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NATIONAL MEDIA OUTLETS

Glasses Before Preschool (references the AOA; quotes AOA member Dr. Andrea Thau)
The Wall Street Journal (circulation: 2.3 million; UNIQUE VISITORS PER MONTH: 9.4 million) | Ellen Byron | 09/24/2014

For Ann Zawistoski, handling news that her 1-year-old daughter had vision difficulties proved much more complicated than simply buying a pair of glasses.

"I felt this combination of being upset that there was something wrong with my child and a sense of guilt that I hadn't known there was a problem," says Ms. Zawistoski, an academic librarian in Northfield, Minn. "Then there was dealing with how to keep her glasses on."

Toddlers wearing glasses look adorable, but the cuteness can cause problems. Many children who are still getting used to glasses find wearing them brings unwanted and unrelenting attention. Some people may even accuse parents of putting fake glasses on their children to be trendy.

More Children are Being Diagnosed with Vision Problems (Repost of WSJ article: references the AOA; quotes AOA member Dr. Andrea Thau)
FOXNews.com (UNIQUE VISITORS PER MONTH: 23.8 million) | Ellen Byron | 09/24/2014

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Start Early for a Lifetime of Good Vision and Healthy Eyes (references the AOA; quotes AOA member Dr. Ida Chung)
Reuters Health (UNIQUE VISITORS PER MONTH: 4.9 million) (Reposts include: Asiaone.com, Healthcarenewsjournal.com, NewsReality.com and 15 additional online hits) | Jessica Harlan | 09/19/2014
(Reuters Health) - If your mother told you to eat your carrots so you’d be able to see in the dark, she was right. It turns out that feeding kids carrots is just one of a number of things parents can do to promote a lifetime of healthy eyes and good vision.

Other things include regular eye exams, and sunglasses or hats to shade kids' eyes, experts say.

While so-called refractive error (that is, the need for vision correction) and eye disease is sometimes hereditary, and some eye disease is congenital, some issues are preventable, said Dr. Ron Weber, an Atlanta-based ophthalmologist.

A Female Perspective in Primary Care Optometry (VIDEO) (features AOA members Drs. Dori Carlson and April Jasper)
Optometry Times - Online | Colleen E. McCarthy | 09/19/2014

Las Vegas—Dr. Dori Carlson, OD, FAAO, and Dr. April Jasper, OD, FAAO, recently sat down with Optometry Times to talk about their recent presentation at Vision Expo West in Las Vegas on the female perspective in primary care optometry. While both male and female optometrists practice optometry in similar ways, they say, their female perspective has given them a slightly different approach to treating and relating to certain patients. Dr. Jasper shares the story of relating to a soon-to-be mother who was losing her vision and just wanted to see her baby, while Dr. Carlson talks about keeping concerns like contaminating eye makeup in mind.

Essilor to Launch a Mobile App to Inform Consumers About Eye Health and Encourage Eye Exams (features Essilor of America; quotes AOA members Drs. Howard Purcell and Paul Karpecki)
Vision Monday | Staff | 09/22/2014

LAS VEGAS— Essilor of America announced yesterday that it is launching a mobile application that addresses what the company sees as a rising demand by consumers for timely, reliable eyecare information online. Once launched, the AskAboutEyes app will help consumers find relevant information on individual issues or concerns about their eyes prior to visiting their eyecare practitioner (ECP).

Although only 3.5 percent of eyewear is purchased online today, nearly 40 percent of consumers reportedly search the web for information prior to visiting an eyecare practitioner, according to Essilor. Because of the specialized nature of eyecare, there are few trusted and credible options for consumers seeking information on vision and vision correction, even among traditional medical resource websites.

