

CONTACT LENS HEALTH WEEK 2019 CAMPAIGN PROMOTION TOOLKIT

"Contact Lens Health Starts with you"



**U.S. Department of
Health and Human Services**
Centers for Disease
Control and Prevention

#OnePairTakeCare

CG308730A

TABLE OF CONTENTS

Contact Lens Health Week Overview	3
Promotion and Outreach Suggestions	4
All Partner Organizations	4
Eye Care Providers	4
Schools and University Campuses & Health Clinics	5
Contact Lens Wearers, Parents, and Friends	5
Sample Newsletter Announcement	6
Social Media Posts	7
Social Media Graphics	9
Web-based Resource List	11
Health Promotional Materials	13

CONTACT LENS HEALTH WEEK OVERVIEW

The week of August 19-23, 2019, marks the sixth annual **Contact Lens Health Week!** The campaign theme is *Contact Lens Health Starts with You*, with an aim to encourage eye care providers to share healthy wear and care recommendations with their patients. By consistently sharing these recommendations, we hope it will encourage contact lens wearers to *practice safe contact lens habits every day*.

Contact Lens Health Week 2019 includes messages and materials suitable for all contact lens wearers and eye care providers. Additionally, the campaign includes messages for children, young adults, and their parents about starting healthy contact lens habits early. Practicing proper contact lens wear and care habits can promote good vision and healthy eyes throughout life.

To help you encourage and support Contact Lens Health Week, we have provided a campaign promotion toolkit, which includes:

- Promotion and outreach suggestions
- Web-based resource list
- Social media messages
- Sample newsletter announcements (short and long versions)
- Additional contact lens health promotion materials
- Campaign posters



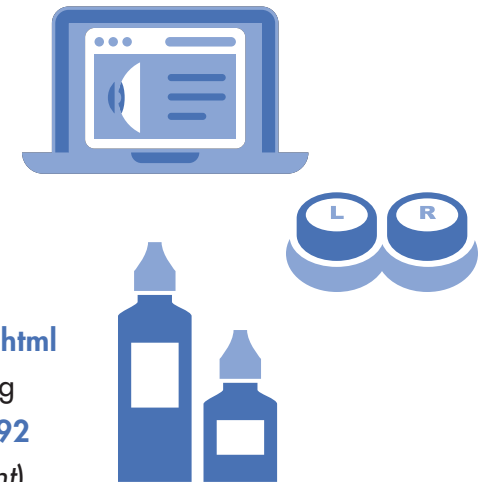
We hope you find these materials useful as you engage your community in healthy contact lens wear and care awareness efforts. Please forward this message and its attachments to individuals in your network, so they may collaborate with you on this important public health initiative.

For additional information about Contact Lens Health Week and resources for promoting healthy contact lens wear and care throughout the year, visit www.cdc.gov/contactlenses.

PROMOTION AND OUTREACH SUGGESTIONS

All Partner Organizations

- Tune in to our **Facebook Live** panel discussion at 2:00pm EDT on August 19, 2019 during the campaign week in collaboration with the American Optometric Association. Partners are welcome to participate during the live chat by promoting it in advance or sharing it within your networks.
- Create a Contact Lens Health Week page on your organization's website.
 - Use web content syndication to copy content from CDC's Healthy Contact Lens Wear and Care website: www.cdc.gov/contactlenses
 - » Web syndication information: <http://tools.cdc.gov/syndication>
 - Link to CDC's Healthy Contact Lens Wear and Care website.
 - » Add campaign web buttons and banners to your website: <http://www.cdc.gov/contactlenses/buttons-banners.html>
- Include a campaign announcement in your newsletter (see *Sample Newsletter Announcement*).
- Share contact lens health tips on social media (campaign hashtag: **#OnePairTakeCare**).



Eye Care Providers

- **Order FREE POSTERS** to display in your office or clinic: <http://www.cdc.gov/contactlenses/posters.html>
- **Order FREE TEAR OFF PADS** that include healthy contact lens habits to share with your patients during their routine eye appointment: <https://wwwn.cdc.gov/pubs/cdcinfoondemand.aspx?ProgramID=192>
- Include an announcement in your local association's newsletter (see *Sample Newsletter Announcement*).
- Tune in to the Facebook Live chat and promote it to your state/local associations
- Read and share the CDC Morbidity and Mortality Weekly Report article on communication between eye care providers and patients (www.cdc.gov/mmwr, August 16 release date).
- Follow us on social media (**CDC Facebook**, **@CDCgov**, and **CDCgov Instagram**), and share our contact lens health tips (**#OnePairTakeCare**).
- For more information and resources about healthy contact lens wear and care, connect with the American Optometric Association, American Academy of Optometry, American Academy of Ophthalmology, Contact Lens Society of America, National Academy of Opticianry, Contact Lens Association of Ophthalmologists, or other relevant associations.

