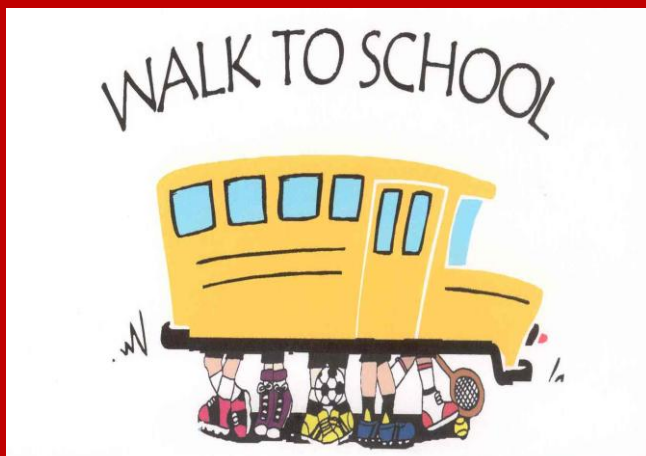


Back-to-School Shoe Shopping Tips

When the final weeks of the summer holidays come to a close, the sounds of school bells, slamming locker doors and students clamouring into classrooms are heard loud and clear once again. But before each new school year begins, parents eagerly seek out a wide array of school supplies and stylish new fashions for their children. One of the most important purchases on any parent's back-to-school shopping list is a pair of new shoes. For many parents, back-to-school shoe shopping may seem easier than a pop-quiz in gym class – but several important factors should be considered:

- ✓ **Children's feet change with age.** Shoe and sock sizes may change every few months as a child's feet grow.
- ✓ **Shoes that don't fit properly can aggravate the feet.** Always measure a child's feet before buying shoes, and watch for signs of irritation.
- ✓ **Never hand down footwear.** Just because a shoe size fits one child comfortably doesn't mean it will fit another the same way. Also, sharing shoes can spread fungi like athlete's foot and nail fungus.
- ✓ **Examine the heels.** Children may wear through the heels of shoes quicker than outgrowing shoes themselves. Uneven heel wear can indicate a foot problem that should be checked by a podiatrist.

Do Your Child's Shoes 'Pass The Test'?



1) Look for a Stiff Heel.

Press on both sides of the heel counter. It shouldn't collapse.



2) Check Toe Flexibility.

The shoe should bend with your child's toes. It shouldn't be too stiff or bend too much in the toe box area.



3) Select a Shoe with a Rigid Middle.

Does your shoe twist?

Your shoe should never twist in the middle.

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