

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.