PROMOTION AND OUTREACH SUGGESTIONS

Schools and University Campuses and Health Clinics

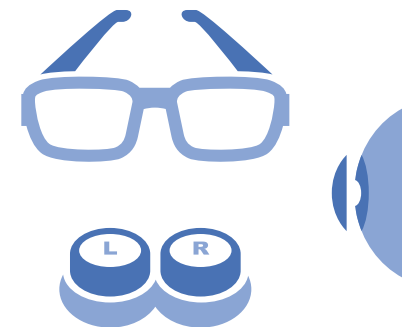
- Order **FREE POSTERS** and display in schools and on university campuses: <https://wwwn.cdc.gov/pubs/cdcinfoondemand.aspx?ProgramID=192>
- Share contact lens health tips on social media (**#OnePairTakeCare**).
- Include an announcement in your school newsletter (see *Sample Newsletter Announcement*) as part of your institution's back to school efforts.
- Announce Contact Lens Health Week at parent-teacher association meetings



Contact Lens Wearers, Parents, and Friends

- Tag us and share a video story about contact lens use on social media.
- Use the hashtag **#OnePairTakeCare** and follow CDC's social media accounts to like, share, or comment on content related to healthy contact lens wear and care habits:
 - Facebook (www.facebook.com/CDC) and Facebook en Español (www.facebook.com/CDCespanol).
 - Twitter - @CDCgov (www.twitter.com/cdcgov), @CDCespanol (www.twitter.com/CDCespanol), and @CDC_NCEZID (www.twitter.com/CDC_NCEZID)
 - Instagram (@CDCgov- www.instagram.com/cdcgov)
- Visit our website (www.cdc.gov/contactlenses) to learn and share CDC contact lens tips.
- Tell your family and friends about Contact Lens Health Week.

For more information and health promotion tools, visit www.cdc.gov/contactlenses.



SAMPLE NEWSLETTER ANNOUNCEMENT

Promote Contact Lens Health Week by including these announcements in a newsletter, other publication, or webpage.

Short Version

The Centers for Disease Control and Prevention (CDC), in collaboration with partners, is promoting the sixth annual Contact Lens Health Week August 19-23, 2019. This year's campaign theme is "Contact Lens Health Starts with You" to encourage eye care providers and patients alike to take an active role in ensuring and caring for their eye health. The campaign aims to promote healthy contact lens wear and care practices that can help reduce the chance of eye infections and injuries related to contact lens use. For more information on Contact Lens Health Week, a campaign promotion toolkit, [free posters](#), and other resources for promoting healthy contact lens wear and care throughout the year, visit www.cdc.gov/contactlenses.

Long Version

The Centers for Disease Control and Prevention (CDC), in collaboration with partners, is promoting the sixth annual Contact Lens Health Week August 19-23, 2019. This year's campaign theme is "Contact Lens Health Starts with You" to encourage eye care providers and patients alike to take an active role in ensuring and caring for their eye health.

Failure to wear, clean, and store your lenses as directed by your eye doctor increases the chance of getting germs in your eyes and causing complications. Contact lens-related eye infections can lead to long-lasting damage but often are preventable. Even minor infections can be painful and disrupt day-to-day life. Your contact lens wear and care habits, supplies, and eye doctor are all essential to keeping your eyes healthy.

The Contact Lens Health Week campaign messages cover three key areas:

1. Improve communication about healthy contact lens hygiene habits between eye care providers and patients
2. Risk associated with improper contact lens use
3. Regular visits to an eye care provider

Get Involved

- Download and share [social media messages](#) to spread the word about healthy contact lens wear and care.
- Look for and use the hashtags [#OnePairTakeCare](#).
- Share CDC's [Contact Lenses digital buttons and badges](#) on your websites, blogs, and social media channels.
- [Order](#) or [download](#) posters to promote healthy contact lens wear and care habits and free tear-off pads that have important contact lens tips.

