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

Hashtag
#HealthyVisionMonth
#NEinfo

Twitter
@NatEyeInstitute
@NEHEP

Facebook
National Eye Health Education Program (NEHEP)

YouTube
National Eye Institute, NIH

Please share this Quick-Guide and tag @UMN_MCH!

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?
#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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