

Contact Lens Health Week 2014

Campaign Promotion Toolkit

The week of November 17-21, 2014 marks the first annual **Contact Lens Health Week!** This year's campaign theme is *You only have one pair of eyes, so take care of them!*

Contact Lens Health Week 2014 targets older teen and young adult contact lens wearers—a group at increased risk for eye infections associated with contact lens wear—as well as their 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 promotion toolkit, which includes

- Promotion and outreach suggestions
- Web-based resource list
- List of short messages for use on social media channels
- Sample newsletter blurbs
- Links to our posters, web buttons, and infographics
- Campaign flyers

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

- Update (or 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) while maintaining the look and feel of your website.
 - Visit <http://tools.cdc.gov/syndication> or contact healthywater@cdc.gov for more information
 - Include links to CDC's Healthy Contact Lens Wear and Care website.
 - Add Contact Lens Health Week web buttons and badges to your website (<http://www.cdc.gov/contactlenses/buttons-badges.html>).
- Include an announcement about Contact Lens Health Week in your local organization's newsletter (see "Sample Newsletter Blurbs").

Organizations and Health Clinics on College Campuses

- Display healthy contact lens wear and care posters around campus and in your clinic (<http://www.cdc.gov/contactlenses/posters.html>)
- Share healthy contact lens wear and care messages through social media platforms (see "Social Media Messages").
- Publicize Contact Lens Health Week in campus newsletters (see "Sample Newsletter Blurbs").

Eye Care Providers

- Provide educational materials on healthy contact lens wear and care materials to your patients (<http://www.cdc.gov/contactlenses/materials.html>).
- Display healthy contact lens wear and care posters in your office (<http://www.cdc.gov/contactlenses/posters.html>).
- 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.
- Include an announcement about Contact Lens Health Week in your local professional association's newsletter (see "Sample Newsletter Blurbs").
- Share the CDC Morbidity and Mortality Weekly Report on Estimated Burden of Microbial Keratitis with colleagues (www.cdc.gov/mmwr), which is scheduled for release on November 13.

Contact Lens Wearers, Friends and Family

- Follow us on Twitter @CDC_NCEZID (https://twitter.com/CDC_NCEZID), @CDCgov (<https://twitter.com/cdcgov>) and Facebook (www.facebook.com/CDC) and search for and use the hashtag (#OnePairTakeCare).
- Share your story about contact lenses through social media platforms.
- Visit our website (www.cdc.gov/contactlenses) to learn and share tips for healthy contact lens wear and care.
- Tell your family and friends about Contact Lens Health Week and share tips for avoiding eye infections linked to improper contact lens use.

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 (linked to contact lens use)	http://www.cdc.gov/contactlenses/germs-infections.html
FDA: Children and Contact Lenses	http://www.fda.gov/forconsumers/consumerupdates/ucm318020
FDA: Types of Contact Lenses	http://www.fda.gov/MedicalDevices/ProductsandMedicalProcedures/HomeHealthandConsumer/ConsumerProducts/ContactLenses/ucm062319.htm
AAO: Eye Smart - Contact Lenses for Vision Correction	http://www.geteyesmart.org/eyesmart/glasses-contacts-lasik/contact-lens.cfm
CLAO: Contact Lens Docs (how to locate an eye care provider specializing in contact lenses)	http://www.contactlensdocs.com
Access Media Group: Consumer guide to contact lenses	http://www.allaboutvision.com/contacts
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
FDA: Decorative Contact Lenses	http://www.fda.gov/MedicalDevices/ProductsandMedicalProcedures/HomeHealthandConsumer/ConsumerProducts/ContactLenses/ucm270953.htm
FDA: Contact Lens Solutions and Products	http://www.fda.gov/MedicalDevices/ProductsandMedicalProcedures/HomeHealthandConsumer/ConsumerProducts/ContactLenses/ucm062584.htm
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 estimated burden of microbial keratitis (Nov. 13 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: Protect Your Eyes (healthy contact lens wear and care tips in Spanish)	http://www.cdc.gov/contactlenses/esp/protect-your-eyes.html

Social Media Messages

The messages below are intended for organizations, eye care providers, public health officials, 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 local or other specific needs. For more social media messages about healthy contact lens wear and care, visit the Social Media Library page at <http://www.cdc.gov/contactlenses/socialmedia-library.html>.

