

WESTSIDE OPTOMETRY

newsletter

"Enhancing lives with personalized vision care"

Good Vision Means Better Learning

Vision is very important in the growth, development and daily performance of children. Approximately 80 percent of all learning during a child's first 12 years comes through vision. Undetected and untreated vision problems can interfere with a child's ability to perform to his or her full learning potential, with long lasting negative effects. When vision problems have an adverse effect on learning, they are referred to as learning-related vision problems.

Vision problems can affect comprehension and performance in reading, and may manifest as social, hand-eye coordination, discipline or emotional problems.



There are many ways in which the eyes must perform well to provide good vision. These include visual skills such as eye teaming, focusing and visual acuity. Of course, the overall health of the eye is important too, as well as how the brain coordinates the different information received from our physical senses. The following definitions are helpful in

understanding all the ways in which our eyes are important to learning:

EYE TEAMING: The ability of the eyes to work properly together.

EYE FOCUSING: The ability of the eyes to focus and shift focus between near and distant points.

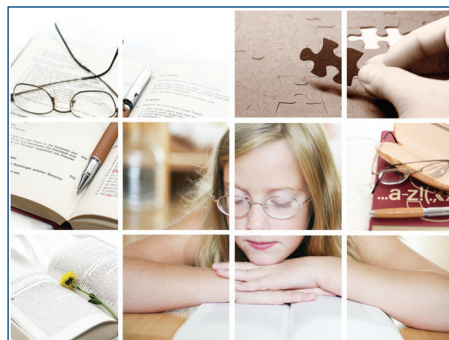
EYE MOTILITY or TRACKING: The ability of the eyes to move together line by line, across a page of print, to directly view an object, or move from one viewing area to another.

VISUAL ACUITY: It is important to realize that good vision is more than 20/20 eyesight. Invented in the 1860's, the term 20/20 indicates you can see letters 3/8" high at 20 feet. It does not take into account the eyes' ability to see books or view a computer screen, for example.

EYE HEALTH: Many eye diseases can impair vision or lead to vision loss if not diagnosed and treated.

VISUAL INTERGRATION: The ability to process and integrate visual information, which includes coordinating input from our other senses and previous experiences, so that we can understand what we see.

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Why spend more than \$10 on sunglasses?

"Cheap sunglasses" are made with "cheap" materials. The poor quality lenses lack ultraviolet (UV) protection and create visual distortion.



It's worth investing in your sunglasses.

A pair of sunglasses should be safe, comfortable and provide clear vision. Features to look for in a pair of sunglasses include the following:

- **Impact Resistance** – A light-weight tough lens is ideal for sports and long hours of wear.
- **Photochromic Options** – Better sunglass lenses adjust to varying light conditions. A photochromic lens adjusts its color depending on the amount of ultraviolet light. Less color saturation is required at dawn, dusk or in overcast conditions while a darker colored tint is most comfortable midday and under bright conditions.
- **Special Tints** – Color selection can enhance the visual experience and comfort. In addition, a solid tint has the same color saturation throughout the lens. A gradient tint is lighter at the bottom of the lens. This is useful if you are reading with the sunglasses.

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320 Petaluma Blvd. So.
Petaluma, CA 94952

Call (707) 762-8643 for appt.
www.westsideoptometry.net

OFFICE HOURS

Monday and Wednesday: 8:30 a.m. to 5:00 p.m.

Tuesday and Thursday: 9:00 a.m. to 6:00 p.m.

Friday: 8:30 a.m. to 12 noon

Saturday: By appointment

*We Welcome Referrals of Family,
Neighbors, Friends and Co-workers*

Or Current Resident



Fall Trunk Show Saturday, October 9, 2010 10 am - 2 pm

HIGH FASHION AND CLASSIC DESIGNS

Featuring Giorgio Armani, Gucci, Emporio Armani, Saks Fifth Avenue and Armani Classics

Refreshments will be served. Eye examinations are available. Call now for an appointment.



Subconjunctival Hemorrhage

Many of us have had a blood red spot on the white of the eye at one time or another. Usually there was no injury or discomfort. Many people wake up with the red spot and may not even be aware of it until a family member or co-worker asks about it. Subconjunctival hemorrhages look worse than they are and do not need treatment.

The conjunctiva is a thin membrane that covers the surface of the inner eyelid and the white part of the eyeball. The conjunctiva contains many small, fragile blood vessels that are easily ruptured or broken. Subconjunctival hemorrhage occurs when a small blood vessel in the conjunctiva breaks and bleeds. It may occur spontaneously or from heavy lifting, coughing or vomiting. In some cases, it may develop following eye surgery or trauma. Subconjunctival hemorrhage tends to be more common among those with diabetes and hypertension.

Certain medications can make the bleeding worse, including:

- Coumadin
- Aspirin
- Plavix
- St. John's Wort
- Ginkgo Biloba

While it may look frightening, a subconjunctival hemorrhage is essentially harmless. The blood from the broken conjunctival vessel becomes trapped in the space underneath the clear conjunctival tissue. The blood naturally absorbs within one to three weeks and may turn greenish or yellow during this time.

A subconjunctival hemorrhage does not affect vision or cause pain, and treatment is usually not required. Exceptions to that are when bleeding:

- is a result of trauma or injury
- lasts more than 10 days
- starts again.

And of course, if you are unsure call our office.

Re-order contacts at WestsideOptometry.net

GOOD VISION (continued from page 1)

Call now to make an appointment for your child. Dr. Griffith recommends full eye examinations at 9 - 12 months, 3 years and 5 years. Children under 12 months may be eligible for the Infantsee program; check the link on our website or call our office for more information www.infantsee.org.

For the most current information, check out our website

www.westsideoptometry.net

SUNGLASSES (continued from page 1)

- **Polarization** – This is a premium sunglass product that eliminates unwanted glare. Polarized lenses are especially appreciated on the water, snow, sand and pavement.
- **Lens Treatment** – A backside anti-reflective coating eliminates surface reflections and provides clearer vision.
- **Frame Styling** – A wrapped frame will increase protection from the sun. Newer lens designs allow many prescriptions to be made for the wrap frame style.

The optical staff at Westside Optometry will be happy to explain and discuss which sunglass options will best fit your lifestyle. Sunglasses are a great opportunity to take advantage of our 50% second pair discount. Ask for details when you call to make an appointment.