For more information on Contact Lens Health Week, a [campaign promotion toolkit](#), [free posters](#), and other resources for promoting healthy contact lens wear and care throughout the year, visit www.cdc.gov/contactlenses.

SAMPLE SOCIAL MEDIA POSTS

The messages below are intended for partners and the public to use with social media tools, such as Twitter, Instagram, and Facebook. These messages may be used as written or customized to address specific needs. For more social media messages about contact lens wear and care, visit the Social Media Library page at <http://www.cdc.gov/contactlenses/socialmedia-library.html>.

#OnePairTakeCare

The campaign hashtag for Contact Lens Health Week 2019 is #OnePairTakeCare. Please include the hashtag in your social media posts.



Do you wear contact lenses? CDC has free health materials available to raise awareness about healthy and safe contact lens wear. **#OnePairTakeCare** <https://go.usa.gov/xExDd>



Water and contacts don't mix! Germs found in water can stick to contacts & infect your eyes go.usa.gov/pjwz **#OnePairTakeCare**

Does your kid want contacts? Learn the facts during Contact Lens Health Week. Healthy contact lens habits starts now: go.usa.gov/3WDpC **#OnePairTakeCare**

Did you know that 99% of contact lens wearers report a habit that puts them at risk for a serious eye infection? Find out how you can prevent eye infections today. **#OnePairTakeCare** go.usa.gov/kkex

Start healthy contact lens habits now to keep your eyes healthy! **#OnePairTakeCare** go.usa.gov/kkex

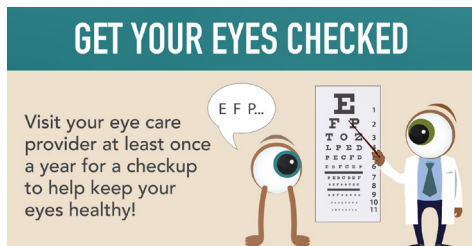
It's Contact Lens Health Week. Learn how you can take care of your lenses and eyes for life. **#OnePairTakeCare** go.usa.gov/kkex

SAMPLE SOCIAL MEDIA POSTS

The social media graphics and videos below are intended for partners and the public to use on social media channels such as Facebook, Twitter, and Instagram. Each graphic is available in formatting specific to Facebook, Twitter, and Instagram. For more graphics and formats, visit the [buttons and badges](#) and [videos](#) page.



Contact Lens Health Week Tip:
Don't sleep with your contacts in!
#OnePairTakeCare



Contact Lens Health Week Tip: Don't buy contact lenses without a prescription
#OnePairTakeCare



Contact Lens Health Week Tip: Don't mix old solution with new solution
#OnePairTakeCare

Have kids who wear contacts? Schedule their yearly #EyeExam during Contact Lens Health Week! <https://go.usa.gov/xydpE>
#OnePairTakeCare

You only have one pair of eyes, so take care of them! Start healthy contact lens habits now to keep your eyes healthy! <https://go.usa.gov/xydpE>
#OnePairTakeCare

SAMPLE SOCIAL MEDIA GRAPHICS

Facebook/Twitter

GIVE YOUR EYES A REST
Don't let an all-nighter lead to painful sight – take your contacts out before you sleep.





WATER AND CONTACTS DON'T MIX

Take your contacts out before swimming or showering.





CONTACT LENS HEALTH WEEK
AUGUST 19 - 23, 2019



Contact Lens Health Starts With You
www.cdc.gov/contactlenses



Instagram

GIVE YOUR EYES A REST
Don't let an all-nighter lead to painful sight – take your contacts out before you sleep.





PROTECT YOUR EYES

Get rid of the grime, add new solution to your case every time.

Dump old solution & add new solution every time.



 www.cdc.gov/contactlenses

WATER AND CONTACTS DON'T MIX

Germs found in water can stick to contact lenses and infect your eyes.



 www.cdc.gov/contactlenses

SAMPLE SOCIAL MEDIA GRAPHICS

Banners



Contact Lens Health Starts with You [READ MORE >](#)

Educate your patients about healthy wear and care habits.



Videos

TAKE THEM OUT!

Sleeping in contacts increases the risk of eye infection up to 8 times.



Clean and Store Your Contacts Properly:

Dump old solution & use new solution every time.



Give Your Eyes a Break:

Take your contacts out before sleeping.



