



September 2016

Protective Sports Eyewear

According to Prevent Blindness America, every 13 minutes in the United States a patient comes to an emergency room with a sports-related eye injury. Certainly, anytime there is an eye injury - whether because of sports or a different cause - it is critical to seek emergency care from your eye doctor as soon as possible for evaluation and treatment.



Of course, an even better scenario is to ensure eyes are properly protected before engaging in sports or other active pursuits. For example, cyclists might look for a wraparound style that prevents dust and debris from getting in the eyes while traveling at high speeds, while anyone who might have a ball or other object flying towards them should consider impact-resistant lenses that offer additional protection.

Whether you're prepping for fall sports participation for kids or looking forward to getting out on a trail during the cooler and more colorful autumn days to come, make sure your eye protection suits your activity. [The Vision Council](#) has a good resource page about protecting the eyes while playing, and of course our staff at Isthmus Eye Care is always happy to provide advice and information to help keep you and your family safe while sporting!

Back to School Eye Care with Dr. Callie

Vision plays an important role in children's physical, cognitive and social development and, obviously, any problems with vision create immediate barriers to learning. According to Prevent Blindness Wisconsin, more than one in five preschool-age children enrolled in Head Start have a vision disorder. When left untreated, these problems can impair development, interfere with learning and even lead to permanent vision loss.



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Save the Date: World Sight Day October 13

At Isthmus Eye Care, giving back to the community is an important part of who we are and what we do every day. One of our biggest fundraising and awareness building events of the year is [World Sight Day](#). In fact, it's so important we usually extend events, promotions and activities throughout the whole week! Look for more information coming soon about opportunities to give and to participate.

Visual functioning is a strong predictor of academic performance in school-age children, making early detection and treatment critical. Isthmus Eye Care's Dr. Callie Maursetter recently appeared on the NBC 15 4 pm news to share information and advice including:

- The importance of regular eye exams for children at various ages and stages of development (beyond typical vision screenings some kids get at school)
- Signs to look for between exams that might be indicative of vision problems
- Increased use of digital technology, both at home and at school, and how that impacts children's eye health and vision

[Watch Dr. Callie's full interview here!](#)

Healthy Aging Month Applies to Eyes, Too

According to the American Optometric Association's 2015 American Eye-Q® survey, 75% of Americans age 55 or older experience vision problems. The survey also indicated the inability to live independently would concern older Americans the most if they developed serious vision problems. Although vision changes often do occur with age, many of these changes can be addressed and they do not have to compromise quality of life.

Common eye diseases that can permanently affect your vision after age 60 include Age-Related Macular Degeneration (AMD), glaucoma, diabetic retinopathy, and cataracts. As with patients of any age, an annual eye exam can help detect and manage serious eye diseases and increase your chances of maintaining healthy vision.



In addition to regular visits to your eye doctor, the [American Optometric Association](#) offers the following tips for older adults:

- Stay safe while driving: wear quality sunglasses for daytime driving and use anti-reflective lenses to reduce headlight glare. Limit driving at dusk, dawn, or at night if seeing under low light is difficult. Use extra caution at intersections and reduce speed.
- Use contrasting colors: define essential objects in your home, such as light switches and telephones, with different colors so that they can be spotted quickly and easily.
- Give the eyes a boost: install clocks, thermometers, and timers with large block letters. Magnifying glasses can also be used for reading when larger print is not available. Text size on the screens of smartphones and tablets can also be increased.

Visit the doctors of Isthmus Eye Care annually for all your eye health needs.



DMBA Fall Wine Walk

Isthmus Eye Care is once again participating in the [Downtown Middleton Business Association \(DMBA\) Fall Wine Walk](#) on Thursday, September 8th from 5-8pm. Attendees will start the evening at BMO Harris Bank where they will receive a wine glass and a wristband. From there, guests choose their routes and their stops for sampling fine wines so we hope you'll pay a visit to Isthmus Eye Care!



Tickets for this popular semi-annual fundraising event can be purchased at Marilyn's Salon, 1833 Parmenter Street. Cost is \$25 and limited tickets are available. For more information stop in at Marilyn's Salon, call (608) 836-5559 or email mburke@chorus.net

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