

Five Reasons to Schedule an Eye Exam for Back-to-School



1 Undiagnosed Vision Issues Can Impact Learning

As much as **80%** of a child's learning is visual

1 in 4 school-aged children has an undiagnosed vision problem

2 Kids Need an Eye Exam Now More than Ever

95% of parents noticed their **kids' screen time increase** due to social distancing guidelines

64% reported screen time **increased by 30-50%**

3 Signs of Vision Issues



- Sitting too close to TV
- Holding reading material close to eyes
- Frequently rub eyes, squint, or blink
- Academic performance below potential

4 Health Benefits of an Annual Eye Exam



- Checks for health of the eyes and eye diseases
- Early detection of signs of diabetes and other chronic conditions
- Creates a baseline for changes in vision
- Checks for mobility and eye coordination

5 Vision Screening vs. Eye Exam



Vision Screening

- Clear Vision

Eye Exam

- Clear Vision
- Signs of Chronic Disease
- Color Vision
- Eyes Working Together
- Eye Health



3 out of 4

parents say they get regular eye exams, but only half take their kids yearly.

Visit [vsp.com](https://www.vsp.com) to find an eye doctor near you.

Sources: AOA, Prevent Blindness, Tinbeans Insights Lab, Vision Care survey.

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