



August 2017

August is Children's Eye Health & Safety Month!

August is Children's Eye Health & Safety Month. In between squeezing in the last summer activities, events and vacations, many families are also starting to get ready for a new school year - which is always a good reminder that eye health and vision care are vital to a child's overall well-being as well as their ability to learn (also see "[Back to School, Back to Technology](#)" below).



Prevent Blindness America established Children's Eye Health & Safety Month, recognizing that some children who seem to have learning challenges may actually have vision problems. While an annual eye exam for your child is the best preventive measure, there are several things to watch for to help determine whether your child is having vision problems:

- Examine how your child's eyes look. Causes for concern include eyes that appear crossed or uneven; eyelids that are red-rimmed, crusted, or swollen; or eyes that are watery or red.
- Watch for warning signs. Frequent rubbing, closing or covering one eye, unusually frequent blinking or squinting, and holding objects close to the eyes to see are all signals of a possible eye problem.
- Be on the lookout for other physical symptoms. Frequent headaches, dizziness or nausea can all be symptomatic of vision problems rather than illness.

Isthmus Eye Care fills up fast in August and September, but it's never too late to get your child's annual eye exam. We encourage you to [contact us](#) to schedule soon, and to call us immediately if you notice any of the warnings signs listed here.

Dane Buy Local Event to be Held at East Madison Clinic

Isthmus Eye Care is excited to host Dane Buy Local's August social. Dane Buy Local is a community organization that aims to

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Join Isthmus Eye Care at the Good Neighbor Parade

One of our favorite Middleton events of the year is around the corner - the Middleton Good Neighbor Festival parade beginning at noon on Sunday, August 27th. The Isthmus Eye Care team will be participating in the parade for the 9th year in a row. We're hoping for great weather and a great turnout from the Middleton community, and we look forward to seeing you there!



Are you ready for the Solar Eclipse?



educate the public about the benefits of purchasing from locally owned independent business. We invite you to join us August 22nd at our east Madison location to network with local business professionals. To learn more about Dane Buy Local or to see other events visit their [website](#).

Back to School, Back to Technology

An additional consideration as we celebrate Children's Eye Health & Safety Month and get ready for back to school is children's use of technology. Hopefully increased outdoor play in the summer months has provided a bit of a break from technology, but back to school time is a good reminder to check in with children's screen time.

Computers, tablets and other devices offer many great learning tools, apps and interactive experiences, but the long-term effects of staring at screens for long periods of time may pose risks to vision and eye health and can cause Digital Eye Strain.

The team at Isthmus Eye Care is seeing signs of Digital Eye Strain more frequently and in younger and younger patients - burning, itchy, tired eyes, headaches, fatigue, loss of focus, blurred or double vision and head/neck pain.



In addition to setting and adhering to screen time limits in general and watching for signs of Digital Eye Strain, we encourage children - and people of all ages - to practice the 20-20-20 rule, which requires the eye to change perception and refocus: take a 20-second break every 20 minutes in order to view something approximately 20 feet away.

Back to School Special



People across the country have an exciting opportunity to view a solar edipse later this month. A solar edipse occurs when the moon blocks either a part of the sun or the entire thing all together. On August 21st a partial edipse lasting 2-3 hours will be visible. It is important to remember some safety tips in order to prevent damage to your vision. If you intend to view the edipse, plan on using solar filters or edipse glasses. Sunglasses, even dark polarized lenses, do not provide enough protection to be looking directly at the sun. Furthermore, using magnification, like a telescope or a camera, can cause even more damage to your eyesight. If you follow these guidelines, your viewing of the solar edipse will be not only enjoyable, but safe. Visit the American Optometric Association [website](#) for more information on how to protect your eyes while viewing the edipse.

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