“We at Essilor know that a trained eyecare practitioner is the only way to get accurate recommendations for vision correction options, as well as the diagnosis and treatment of any eye condition or disease, but we also recognize that many consumers like to feel informed and prepared before meeting with an eyecare professional,” said Howard Purcell, OD, FAAO, Dipl., senior vice president customer development, Essilor of America. “The AskAboutEyes app will allow consumers to easily learn more about their options in a convenient way, while helping them find a practitioner who can deliver the expertise they need when making these important healthcare decisions.”

Keeping Pace with the Latest Eye Exam Technology: OCT (quotes AOA member Dr. Steven Rosen)
Digital Journal, press release | Daniel Rostenne | 09/22/2014

Saint Louis, MO -- (ReleaseWire) -- 09/22/2014 -- Ocular Coherence Tomography has been around for many years but the cost of the equipment and the advancements in the technology have now made it more accessible for optometry practices to have the technology readily available to patients.

OCT stands for Optical Coherence Tomography and it works similar to ultrasound but uses light instead of sound. OCT is used to image and measure the tissue structures of the eye. The OCT can create cross sectional and 3D views of the macula, the optic nerve, and other areas of the retina. It can also image the cornea. “By getting extreme close-ups of
ocular tissue, we can detect disease earlier and take the appropriate measures to deal with it,” stated Dr. Steven Rosen of Rosen Optometry who has the OCT device in his South St. Louis practice. “In addition to better views, the OCT can measure thicknesses, and compare these measurements with norms that have been established which can also be used to differentiate disease from normal.”

The OCT is useful in diagnosing and following glaucoma, borderline glaucoma, dry and wet macular degeneration, macular edema, diabetic macular edema, optic nerve edema, vitreous detachment, retinal detachment, retinal layer separation, and macular holes. It is also useful in diagnosing and following corneal dystrophies such as keratoconus as well as working with complicated contact lens cases.

**Marketing Theatrical Contact Lens** *(references the AOA)*

*Optical Vision Site, The | Cathy X. | 09/23/2014*

We all know that Theatrical or Halloween contact lenses are being sold illegally. In 2012, the American Optometric Association did a survey and found that 18 percent of Americans wear non-corrective colored contact lens or theatrical lenses. Twenty eight percent of those said they bought them without a prescription and not from an eye doctor. Those are scary thoughts.

In addition, the AOA, FDA and Hollywood have banded together to educate the consumer about the dangers of Theatrical Contact Lens with a campaign that was launched earlier this year.

**New Studies Reveal A Teen's Vision Can Impact Academic Achievement** *(references the AOA)*

*Sport360.com (Dubai, UAE) | Staff | 09/24/2014*

UAE, Dubai, September 24, 2014: As teens and students are heading back to school, it’s important that they visit an Eye Care Professional for a regular vision check, as they may want to diagnose any vision correction needs before the start of the academic year. It is commonly known that poor vision can have an impact on a teen's academic performance, social skills and athletic capability. Studies have shown that 60 percent of young people who have some type of learning difficulties are due to undetected vision problems, according to the American Optometric Association.

In addition, 80 percent of youngsters who have reading difficulties are mentioned to be associated with vision problems which can be solved. High-quality eye care including contact lenses enable wider peripheral vision than glasses and crisper overall vision that gives teens an edge over their opponents on the field. Teenagers who play sports that require constant movement like tennis or 360-degree vision like basketball will particularly benefit from wearing contact lenses.

It is no surprise that teenagers who spend time outdoors, especially in the UAE, without proper eye protection, are vulnerable to UV exposure due to large pupils which let more harmful rays enter the eye and damage its front or inner tissues. UV-rays are reflected by pavements, sand and water and can be damaging not only to the skin but eyes as well, so it’s important to choose a contact lens brand that offers UV protection.

**Dr. Karen Sahota Joins Overlake Family Vision & Juanita Vision Works As Optometrist** *(features AOA member Dr. Karen Sahota; references the AOA, the Washington Optometric Association and Southern College of Optometry)*

*DigitalJournal.com, press release | Dr. Mary Baker | 09/24/2014*

Bellevue, WA, United States – September 24th, 2014 /PressCable/ —Dr. Karen Sahota has accepted the position of Optometrist for Overlake Family Vision & Juanita Vision Works. She brings with her over 9 years of experience in optometry and she has a strong background in treating many medical ocular conditions. She has expertise and a special interest in pediatric vision and eye care. She is fluent in English and Punjabi.

