



Healthy Vision Month QUICK-GUIDE

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

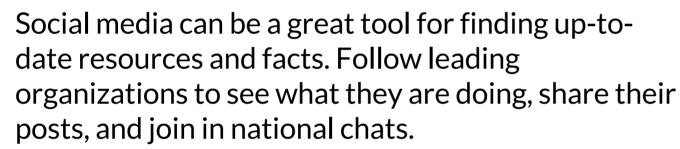


This is one of 50+ "Quick-Guides" created to help you take advantage of national health observances. It can help you guide your maternal and child health promotion efforts, especially when using social media. Most messages, materials, and facts can be adapted to fit many audiences.

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



Social Media



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

Facebook

National Eye Health Education Program (NEHEP)

Twitter

@NatEyeInstitute @NEHEP

YouTube

National Eye Institute, NIH



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

Infographics

Fact Sheet

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?

#HealthVisionMonth 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

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