

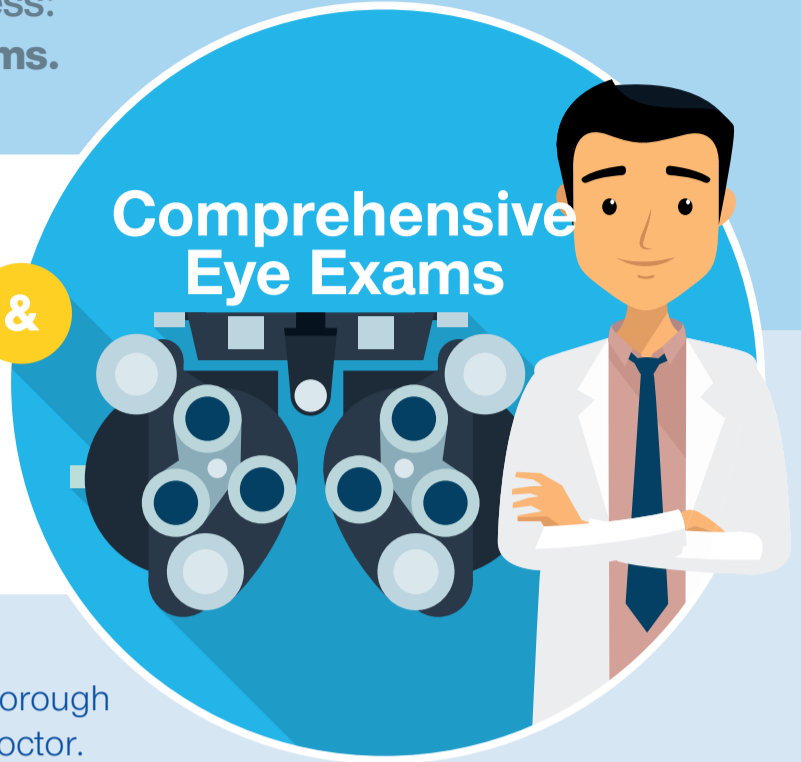
Children's Eye Health: Avoiding Back-to-School Blind Spots

Some parents may be overlooking one critical tool for children's academic success: **routine comprehensive eye exams.**

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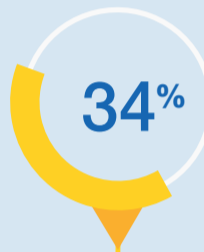
Comprehensive Eye Exams



Screenings at school can help identify basic vision issues, but they are not as thorough as a comprehensive exam from an eye doctor. School screenings usually focus on measuring acuity levels and can miss common vision conditions such as poor eye alignment and juvenile rheumatoid arthritis.

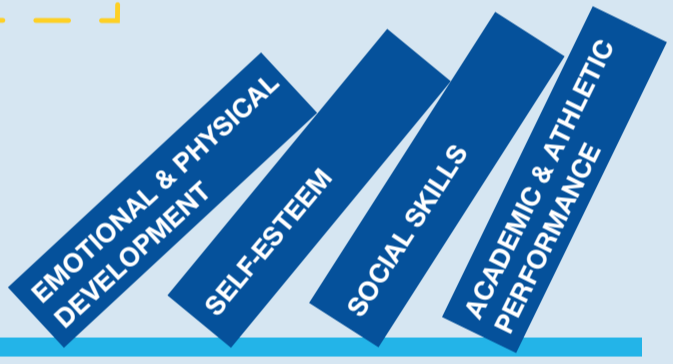


31% of parents incorrectly believe screenings at school are equal to comprehensive eye exams at detecting eye health issues.¹



34% of Americans incorrectly believe children should receive a first comprehensive eye exam at age five or later.¹

Early detection of vision problems is crucial because **80% of all learning occurs visually.**² Untreated vision problems can impair...



MYOPIA

More commonly known as nearsightedness, this is the inability to see far off objects clearly, and the condition is on the rise.

4% of young children (6 to 72 months)



9% of older children (ages 5 to 17)

have nearsightedness in the US.³



41.6% of Americans are nearsighted, up from 25 percent in 1971.⁴



Getting outside and away from digital screens may reduce the risk of nearsightedness.⁵

SIGNS OF POSSIBLE VISION PROBLEMS INCLUDE



Headaches after doing school work.



Losing place while reading or using a finger to guide eyes when reading.



Frequent eye rubbing while trying to concentrate.



Squinting or head tilting to read or watch TV.

For more info, visit myuhcvision.com.

Sources
¹ 2018 UnitedHealthcare Consumer Sentiment Survey ² American Optometric Association ³ National Center for Children's Vision and Eye Health
⁴ National Eye Institute (https://nei.nih.gov/content/myopia-close-look-efforts-turn-back-growing-problem) ⁵ Investigative Ophthalmology & Visual Science, Parental History of Myopia, Sports and Outdoor Activities, and Future Myopia (http://iovs.arvojournals.org/article.aspx?articleid=2183997)
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