create a lemonade stand, garage sale or other event to earn extra cash for summer activities.
8. Organize a neighborhood game of kickball or wiffle ball.

Many of us are increasingly exposed to blue light through more and more screen time, so it is worth exploring ways in which to minimize exposure to blue light and the accompanying digital eye strain it can cause. [Night Shift](#) for your iPhone and [f.lux](#) for your computer can prevent the blue light emitted from these devices from reaching your eyes without affecting the visibility of the display. Isthmus Eye Care also highly recommends blue light filtering technology available both with and without prescription. Let the doctors and opticians of Isthmus Eye Care help keep your time on the computer and digital devices both healthy and comfortable.

## Fun at Magic98 Remote Broadcast

We had several hundred people come out for Wisconsin Dells Season Opener Passes while we hosted a special remote broadcast with Madison's Magic 98 last month. It was great to meet new people and of course see some familiar faces of our patients!



## Contact Us

**Middleton Clinic**  
7601 University Ave.  
Middleton, WI 53562  
(608) 831-3366  
[reception@isthmuseye.com](mailto:reception@isthmuseye.com)

**Madison Clinic**  
6012 Gemini Drive  
Madison, WI 53718  
(608) 249-5548  
[ieceast@isthmuseye.com](mailto:ieceast@isthmuseye.com)



9. We're fortunate to have a fun public art project on display all around Madison this summer! Make a plan for a series of fun outings to see all of the 85 "[Bucky on Parade](#)" statues around town.



Isthmus Eye Care

Your Life. In Focus.

10. Pick up a real a book. Perhaps as an added incentive to keep little eyes reading, create a challenge in which kids can "earn" screen time by doing extra reading.