

Contact Lens Health Week

August 24-28, 2015

The week of August 24-28, 2015 marks the second annual **Contact Lens Health Week!**
This year's campaign theme is *Healthy habits mean healthy eyes.*

Contact Lens Health Week 2015 has been moved to August to coincide with "back to school" health promotion efforts. This year's campaign targets teenage contact lens wearers, their parents, and eye care providers. The campaign also includes messages and materials suitable for all contact lens wearers.

To encourage and support your 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 your colleagues, friends, and family so they may collaborate with you on this important public health initiative.

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



Promotion and Outreach Suggestions

All Partner Organizations

- Create a Contact Lens Health Week page on your organization's website.
 - 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)
- Join our Twitter chat during the campaign week at #HealthyContactsChat

Schools and University Campuses

- **Order FREE POSTERS** and display in schools and on university campuses: <http://www.cdc.gov/contactlenses/posters.html>
- Share contact lens health tips on social media (#OnePairTakeCare).
- Include an announcement in your school newsletter (see *Sample Newsletter Announcement*).
- Announce Contact Lens Health Week at Parent Teacher Association meetings.

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** with Contact Lens Tips from CDC to hand out to patients <http://www.cdc.gov/contactlenses/tear-off-pads.html>
- Include an announcement in your local association's newsletter (see *Sample Newsletter Announcement*).
- Read and share the CDC Morbidity and Mortality Weekly Report article on contact lens-related complications (www.cdc.gov/mmwr, August 21 release date).
- Follow us on Facebook (www.facebook.com/CDC), 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.

Contact Lens Wearers, Parents, and Friends

- Follow us on Twitter @CDC_NCEZID (https://twitter.com/CDC_NCEZID), @CDCgov (<https://twitter.com/cdcgov>), and Facebook (www.facebook.com/CDC), and use the campaign hashtag #OnePairTakeCare.
- Share your story about contact lenses on social media.
- 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 additional information and health promotion tools, visit www.cdc.gov/contactlenses.

Web-based Resource List

The following web pages provide additional information and resources helpful for promoting Contact Lens Health Week and healthy contact lens wear and care throughout the year.

General Information About Contact Lenses	
CDC: Healthy Contact Lens Wear and Care	http://www.cdc.gov/contactlenses
CDC: Fast Facts (about contact lenses)	http://www.cdc.gov/contactlenses/fast-facts.html
CDC: Germs and Infections (associated with contact lens use)	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 (healthy contact lens wear and care tips)	http://www.cdc.gov/contactlenses/protect-your-eyes.html
CDC: Health Promotion Materials (for contact lens wear and care)	http://www.cdc.gov/contactlenses/materials.html
AOA: Contact Lens Safety	http://contactlenssafety.org
Resources for Eye Care Providers	
CDC: Publications, Data & Statistics (on contact lenses)	http://www.cdc.gov/contactlenses/pubs-data-stats.html
CDC: Morbidity and Mortality Weekly Report on characterization of risk for contact lens-related complications (August 21 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: Ojos sanos - lentes de contacto (wear and care tips for contact lens users)	http://www.geteyesmart.org/eyesmart/anteojos-lentes-de-contacto-lasik/lentes-de-contacto.cfm
FDA: Cuidado de los lentes de contacto (how to talk to an eye care provider about contact lenses)	http://www.fda.gov/ForConsumers/ByAudience/ForWomen/FreePublications/ucm126263.htm
CDC: Proteja sus ojos (wear and care tips for contact lens users)	http://www.cdc.gov/contactlenses/esp/protect-your-eyes.html
AACLE: Hábitos saludables para sus lentes de contacto blandos (wear and care tips for soft contact lens users)	http://www.aacle.org/pdf/Healthy%20habits%20Spanish%20(protected).pdf

Social Media Messages

The messages below are intended for partners and the public to use with social media tools, such as Twitter and Facebook. Each message is 140 characters or less, per Twitter requirements. 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 2015 is #OnePairTakeCare.
Please include the hashtag in your social media posts.**

It's Contact Lens Health Week. Healthy habits=healthy eyes. go.usa.gov/kkex #OnePairTakeCare

Start early with healthy contact lens habits. go.usa.gov/kkex #OnePairTakeCare

Water and contacts don't mix! Learn why at go.usa.gov/pjwz #OnePairTakeCare

Share a gross contact lens habit you would never want a friend to do #OnePairTakeCare

Have family/friends who wear contacts? Share tips to avoid eye infections. go.usa.gov/kkex
#OnePairTakeCare

Wear contacts? You only have one pair of eyes, so take care of them! go.usa.gov/kkex
#OnePairTakeCare