Dr. Sahota grew up in the greater Vancouver, B.C. area. She received her Bachelor degree of Science from Simon Fraser
University in B.C., Canada and then went on to earn her Doctor of Optometry degree from Southern College of Optometry in Memphis, TN. She received the President's Endowed Entrance Scholarship and was on the Dean's List.

Overlake Family Vision & Juanita Vision Works owner, Dr. Mary Baker, expressed confidence that Dr. Karen Sahota is more than ready to handle the job, saying: Dr. Sahota's mission is to provide superior vision care, effortless customer service and educate patients on strategies needed to maintain ocular health and preserve optimum vision. Dr. Sahota is eager to help current and new patients improve vision and maintain their best possible eye health.

**OPTIMA Award: Reading Series Keeps Residents with Dementia Learning (references the AOA)**

Benchmark Senior Living's journey began with a small idea that grew into a massive file cabinet of material. The reading series, first piloted in 2012, began as a way to engage residents in learning about new subjects. The series included short booklets on topics such as the biography of a sports figure or the hallmarks of Spanish cuisine. Each booklet is intended to exercise residents' minds, encouraging them to read and to learn something new each day.

Along the way, Joshua Freitas, director of memory care innovation and services for Benchmark, noticed that some of the residents had a difficult time reading the booklets. Older adults naturally lose some ability to discern colors as they age, but chronic conditions such as diabetes, macular degeneration, glaucoma, Parkinson's disease and Alzheimer's also contribute to color deficit vision, notes the American Optometric Association.

Freitas changed the font to a larger type, added a large, red “next page” prompt and changed the text's main font color from black to green—one of the last colors lost amid the aging eyesight's color spectrum.

**New Studies Reveal a Teen's Vision Can Impact Academic Achievement (Repost: references the AOA)**

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**Carl J. Blackburn O.D. Hits Amazon Best-Seller List with New Book Transform (features AOA member Dr. Carl J. Blackburn; references the AOA, the Texas Optometric Association and the University of Houston College of Optometry)**

Humble TX – September 24 2014 – Carl J. Blackburn O.D. recently joined noted business development expert best-selling author and speaker Brian Tracy along with a select group of the world's leading experts to co-author the book titled

On the day of release Transform reached best-seller status in two Amazon.com categories - reaching as high as #6 in the “Direct Marketing” category. The book also reached best-seller status in the “Marketing and Small Business” category. Mr. Blackburn contributed a chapter titled “Aim Higher For Success.”

Carl J. Blackburn O.D. was an undergraduate at the University of Oklahoma and received his Optometry degree from the University of Houston / College of Optometry. He is a member of the Texas Optometric Association the American Optometric Association and the Energeyes Association. He is licensed by the Texas Optometry Board as a Therapeutic Optometrist and an Optometric Glaucoma Specialist.
Learn To Prevent Eye Strain: Long Periods Of Computer Use Can Cause Eye Fatigue (references the AOA)
Fairbanks Daily News-Miner - Online (Fairbanks, AK) | Robin Wood | 09/22/2014

FAIRBANKS — Prolonged computer use easily puts excessive strain on eyes and even extends into the upper torso and arms.

Multiple terms exist for eye strain — the greek name is “asthenopia,” common phrases are digital eye strain and Computer Vision Syndrome.

The Centers for Disease Control and Prevention says CVS is “a complex of eye and vision problems related to near-computer use,” but it's attribute to any type of video display terminal.

