**Sample letter reaching out to the local healthcare community**

[Date]

[Name of Recipient]

[Title]

[Practice Name]

[Address]

[City Province Postal code]

Dear [Name of Recipient]:

Good vision is an important part of a child’s social, physical and emotional development. Consider these important facts:

* The National Coalition for Vision Health estimates six out of 10 children in Canada experiencing reading difficulties have uncorrected or undetected vision problems and almost 25 percent of school-age children have vision problems.
* 80 percent of learning in the first 12 years of a child’s life happens with their eyes according to the Canadian Association of Optometrists (CAO).
* Untreated vision problems can lead to low self-esteem, poor literacy and possible physical side effects such as headaches.

As an optometrist dedicated to complete family eye care, I wanted to introduce myself to the surrounding healthcare community in [location]. My practice provides comprehensive eye exams to diagnose and treat eye and vision problems.

Regular eye care and protection habits should begin early in life. The CAO recommends that eye exams occur between six and nine months of age, between ages two and five and annually thereafter.

Enclosed, you’ll find a flyer about symptoms to watch for in children that may indicate vision problems. If you have any questions or any cases that warrant a referral, please don’t hesitate to contact me.

Best Regards,

[Your Name]

[Title]