How many people don't properly care for their contacts? Find out here: go.usa.gov/vTt4
#OnePairTakeCare

Promote healthy habits with CDC materials for Contact Lens Health Week: go.usa.gov/vTw5
#OnePairTakeCare

Have kids who wear contacts? Teach them how to keep eyes healthy. go.usa.gov/kkex
#OnePairTakeCare

Does your kid want contacts? Learn the facts during Contact Lens Health Week: go.usa.gov/3WDpC
#OnePairTakeCare

Have kids who wear contacts? Schedule their yearly #EyeExam during Contact Lens Health Week!
go.usa.gov/3WDU4 #OnePairTakeCare

Sample Newsletter Announcement (Short Version)

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

The Centers for Disease Control and Prevention (CDC), in close collaboration with partners, is promoting the second annual Contact Lens Health Week during August 24-28, 2015. This year's campaign theme is "Healthy habits mean healthy eyes." The campaign aims to promote healthy contact lens wear and care practices that can help reduce the risk of eye infections and complications associated with improper contact lens use. This year's campaign primarily targets teenage contact lens wearers, their parents, and eye care providers but also includes messages and materials suitable for all contact lens wearers. 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 Newsletter Announcement (Long Version)

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

The Centers for Disease Control and Prevention (CDC), in close collaboration with partners, is promoting the second annual Contact Lens Health Week during August 24-28, 2015. This year's campaign theme is "Healthy habits mean healthy eyes." The campaign aims to promote healthy contact lens wear and care practices that can help reduce the risk of eye infections and complications associated with improper contact lens use. Health messages cover three key areas:

1. Healthy contact lens hygiene habits
2. Proper use, care, and storage of contact lenses and supplies
3. Regular visits to an eye care provider

Contact Lens Health Week 2015 targets teenage contact lens wearers to encourage healthy habits that start early. As teens head back to school, reinforcing proper contact lens wear and care can promote good vision and healthy eyes throughout the school year and throughout life. Eye care providers and parents play a key role in encouraging healthy habits among teens who wear contacts. Campaign messages are also relevant to contact lens wearers of all ages.

CDC has developed a number of materials for partners to help promote Contact Lens Health Week:

- CDC Morbidity and Mortality Weekly Report article characterizing the population at risk for contact lens-related complications and common habits that could lead to eye infections (to be released August 21)
- List of promotion and outreach suggestions
- Web-based resource list
- Collection of campaign messages for use on social media
- Sample newsletter announcements
- Posters and web buttons
- **FREE** printed posters to display in offices, schools, and health centers

For more information on Contact Lens Health Week, a campaign toolkit, and resources for promoting healthy contact lens wear and care throughout the year, visit www.cdc.gov/contactlenses.

Additional Contact Lens Health Promotion Materials

Visit the following web pages for campaign-specific and general contact lens health promotion materials:

Web Page Title	URL
Contact Lens Health Week campaign page	http://www.cdc.gov/contactlenses/contact-lens-health-week.html
Web buttons and banners	http://www.cdc.gov/contactlenses/buttons-banners.html
Infographics	http://www.cdc.gov/contactlenses/infographics.html
Podcasts	http://www.cdc.gov/contactlenses/podcasts.html
Posters	http://www.cdc.gov/contactlenses/posters.html
List of messages for use on social media channels	http://www.cdc.gov/contactlenses/socialmedia-library.html
Videos	http://www.cdc.gov/contactlenses/videos.html

CONTACT LENS HEALTH WEEK

August 24-28, 2015

The Centers for Disease Control and Prevention (CDC) invites you to celebrate Contact Lens Health Week this August!

Help spread the word about healthy contact lens wear and care.

Learn more and download free health promotion materials, including:

- Printable posters
- Infographics
- Buttons and banners for websites
- A library of short messages for use on social media channels
- And much more!

www.cdc.gov/contactlenses

For more information, email: healthywater@cdc.gov.



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

CONTACT LENS HEALTH WEEK



AUGUST 24-28, 2015

HEALTHY HABITS MEAN HEALTHY EYES.



Learn tips for healthy contact lens wear and care to help prevent eye infections.



Make an appointment with your eye doctor if you haven't had your annual visit.



Tell your friends about Contact Lens Health Week.

Visit CDC's Healthy Contact Lenses website and follow us on social media (#OnePairTakeCare)

Web: www.cdc.gov/contactlenses

Facebook: CDC

Twitter: @CDCgov @CDC_NCEZID



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Make an appointment with your eye doctor if you haven't had your annual visit.



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