Research Shows Americans' View Of Eye Health Is Out Of Focus (references the AOA; quotes AOA member Dr. Kimberly Reed)
KATV-TV - Online (Little Rock, AR) | DSM Nutritional Products, press release | 09/25/2014

PARSIPPANY, N.J., Sept. 25, 2014 /PRNewswire/ -- A recent survey conducted by DSM Nutritional Products found that 83 percent of adults in the U.S. believe worsening eye health is inevitable with age. What many people don't realize is that there's a connection between healthy eyes and proper nutrition, and it goes beyond eating carrots.

To view the multimedia assets associated with this release, please click http://www.multivu.com/players/English/7129751-dsm-nutritional-products-eye-health-survey

According to Dr. Kimberly Reed, optometrist and Ocular Nutrition Society board member, "Incorporating certain nutrients into the diet can support a lifetime of healthy vision and help protect against serious conditions, including cataracts and age-related macular degeneration (AMD). The latter affects more than 2 million Americans and can lead to severe visual impairment."

Area Eye Doctor Honored by National Business Network (references the AOA, Pacific University College of Optometry, the Washington Association of Optometric Physicians and the Washington State Board of Optometry; features AOA member Dr. Judy Chan)
The Reflector (Battle Ground, WA) | Staff | 09/24/2014

Dr. Judy Chan of Precision Eye Care in Vancouver received recognition for her continued commitment to professional development at a recent meeting of Cleinman Performance Network.

Dr. Chan — celebrating her fifth year in the Network — demonstrates a dedication to creating a healthy and beneficial work environment, as well as to maintaining a high level of patient care and satisfaction.

As a member of Cleinman Performance Network, a wisdom-sharing group of peer optometrists from across North America, Dr. Chan provides valuable knowledge that highlights and contributes to the best practices in vision care and eye health.

What Every Contact Lens Wearer Should Know (NAPS matte release repost: references the AOA and American Eye-Q)
NJ.com (Newark, NJ) | Staff | 09/25/2014
When many children, teenagers and even adults think about "who" or "what" they want to be for Halloween, a number of them are tempted to complete their look with decorative contact lenses bought without a prescription.

Halloween, however, isn't the only time of year when people try contact lenses without a prescription. According to the American Optometric Association's 2013 American Eye-Q® consumer survey, 17 percent of Americans have worn decorative contact lenses that don't provide vision correction as part of a costume or for other cosmetic purposes. Of those individuals, 24 percent purchased them without a prescription from a source other than an eye doctor.

"A contact lens is a medical device and in the United States, all contact lenses, even purely cosmetic ones that do not provide vision correction, require a prescription," explains Dr. Deanna Pena Garcia, an optometrist with Houston Eye Associates. "By buying and wearing contact lenses without medical guidance from your eye care professional and a valid prescription, you may put yourself at risk for serious, even blinding eye infections."

**Back-to-School Eye Exams (references the AOA)**
**WXIX-TV (Cincinnati, OH) | Staff | 09/25/2014**

According to the American Optometric Association only 7 percent of kids had a comprehensive eye exam by the start of first grade, yet it is estimated that 1 in 4 children has a vision-related condition. Doctors recommend having the first eye exam as early as 6 months old, and again at age two. An eye exam is an important part of helping your child succeed.

**Busting Eye Health Myths: What's Fact and What's Fiction? (features AOA member Dr. Ryan Nakamura)**
**Beaver County Times (Beaver, PA) | StatePoint | 09/19/2014**

(StatePoint) Everyone has heard myths about what is and isn't good for your eye health -- from eating more carrots to limiting screen time. Unfortunately, many so-called facts are anything but factual, according to Dr. Ryan Nakamura, a VSP Vision Care optometrist. Here, he sorts fact from fiction.

- Myth: Reading in dim lighting will damage my eyes.

- Busted: It may seem hard to believe, but there is no evidence that reading in dim light will cause long-term damage to your eyes. “Dim lighting can lead to eye strain, requiring your eyes to work harder and making them tire more quickly, but it’s only temporary,” says Dr. Nakamura. That said, if you have access to a well-lit room for reading, take advantage of it.

