



# National Healthy Vision Month

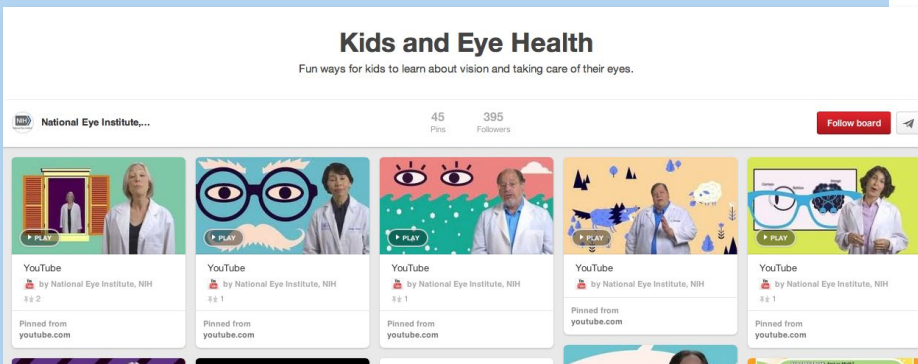


“During Healthy Vision Month, held each May, the National Eye Institute empowers Americans to make their eye health a priority and educates them about steps they can take to protect their vision.” (National Eye Institute)

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

We hope you find this health observance quick-guide helpful! Roll over text to find live links to sites and materials. Most messages, materials, and facts can be adapted to fit other audiences not specifically depicted here.

## Social media



Social media can be a great tool for finding up-to-date resources and facts. Follow leading organizations to find out 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 sites. Include it in any posts you create.

*Please share these documents and consider tagging the Centers: @UMN\_MCH and @SahrcUMN.*

### Hashtag

- #HVM2015
- #NEInfo
- #NEIchat

### Facebook

National Eye Health Education Program (NEHEP)

### Twitter

@NatEyeInstitute

### YouTube

National Eye Institute, NIH

### Pinterest

National Eye Institute, NIH



## Print, post, or share

### National Eye Institute

About Healthy Vision Month, with themes

Information about getting regular eye exams

Live a healthy lifestyle

Know your family history

Use protective eyewear

Wear sunglasses

Cover photos for Facebook and Twitter

Sample posts for social media

Healthy Vision Month fact sheet (PDF)

Spread the word: Infocards

Infographics

English and Spanish resources for spread the word

Posters

Social media toolkit

Logo, badges, and buttons

If available, use logos and 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.



Compiled with the help of the University of Minnesota State Adolescent Health Resource Center (SAHRC), part of the Adolescent and Young Adult Health - National Resource Center.

The Center for Leadership Education in Maternal and Child Public Health is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) under grant number T76MC00005-59-00 for Leadership Education in Maternal and Child Public Health in the amount of \$1,750,000. 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 U.S. Government.