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)

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.

Hashtag

#HVM2015
#NEinfo
#NEIchat

Twitter

@NatEyeInstitute

YouTube

National Eye Institute, NIH

Pinterest

National Eye Institute, NIH

Please share these documents and consider tagging the Centers: @UMN_MCH and @SahrcUMN.
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.

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