**Paraoptometrics Recognized for Excellent Patient Care (references the AOA and AOA members Drs. Chad Klein and Kristi Rhoads)**
**Newton Daily News (Newton, IA) | Staff | 09/24/2014**

The American Optometric Association recently recognized Sept. 14-20 as Paraoptometric Recognition Week. Now in its twelfth year, the recognition week is designed to honor paraoptometrics for their dedication to the patients they serve and to the profession of optometry.

Paraoptometrics are key members of the eye care delivery team in optometric offices all across the country. Their role is even more critical to providing the best patient care possible in today's health care environment.

Linda Rodrigues, CPO, Paraoptometric Resource Center Executive Committee chair, recognized the important role of staff for a successful practice by stating, “Paraoptometrics are an essential part of the eye-care team. The potential of a well-trained optometric staff is of utmost importance and the formula to achieve a successful optometric practice. Optometrists who recognize their paraoptometric staff for their dedication, knowledge and professionalism are rewarded with satisfied patients and practice growth.”
Eye Health: Research Shows Optometrists May Play a Vital Role in Detecting ADHD (bylined by AOA member Dr. Dawn Stratton; references the AOA, the Illinois College of Optometry and the Kentucky Optometric Association)

KyForward.com (Lexington, KY) | Dr. Dawn Stratton | 09/22/2014

I recently read some new research that is very interesting and is of particular interest to parents of children who have been diagnosed with attention deficit hyperactivity disorder, or ADHD. Based on new research from Israel, optometrists may have a vital role to play in detecting the commonly diagnosed behavioral disorder.

The new study from Tel Aviv University found strong evidence that involuntary eye movement may be an indicator of ADHD. Researchers used an eye-tracking system to monitor the eye movements of two groups of adults in conjunction with an ADHD diagnostic test called the Test of the Variables of Attention.

One group of participants, who had previously been diagnosed with ADHD, took the test twice: once without medication and again when under the influence of methylphenidate, a drug commonly used to control symptoms of ADHD. A second group of adults, not diagnosed with ADHD, served as the control group.

Business Briefs (features AOA member Dr. Denise Balacich; references the AOA, the New Jersey Society of Optometric Physicians and the College of Optometrists in Vision Development)

Holmdel Independent (Holmdel, NJ) | Staff | 09/24/2014

Ophthalmic Physicians of Monmouth, PA, announced the addition of Dr. Denise Balacich to their multi-specialty practice in Holmdel.

Balacich is a residency-trained, therapeutic optometrist, with comprehensive training in the diagnosis and medical management of ocular diseases. Prior to joining Ophthalmic Physicians of Monmouth, PA, Balacich successfully completed a residency program in ocular disease and primary eye care at the Brooklyn and St. Albans Veterans Affairs Hospital, where she practiced hospital-based optometry and ophthalmologic management of glaucoma, ocular disease, inflammation, trauma, retinopathy and cataracts.

Balacich practices full-scope optometry, including comprehensive eye exams, contact lenses, eye emergencies, dry eye, glaucoma, macular degeneration, cataracts, diabetes and many other ocular diseases. She is a member of the American Optometric Association, New Jersey Society of Optometric Physicians and the College of Optometrists in Vision Development.

Devices Giving Children Digital Eye Strain (references the AOA)

WTSP-TV (St. Petersburg, FL) (online and broadcast) | Staff | 09/24/2014

Research from the American Optometric Association finds that 80 percent of children surveyed experiencing burning, itchy or tired eyes after using electronic devices. It's a problem known as digital eye strain and it's a real issue parents need to monitor and be aware of.

The survey also finds 83 percent of kids between 10 and 17 say they use an electronic device for at least 3 hours a day. But only 40% of parents believe their children use an electronic device for that amount of time.

According to the Mayo Clinic, eyestrain happens when your eyes get tired from intense use, for extended periods, like working at a computer.