



SPOTLIGHT ON AOA MEMBERS

Colo. OD sees it, says it, does it

Colorado optometrist Lynn Hellerstein, O.D., is using her more than 30 years of expertise to present breakthrough vision therapy and visualization strategies for children through her newly published book “See It. Say It. Do It. Do It!”

ceed in school. One in four children has vision problems.”

Most children are born with healthy eyes, but they have to learn how to use their eyes and coordinate them with their brain and body.

“See It. Say It. Do It!” is

“Visualization isn’t New Age,” Dr. Hellerstein said. “It’s an age-old practice successful people use to enhance performance—in academics, sports, music and with life goals.”

“Many children have 20/20 eyesight, yet still have vision problems,” said Dr. Hellerstein. “They can read an eye chart just fine. But they can’t read a book. More than 15 visual skills are required for learning and reading. Vision is the dominant learning sense and greatly impacts a child’s ability to read, learn and suc-

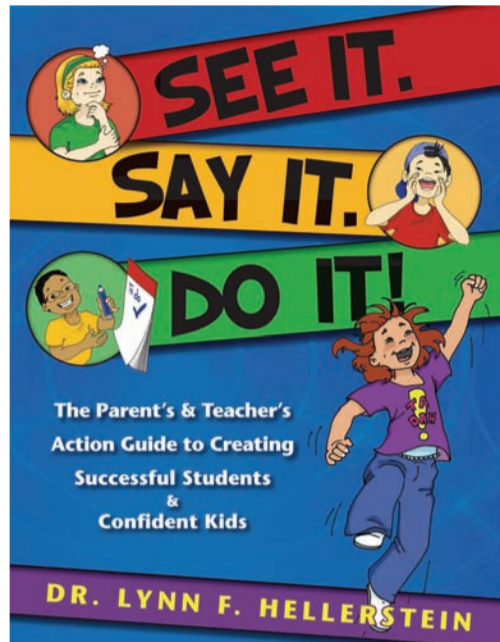
ideal for eye care professionals to recommend and use if a parent says:

- ❖ My child is struggling in school;
- ❖ My child resists reading and/or writing;
- ❖ My child has test anxiety;
- ❖ My child has difficulty with and/or avoids sports;
- ❖ My child is smart in everything but school; or
- ❖ My child lacks confidence.

Many children need vision therapy to learn how to integrate their vision skills, according to Dr. Hellerstein.

During her three decades of clinical practice, she found that visualization strategies can help children build confidence and develop a love for learning.

Dr. Hellerstein’s book “See It. Say It. Do It!” provides solutions for parents



Lynn Hellerstein, O.D., wrote “See It. Say It. Do It!” to provide solutions for parents and teachers to many of the blocks that affect a child’s ability to learn and perform. “See It. Say It. Do It!” is an easy-to-read, illustrated book that shows parents, educators and therapists how visualization can improve children’s lives.

and teachers to many of the blocks that affect a child’s ability to learn and perform.

“See It. Say It. Do It!” is an easy-to-read, illustrated book that shows parents, educators and therapists how visualization can improve children’s lives.

It provides easy, practical, step-by-step strategies and activities to enhance children’s visualization skills by teaching them how to create pictures in their minds, declare their goals and take action to make their dreams reality.

“Visualization isn’t New Age,” Dr. Hellerstein said. “It’s an age-old practice successful people use to enhance performance—in academics, sports, music and with life goals.”

Mastering visualization skills can transform children and create success in school and in life.

Timid children can learn to take risks and enjoy adventure.

Disinterested children can find joy in reading.

And frustrated children can experience the satisfaction of solving a math problem or hitting a baseball.

The visualization strategies Dr. Hellerstein teaches help children learn more easily and improve performance in sports and music.

She offers step-by-step ways to help children learn to complete tasks, take risks and not fear making mistakes.

Checklists for parents include physical observations, behavioral signs and what to watch for when reading or doing homework.

The book has already received numerous awards, including:

- ❖ Best Call Award from iParenting Media
- ❖ Top 10 Book for Educators
- ❖ 2010 Colorado Independent Publishers Association (CIPA) EVVY Award – “Parenting/Family” category
- ❖ 2010 CIPA EVVY Award – “How To” category
- ❖ 2010 CIPA Tech Award – Editing
- ❖ Pinnacle Book
- ❖ Achievement Award Winner – Best Book in the Category of “Parenting”
- ❖ USA Book News named “See It. Say It. Do It!” on the list for the K-12 summer

reading season in the following categories:

- ❖ Parenting/Family: general
- ❖ Education Pre K-12 Education/Academic

Dr. Hellerstein’s expertise and leadership in developmental optometry has helped her successfully treat children and adults with learning, visual perception and visual motor difficulties.

She is the founder of a practice in Centennial, Colo., and is a past president of the College of Optometrists in Vision Development (COVD).

She is also an adjunct professor at several colleges of optometry throughout the United States.

Dr. Hellerstein and members of her team will publish a second book, “See It. Say It. Organize It!” this fall. Designed for eye professionals, parents and kids, it’s full of detailed worksheets that will cut the stress, chaos and confusion that often surrounds a child and family, when succeeding in school and sports seems impossible.

For more information on “See It. Say It. Do It!” visit www.LynnHellerstein.com.



Dr. Hellerstein

Editor’s note

AOA News is highlighting the admirable charitable work and exceptional patient care that distinguishes members of the American Optometric Association. Got a story to share? Drop a line to TLOverton@aoa.org.