

Behavioural Optometrist Offers Teachers A Lesson

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School children who under achieve are often diagnosed as dyslexic and even branded lazy or stupid before anyone considers that a vision problem may be to blame. Award-winning behavioural optometrist, Keith Holland, is urging teachers and parents not to jump to conclusions but to call on the benefit of his experience.

Children frequently have hidden vision problems, preventing them from reaching their true academic potential. Some are given routine eye tests during schooling, which mainly test for distance vision clarity, without looking in detail at the visual processes taking place. Once a standard eye test determines that no sight problem exists, vision is typically ruled-out as a contributory factor and the opportunity to provide vital early help to the child is lost.

Keith Holland is passionate about behavioural optometry for children, having witnessed the benefits of his treatment programmes over many years in the profession. With patients in 55 different countries, his expertise is in demand. Unfortunately though, vision therapy is overlooked by much of the optometric profession, meaning opportunities to help children are often missed. Keith is determined to educate as much of the teaching profession as possible, to help increase the proportion of children receiving this beneficial treatment.

Keith Holland & Associates will be hosting evenings for teachers, at their Cheltenham practice, over the next few months, to explain the link between vision and learning difficulties. Teachers will also be shown how to detect sight problems and how ongoing vision therapy can dramatically improve a child's ability to learn. Teachers wishing to book a place on a teachers' information evening should call 01242 233500.

Further information is available at www.keithholland.co.uk. Interviews and images are available on request.

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Keith Holland & Associates is a Cheltenham based, award winning optometric practice, set up by Keith and Clare Holland in 1989. They specialise in several niche areas, including vision therapy for children and sports vision, as well as routine eye care treatment for all ages.

The practice employs four optometrists, two dispensing opticians and a vision therapist, along with a team of highly trained support staff. Keith Holland & Associates has twice been recognised and awarded as The Specialist Eye-care Team Practice of the Year, as well as becoming the Children's Eye Care Practice of the Year and has also twice gained recognition as Investors in People.

[You can find this press release here](#)