



Healthy Vision Month QUICK-GUIDE

A publication of the Center for Leadership Education in Maternal and Child Public Health



This is one of 50+ "Quick-Guides" created to help you take advantage of national health observances. It can help you guide your maternal and child health promotion efforts, especially when using social media. Most messages, materials, and facts can be adapted to fit many audiences.

For other Quick-Guides, visit: z.umn.edu/qguides

Social Media

Social media can be a great tool for finding up-to-date resources and facts. Follow leading organizations to see what they are doing, share their posts, and join in national chats.

One of the easiest ways to find more resources is to search the hashtag for this observance. This can be done on almost all social media networks. Include it in any posts you create.

Please share this Quick-Guide and tag @UMN_MCH!

Hashtag
#HealthyVisionMonth
#NEIinfo

Twitter
@NatEyeInstitute
@NEHEP

Facebook
National Eye Health Education Program (NEHEP)

YouTube
National Eye Institute, NIH

Print, Post, or Share

If available, use logos or other graphics to enhance your posts, emails, or websites. Visuals help catch people's attention and often have higher engagement numbers.

Use available facts from these organizations to create quick and easy posts for social media or a newsletter. Many also provide templates for press releases and other modes of communication.

National Eye Institute

Healthy Vision Month Toolkit
Fact Sheet

Infographics

Tips for Keeping Eyes Healthy

Sample Tweets/Posts

#DidYouKnow
#AfricanAmericans are at higher risk for #glaucoma and more likely to get it at a younger age?
#HealthyVisionMonth
<http://bit.ly/1xRLR8y>

Although early detection and treatment can prevent vision loss from #glaucoma, most cases of glaucoma go undiagnosed.
#HealthyVisionMonth Learn more at <https://nei.nih.gov/glaucoma>

The Center is supported by the Health Resources and Services Administration (HRSA) of the US Department of Health and Human Services (HHS) under grant number T76MC00005 for Leadership Education in MCH in the amount of \$1,725,000. This information or content and conclusions of our outreach products are those of the authors and should not be construed as the official position or policy of, nor should any endorsements be inferred by HRSA, HHS or the US Government.