#OnePairTakeCare

The theme of Contact Lens Health Week 2014 is “You only have one pair of eyes, so take care of them!” Please include the hashtag #OnePairTakeCare in your social media posts.

You only have one pair of eyes, so take care of them. Learn how during Contact Lens Health Week.
#OnePairTakeCare <http://go.usa.gov/kkex>

Learn tips to maximize the benefits of your contact lenses during Contact Lens Health Week
#OnePairTakeCare <http://go.usa.gov/kkex>

Pulling an all-nighter? Keep your glasses and contact lens case on hand. Your eyes will thank you.
#OnePairTakeCare <http://go.usa.gov/kkex>

Water and contacts don't mix! Learn tips for contact lens wear during Contact Lens Health Week.
#OnePairTakeCare <http://go.usa.gov/pjwz>

If you haven't had your yearly eye exam, schedule one today! It's Contact Lens Health Week.
#OnePairTakeCare <http://go.usa.gov/pvnR>

Share your grossest story about improper contact lens wear during Contact Lens Health Week Nov 17-21. #OnePairTakeCare

Have family or friends who wear contacts? Share tips for avoiding eye infections. #OnePairTakeCare
<http://go.usa.gov/kkex>

Wear contact lenses? Celebrate Contact Lens Health Week by learning how to prevent eye infections.
#OnePairTakeCare <http://go.usa.gov/kkex>

How many contact lens wearers don't follow proper wear and care instructions? Find out here:
#OnePairTakeCare <http://go.usa.gov/vTt4>

Help promote healthy contact lens wear and care during Contact Lens Health Week.
#OnePairTakeCare <http://go.usa.gov/vTw5>

Sample Newsletter Blurb (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 from clinical, public health, industry and regulatory sectors, is promoting the first annual Contact Lens Health Week November 17-21, 2014. This year's campaign theme is "You only have one pair of eyes, so take care of them!" 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. As older teens and young adults are at increased risk for eye infections associated with contact lens wear, the campaign primarily targets contact lens wearers ages 18-22 and also includes messages and materials suitable for all contact lens wearers. Eye care providers are a critical partner in relaying campaign messages and materials to patients. For more information on Contact Lens Health Week, a campaign promotion toolkit, and resources for promoting healthy contact lens wear and care throughout the year, visit www.cdc.gov/contactlenses.

Sample Newsletter Blurb (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 first annual Contact Lens Health Week November 17-21, 2014. This year's campaign theme is "You only have one pair of eyes, so take care of them!" 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

As older teens and young adults are at increased risk for eye infections associated with contact lens wear, the campaign primarily targets contact lens wearers ages 18-22 and also includes messages and materials suitable for all contact lens wearers. Eye care providers are a critical partner in relaying campaign messages and materials to patients. CDC has developed a number of materials for partners to help promote Contact Lens Health Week:

- CDC Morbidity and Mortality Weekly Report on the estimated burden of microbial keratitis to be released November 13
- Collection of short, campaign messages for social media channels
- Sample newsletter blurbs
- Posters, flyers and web buttons
- List of promotion and outreach suggestions
- Web-based resource list

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

Additional Health Promotion Materials

Access campaign-specific and general health promotion materials for contact lens wear and care through the following web pages:

Web buttons and badges	http://www.cdc.gov/contactlenses/buttons-badges.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

CONTACT LENS HEALTH WEEK

November 17–21, 2014

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

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 badges 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



NOVEMBER 17-21, 2014

**YOU ONLY HAVE ONE PAIR OF EYES,
SO TAKE CARE OF THEM!**



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



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