**Sample letter offering vision screenings**

[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.
* Untreated vision problems can lead to low self-esteem, poor literacy and possible physical side effects such as headaches.

As an optometrist in [location], I wanted to introduce myself to the surrounding education community. My goal is to help children see their best by offering free vision screenings at local [schools/daycare centers]. Our vision screenings provides a basic assessment of a child’s eye health and is an important first step in identifying possible vision problems.

To request a vision screening, please contact my office at [your phone number]. Looking forward to working with you to help kids reach their full potential.

Best Regards,

[Your Name]

[Title]