

# HELPFUL KIDS SHOE SHOPPING TIPS

During back-to-school season and throughout the year, one of the most important purchases on any parent's shopping list should be a pair of proper fitting shoes for their child. For many parents, shoe shopping may seem easier than a pop-quiz in gym class – but several important factors should be considered:

- 1 CHILDREN'S FEET CHANGE WITH AGE.** Shoe and sock sizes may change every few months as a child's feet grow.
- 2 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.
- 3 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.
- 4 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.
- 5 TAKE YOUR CHILD SHOE SHOPPING.** Every shoe fits differently. Letting a child have a say in the shoe buying process promotes healthy foot habits down the road.
- 6 ALWAYS BUY FOR THE LARGER FOOT.** Feet are seldom precisely the same size.
- 7 BUY SHOES THAT DO NOT NEED A "BREAK-IN" PERIOD.** Shoes should be comfortable immediately. Also make sure to have your child try on shoes with socks or tights, if that's how they'll be worn.

## DO YOUR CHILD'S SHOES "MAKE THE GRADE?" TAKE THE 1•2•3 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.

