

SHOE STORES

Below is a list of some of the children's shoes retailers in town. We do not exclusively endorse or recommend any particular brand or supplier. We recommend calling ahead to confirm approximate stock and style availability of interest as some may be seasonal.

STORE NAME	BRANDS	ADDRESS	PHONE #
Abby Sprouts	Stride Rite (0-4 Toddler)	108-1841 Oak Bay Ave	250-294-8978
Finn & Lizzy	Uniform shoes, Hunter, Stride Rite, Blundstone (Sz 0-Jr.6)	2259 Oak Bay Ave	250-592-8168
Kiddin-Around	Saucony, Stride Rite, Keen, Timberland, Geox	9769 5th Ave	250-656-1041
New Balance	New Balance (Sz 0-Jr. 6)	1205 Government Rd	250-382-9327
Sport Check	Multiple brands Sz 0-Jr. 6/7)	Hillside, Mayfair, The Bay	West Shore
DSW (Designer Shoe Warehouse)	(Sz Toddler 5-10, Youth 11-7)	100-805 Cloverdale Ave	250-412-5693
Pharmasave	Billy Shoes	310-777 Royal Oak Dr	250-727-3505

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CHILDREN'S FOOTWEAR GUIDELINES

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SHOE FEATURES

FIRM HEEL COUNTER The area surrounding the heel of the upper is called the heel counter. It should be firm and resist collapsing when pushed by the thumb.

TORSIONAL STABILITY Hold onto the shoe at the heel and toes twisting the sole of the shoe. It should twist minimally, if at all.

CLOSURES Whether it is laces, velcro straps or buckles, it is advisable to have some form of adjustable closure. This will allow you to fine tune the fit and tension holding the shoe on the foot.

REMOVABLE LINER This is especially important if you have full length foot orthoses as it allows for substitution of the liner with the orthoses.

ROCKER SOLE Look for a shoe with a stiff outsole that curves upwards from the ball of the foot.

BREATHABLE UPPERS Look for shoes made from breathable materials, such as canvas or leather. They will help to keep the child's foot cooler and dryer, helping to prevent blisters, discomfort, and smelly shoes.

SIZING OF FOOTWEAR

Children's feet grow quickly and it may be tempting to buy shoes that are too large to allow for growth, however, shoes which are too large can be problematic; bend in the wrong position or slip at the heel which can lead to blisters.

LENGTH: Check there is 1/2" or 1cm room between the end of the shoe and the end of the longest toe. There should also be approximately 1/2cm or 1/4" of space around the remaining toes. When the shoe upper is too stiff to check the fit from the outside, remove the liner and have your child stand on it. The foot should not hang off the liner rather mirror the shape of the foot. This can be especially helpful if your child like to scrunch up their toes.

WIDTH: Check the widest part of the foot matches the widest part of the shoe.

HEEL: The heel of the shoe needs to be snug, not tight, around the child's heel. Excess movement or being too tight can cause irritation

TOE BOX: The toe box needs to be wide and deep enough to allow the toes room to wiggle.

WHEN TO REPLACE

Inspect your child's shoes every three months. Every child is different so wear, tear, and growth patterns are not equal. Many times shoes may be out-grown before they wear them out.

Begin with checking your child's toes and pressing lightly at the end of the shoes, check for overall length and width

Set the shoes on a flat surface and looking at the heel of the shoe see if the heel, upper or entire shoe is leaning significantly, most commonly the shoe will break down on the inside.

Look for particularly worn areas, or stressed seams. If the sides are bulging or wearing out more quickly than the rest of the shoe, then they may not be wide enough.

Inspect your child's feet periodically for signs of too-tight shoes, such as redness, calluses or blisters.

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FOOTWEAR SHOPPING

Make time mid-week to purchase footwear, especially if your child is hard to fit. Weekends are busy.

There is NO standardization in shoe sizes, even within the same brand. It is important to select shoes based upon the fit, not the sized marked on the inside of the shoe.

It is important to have your child's feet measured each time you shop for new shoes.

If your child wears orthotic devices, bring them with you. Your child may require a different size of shoe to accommodate the foot orthoses or brace.

Most of us have one foot which is larger than the other, so fit your child's shoes to the larger foot.

Have your child wear the socks that are typically worn when you are looking to purchase footwear. This is especially true if purchasing shoe for specific sports or activities (i.e. soccer cleats)

As adults, we often say we're "breaking in" a pair of shoes - this is really a bad idea for anyone, but particularly for children they need to fit and feel good immediately.