

NEW
from



Help Raise Awareness of CHILDHOOD VISION PROBLEMS

Educating Our Communities • One Picture Book at a Time

► An Exciting Project. A Vital Mission.

Our new children's picture book, *Fraydo the Dragon: A Very Big Problem*® is an exciting project with a vital mission:

To raise awareness of
childhood vision problems and
the positive impact of early detection.

► The Need is Now. The Need is Acute.

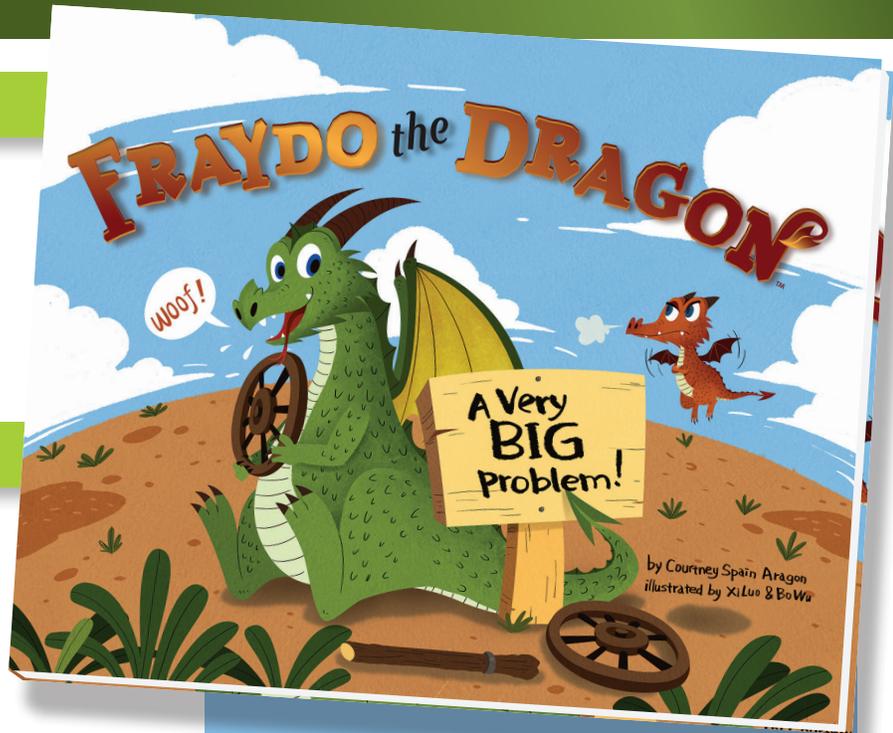
Fraydo the Dragon: A Very Big Problem® is **the first picture book** to play out the behavioral and social consequences associated with poor vision.

This book is **the needed link** between the pediatric optometrist community and the parent community, **delivering the vital vision health information** that parents are not receiving through other channels.

► A Positive Impact. A Positive Change.

This beautifully illustrated children's picture book and its supporting website, programs, and materials will:

- **Elevate the importance of early, poor-vision detection:**
 - Young eyes change quickly, and **prompt treatment** is needed in order to prevent, correct, or stabilize any vision issue.
 - Any undetected vision issue can compromise not only a child's **academic success** and joy of learning but also his **social confidence**.
 - **80% of what children learn is visual** and solid vision is imperative to keeping up in the classroom and on the playground.
- **Educate teachers and caregivers** that vision problems among children often go undiagnosed and uncorrected.
 - **One in four school-age children have a vision problem.** And yet, two-thirds of our children do not receive an eye exam by an eye doctor before they begin school.
- **Encourage parents** to **prioritize their child's comprehensive eye exams** by a local pediatric optometrist as early as nine months old, with annual exams starting at age three.



About the Book

Fraydo the Dragon: A Very Big Problem® is a story for children about friendship that also carries an important message about early, poor-vision detection for all parents and educators.

About the Story

Fraydo has a BIG problem. He thinks he is a dog. And he cannot keep out of trouble. But soon a small friend figures out that Fraydo just needs eyeglasses.

From that moment on the world becomes crystal clear to Fraydo. Now, Fraydo can see where he is walking, play safely with friends, read street signs clearly, and play his favorite game—Fetch—better than ever!

GET INVOLVED

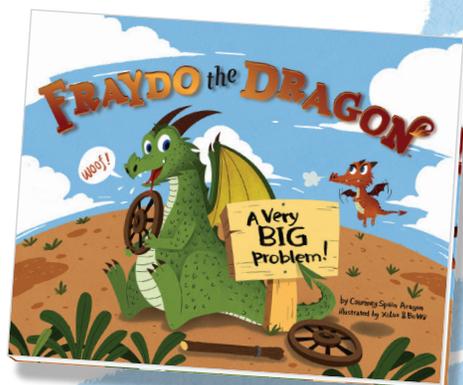
Drive deeper vision health
conversations within the community.

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Reviews for *Fraydo the Dragon* What readers are saying about the book!

“ Thank you, Little Fire Press for bringing *Fraydo the Dragon: A Very Big Problem* and its message of preventative childhood eye care to our parent community. **Fraydo represents the majority of children who are not even aware that their vision is compromised.** These kids do not complain. Often the only clue is

that they can't catch a ball or are struggling with reading. Then one day, if they are lucky, they find their way to a pediatric eye doctor. The vision problems are addressed, and for the first time in their lives, their eyes can see accurately, work comfortably, and move efficiently. Young eyes develop rapidly. A child without any risk factors should be first examined between 6 and 12 months of age, around age 3, before first grade, and every two years afterward unless a vision problem has been detected.”

— Dr. Jeremy Shumaker, OD
Pediatric and Developmental Optometrist
Clinical Faculty, UC Berkeley School of Optometry

“ As a child, learning to navigate this world is tough. But it's next to impossible when you cannot see! Thank you, Little Fire Press, for publishing *Fraydo the Dragon: A Very Big Problem*. My kids love the story and are delighted when Fraydo finally gets his glasses. This book is both **entertaining and enlightening** about the importance of childhood vision health.”

— Kelly Murphy, Parent

“ Little Fire Press' debut children's book, *Fraydo the Dragon: A Very Big Problem*, is the first picture book to play out the **behavioral and social consequences** associated with poor-vision. It is a fun story for children that also carries an important message about early, poor vision detection for all parents, caregivers and educators.”

— Claudia Grove, M.ED QMHP

“ *Fraydo the Dragon: A Very Big Problem* sheds light, in a **humorous and thoughtful** way, on the significance of childhood vision health. Educators know that so much of learning is visual and that an undetected vision issue can compromise a child's academic success, classroom confidence and joy of reading and learning. Thank you, Little Fire Press, for offering a creative way to begin an important conversation about the health of our children's eyes.”

— Kate Anderson, Educator, M.S. Ed.



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Light your fire. Burn it bright.

Hello! We are Little Fire Press®.

Our picture book stories take on childhood development themes and help children begin a conversation with the people in their lives that they trust the most.

Our picture books, our website, and supporting programs work together to bring vital, pediatric research data to children, their parents, and teachers' communities.