

PROTECTING YOUR CHILD'S EYESIGHT

All parents want to keep their children safe and healthy, but many may not realize the impact that their vision has on their development and overall health.

Children who don't see well, don't feel well, and don't perform as well in school. Considering that 80 percent of learning in a child's first 12 years comes through the eyes¹, it is essential that their vision plan includes the highest-quality comprehensive vision care and vision wear options to enhance and protect their healthy sight.

Eye health needs of children

- ▶ **Children's eyes are still developing, and they absorb three times more ultraviolet (UV) light than adults do.**² Research shows that prolonged exposure to UV can cause various eye diseases, and glare can cause eyestrain and fatigue, so it's important to protect kids' eyes from the sun.
- ▶ **Comprehensive vision care can provide early detection of eye diseases** such as glaucoma, cataract and macular degeneration. Eye exams can also uncover serious health problems, such as diabetes, high blood pressure, neurological disorders and brain tumors.
- ▶ **Children are more prone to eye trauma from play or sports.** In fact, thousands of eye injuries related to toys and play activities occur in children age 14 and under each year.

Protecting children from eye injuries

- ▶ **Impact-resistant lenses and safety frames** can help protect active children's eyes during everyday activities or sports.
- ▶ Additionally, a **helmet with face guard** can help protect the head and face during sports.

Benefits of Transitions® lenses — protecting children from UV and glare

- ▶ **Transitions® lenses** — the #1 doctor-recommended photochromic lenses — block 100 percent of UVA and UVB rays.
- ▶ Transitions® lenses are as clear as ordinary glasses indoors, but turn sunglasses dark outdoors depending on intensity of UV rays, to reduce glare and make the eyes more comfortable. They feature wide availability in impact-resistant lens materials and anti-reflective (AR) coatings.

Do you have vision coverage from Anthem? If so, don't forget that in addition to a comprehensive eye exam, you may also have coverage for a wide selection of frames as well as discounts on higher performing lens options. Don't have Blue View Vision? Be sure to ask your employer how you can get access to great vision coverage from Anthem.

Children's eye health

Source:

(1) www.eyesite.co.za, 2008

(2) *Clinical Pediatrics*, 1991.

Anthem. 
Blue Cross