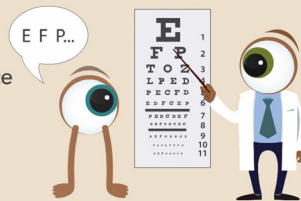
Stay on Schedule:

Don't wear your contact lenses or use your case for longer than recommended.



GET YOUR EYES CHECKED

Visit your eye care provider at least once a year for a checkup to help keep your eyes healthy!



WEB-BASED RESOURCE LIST

The following webpages provide more information and resources helpful for promoting Contact Lens Health Week and healthy contact lens wear and care throughout the year

GENERAL INFORMATION

CDC: Healthy Contact Lens Wear and Care	http://www.cdc.gov/contactlenses
CDC: Fast Facts	http://www.cdc.gov/contactlenses/fast-facts.html
CDC: Germs and Infections	http://www.cdc.gov/contactlenses/germs-infections.html
CDC: Children and Contact Lenses	http://www.cdc.gov/contactlenses/children-and-contact-lenses.html
CDC: Types of Contact Lenses and Solutions	http://www.cdc.gov/contactlenses/lens-and-solution-types.html
AAO: Eye Smart –Contact Lenses for Vision Correction	http://www.geteyesmart.org/eyesmart/glasses-contacts-lasik/contact-lens.cfm
Access Media Group: Consumer Guide to Contact Lenses	http://www.allaboutvision.com/contacts
Prevent Blindness: Wearing Contact Lenses	http://www.preventblindness.org/wearing-contact-lenses

CONTACT LENS WEAR AND CARE

CDC: Protect Your Eyes	http://www.cdc.gov/contactlenses/protect-your-eyes.html
CDC: Health Promotion Materials	http://www.cdc.gov/contactlenses/materials.html
AOA: Contact Lens Safety	http://contactlenssafety.org

WEB-BASED RESOURCE LIST

The following webpages provide more information and resources helpful for promoting Contact Lens Health Week and healthy contact lens wear and care throughout the year

RESOURCES FOR EYE CARE PROVIDERS

CDC: Publications, Data & Statistics <http://www.cdc.gov/contactlenses/pubs-data-stats.html>

CDC: Morbidity and Mortality Weekly Report communication between providers and patients (August 16 release date) <http://www.cdc.gov/mmwr>

Contact Lens Society of America <http://www.clsa.info>

American Academy of Ophthalmology <http://www.aao.org>

American Academy of Optometry <http://www.aaopt.org>

American Optometric Association <http://www.aoa.org>

National Academy of Opticianry <http://www.nao.org>

RESOURCES FOR SPANISH SPEAKERS

AAO: Lentes de contacto (Contact Lenses for Vision Correction) <http://www.geteyesmart.org/eyesmart/anteojos-lentes-de-contacto-lasik/lentes-de-contacto.cfm>

CDC: Proteja sus ojos (Protect Your Eyes) <http://www.cdc.gov/contactlenses/esp/protect-your-eyes.html>

AOCLE: Hábitos saludables para sus lentes de contacto blandos (Wear and Care Tips for Soft Contact Lens Users) [http://www.aocle.org/pdf/Healthy%20habits%20Spanish%20\(protected\).pdf](http://www.aocle.org/pdf/Healthy%20habits%20Spanish%20(protected).pdf)

HEALTH PROMOTION MATERIALS AND MESSAGES

Access materials and messages for contact lens health promotion during Contact Lens Health Week and throughout the year through the following web pages:

GENERAL INFORMATION

Water and contact lenses	http://www.cdc.gov/contactlenses/water-and-contact-lenses.html
	http://www.cdc.gov/contactlenses/pdf/keep-water-away-8x11.pdf
Decorative contact lenses	http://www.cdc.gov/contactlenses/decorative-contacts.html
Contact Lens Health Week	https://www.cdc.gov/contactlenses/contact-lens-health-week.html
Sleeping in contact lenses	http://www.cdc.gov/contactlenses/pdf/sleeping-8x11.pdf
Contact lens wear and care	http://www.cdc.gov/contactlenses/protect-your-eyes.html
	http://www.cdc.gov/contactlenses/pdf/8-5x11-contact-lenses-underwear.pdf
Social media messages	http://www.cdc.gov/contactlenses/socialmedia-library.html
Posters	http://www.cdc.gov/contactlenses/posters.html
Web buttons and badges	http://www.cdc.gov/contactlenses/buttons-badges.html
Podcasts	http://www.cdc.gov/contactlenses/podcasts.html