

DID YOU KNOW?

► MOST PARENTS ARE AWARE THAT LAZY EYE AND CROSSED EYES CAN BE FOUND IN INFANTS, BUT FEWER THAN ONE-THIRD KNOW THAT CANCER, FARSIGHTEDNESS AND NEARSIGHTEDNESS CAN ALSO BE PICKED UP IN AN INFANT EYE EXAM

• *Unattended poor vision has a detrimental effect on your child's ability to learn and play sport*

► OFFERING YOUR TODDLER CERTAIN FOODS RICH IN ANTIOXIDANTS SUCH AS VITAMIN A, C, AND E AS WELL AS LUTEIN CAN HELP TO IMPROVE THEIR EYESIGHT – TRY A BANANA, KIWIFRUIT AND SPINACH SMOOTHIE

• *Vision impairment can be genetic, but it can also be caused by damage or injury to the eye*



MATT AND ASHA

"DANIELLE WORKS WITH US TO FIND SOLUTIONS TO NEW CHALLENGES THAT ARISE WITH ASHA. DANIELLE ALWAYS HAS IDEAS AND ADVICE AND CHECKS IN ON HOW THINGS ARE PROGRESSING. SHE IS INCREDIBLY PROFESSIONAL AND SINCE FIRST MEETING WITH HER WE HAVE ALWAYS FELT 100 PER CENT SECURE IN HER KNOWLEDGE AND EXPERTISE."

- Matt and Fiona McPhee, Wanaka parents to Asha, who was diagnosed with congenital cataracts at four weeks old.

EYES ON ARDMORE OWNER AND PRINCIPAL OPTOMETRIST DANIELLE PRETTY IS PASSIONATE ABOUT BABY'S AND CHILDREN'S EYESIGHT.



DANIELLE PRETTY

Introducing the *InfantSEE* programme is a way for Danielle and Eyes on Ardmore to give back to the community and provide support to Plunket, parents and caregivers in the Wanaka, Queenstown and wider Central Otago region.

EYES ON ARDMORE

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*infant*SEE

CARING FOR YOUR LITTLE ONE'S EYES

*infant*SEE

HAVE YOUR BABY'S EYES BEEN SEEN BY A SPECIALIST?

LEARN ABOUT YOUR BABY'S EYESIGHT DEVELOPMENT POTENTIAL PROBLEMS AND AVAILABLE TESTS

RECEIVE A **FREE** EYE EXAM FOR YOUR LITTLE ONE AT EYES ON ARDMORE

- Danielle with Wanaka mum Sarah Jesson and her son Connor during his eye exam.



WHY

DOES MY LITTLE ONE need an eye exam?

All parents know the joy of locking eyes with their new baby. Those gorgeous little eyes are developing from the moment they open and throughout their life, but no period sees more change than in the first three years.

It is internationally recognised that an infant should be seen by an optometrist for an eye exam in these important early years to ensure there are no infectious, congenital or hereditary eye diseases. Early diagnosis is key to decreasing any negative impact on toddlers' eyesight and health.

The screening tests your baby receives at birth and in their first year are a great start, but for additional peace of mind a more thorough eye exam should be carried out by a professional optometrist around the six month mark.

To take the cost and hassle out of the equation for parents, Eyes on Ardmore's InfantSEE programme offers babies and toddlers under three their first optometrist eye exam for FREE. We can also treat minor eye health problems, such as infections or blocked tear ducts.

HOW

WILL THE OPTOMETRIST test my baby's eyes?

Your baby's first visit to our clinic includes a non-invasive eye exam similar to that performed on an adult. It will test for light reaction, farsightedness, nearsightedness, eye alignment and general eye health. We will use a bright light to look inside the eyes and make sure there are no infections, diseases or cancers. While this examination may seem brief, it is invaluable to ensuring everything is on track for a lifetime of good vision.



ABI
AND
BEN

"IF WE HAD KNOWN TO
TAKE BEN TO SEE AN
OPTOMETRIST SOONER, HE
MIGHT NOT HAVE LOST
SIGHT IN ONE OF HIS EYES."

– Wanaka mum Abi Casey,
whose son was diagnosed
with eye cancer when he was
three years old.

WHAT DOES A COMPREHENSIVE EYE EXAM INVOLVE?

Further testing generally involves using eye drops to help your baby's pupils dilate. This creates a better window to the back of the eyes and allows us to assess the degree of any detected nearsightedness, farsightedness or astigmatism or further investigate an eye health concern.

HOW

can i prepare for my BABY'S EYE EXAM?

Prior to the appointment, we will provide you with an Eye Exam Checklist to tell us of any concerns or eye health history. We will find a time that works in well with naps and mothers are welcome to breastfeed in our clinic.

how much WILL IT COST?

Your first visit with us to examine your baby's or toddler's eyes is absolutely FREE.

For follow up visits for your infant or for any children over three years old, an appointment fee of \$49 may apply. Funding is available if you have a Community Services Card, so make sure to bring it to all your appointments.

We provide activities, toys and an optometrist who is great with kids and is genuinely passionate about eye health in little ones. We will ensure you have plenty of time during the appointment and we can always reschedule if it's just not their day.

WHAT IF MY BABY IS unsettled?

HOW DO I BOOK AND WHERE DO I GO?

Visit us at our Wanaka or Queenstown clinic,
phone (03) 443 5103 or email info@eyesonardmore.co.nz

