

Pediatric dental and vision coverage

♥ ILLUSTRATED ♥



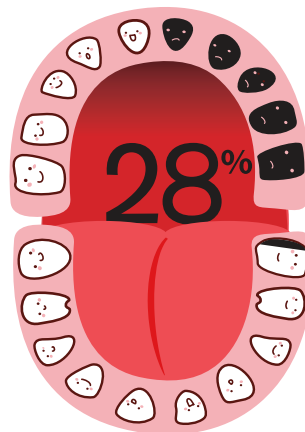
Did you know that all Blue Shield individual and family and small business health plans feature pediatric dental and vision coverage? These essential health benefits include the preventive care and routine services that play a valuable role in supporting the overall health of members' covered dependents from birth to age 19.



DENTAL for kids

Children with healthy teeth gain more nutrients from the foods they eat

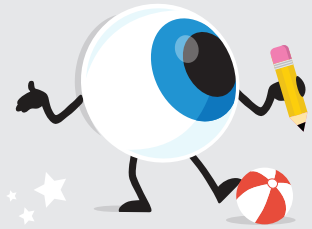
Percentage of cavities that are preventable¹



Percentage of U.S. preschoolers with visible cavities well before entering school²

Annual cost of early childhood cavities³

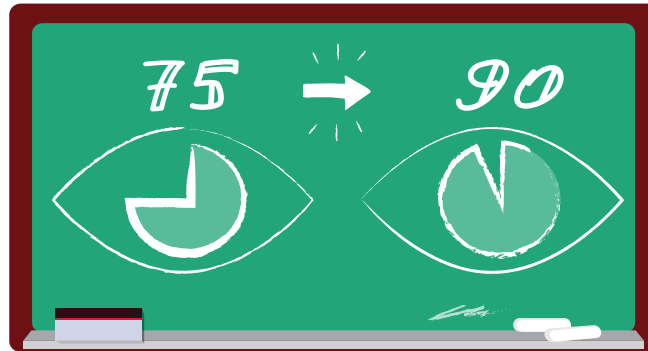
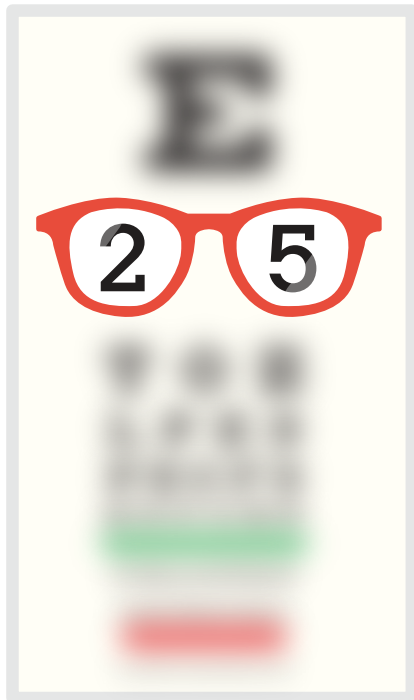




VISION for kids

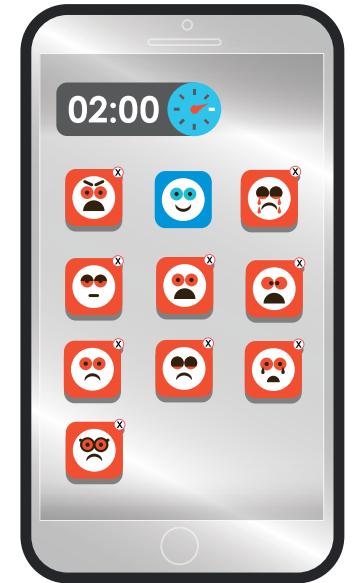
Eye exams are crucial for children's healthy vision so they can perform better at school and at play

Percentage of school-age kids with vision problems⁴



75% to 90% of classroom learning comes to students via visual pathways⁵

Percentage of students identified as problem learners with undetected vision problems⁵



More than nine out of 10 people with digital eye strain use devices for two or more hours each day⁶

1. mychildrensteeth.org/oralhealth/prevent/.
2. "Emerging Issues in Oral Health," American Academy of Pediatric Dentistry, aapd.org.
3. "Baltimore Dental Study Offers Model Program to Reduce Tooth Decay in Urban Children." Study, University of Maryland at Baltimore. April 2009.
4. *Annals of Family Medicine*; The American Optometric Association, May 2004.
5. "Good Vision Means Better Learning," American Optometric Association, aoa.org.
6. "Eyes Overexposed: A look at the digital device dilemma," The Vision Council, 2016 Report.