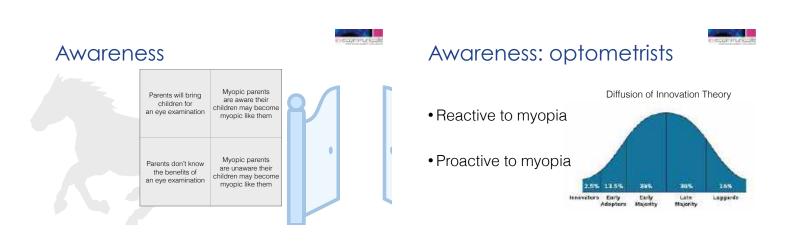


Introduction

Context

- Optometrists in the spotlight
- Parental awareness
- Child as an individual
- What parents know/don't know?
- Opportunity to make a difference





Kids and contact lenses

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Kids and contact lenses





Kids in spectacles...

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35% increased risk of bullying

CONCLUSIONS. For those children who require glasses, opticians should be aware of the risks of bullying, and strategies should be developed and discussed that help reduce their vulnerability.

Kids in spectacles...



~1 in 4 children fails to bring spectacles to school

O'Donoghue, L., McClelland, J.F., Logan, N.S., Rudnicka, A.R., Owen, C.G., Saunders, K.J. (2010). Refractive error and visual impairment in school children in Northern Ireland. British Journal of Ophthalmology, 94(9):1155-1159)

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The Sale

Taking the history

• RFV - reason for visit?

Taking the history

• Who is my patient?

Showing the mother Child's vision without Rx Vision with spectacles

Taking the history

• Who are the parents?

myopia?

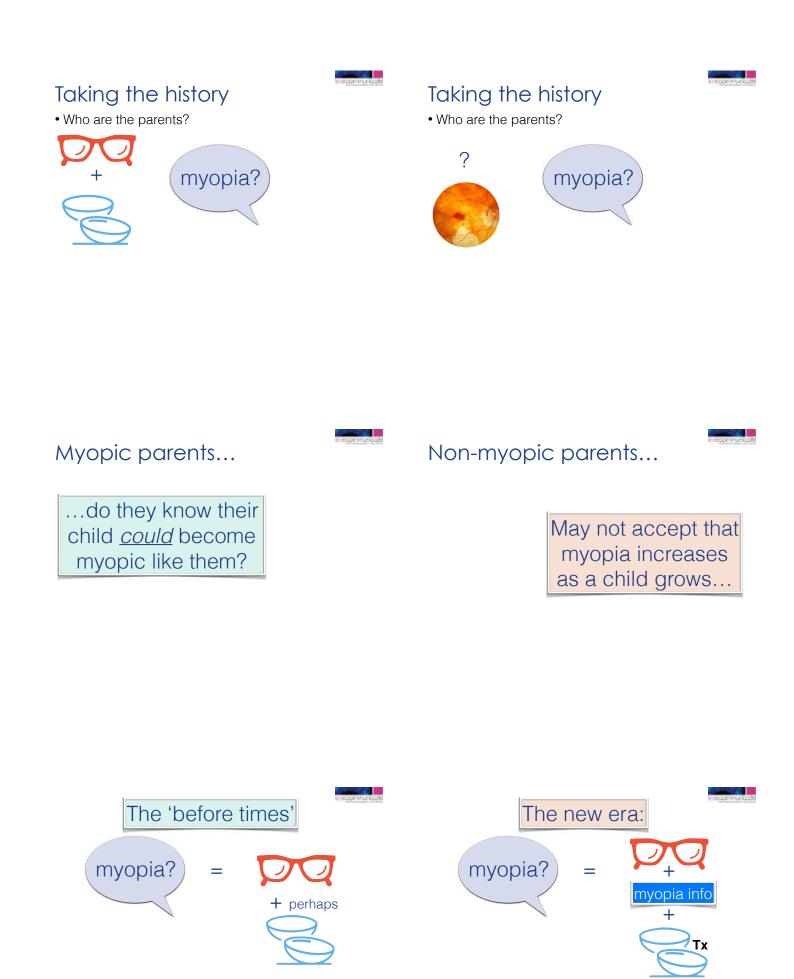
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Taking the history

• Who are the parents?







WHAT iF

- We see the child BEFORE they become myopic?
- · When could that be?
- birth to pre-Kindergarten
- Kindergarten/Prep
- Age 6 to 9
- Age 9 to 11
- Age 11-16



WHAT iF

- · Benefits if seen before myopic:
- · can predict the signs
- · parents witnesses the change
- · child reports onset of myopia
- not just your opinion - the parent and child believes



CLEERE study



Karla Zadnik, et al. Prediction of Juve nile-Onset Myopia. JAMA Ophthalmology, April 2015 DOI: 10.1001/jamaophthalmol.2015.0471

Conclusions

- New era
- Know the parents
 - their OH
 - their perspective
- ONE, SIMPLE, THING,

