

Contact Lens Health Week

Campaign Promotion Toolkit



The week of August 21-25, 2017, marks the fourth annual **Contact Lens Health Week!** The campaign theme is *Healthy habits mean healthy eyes*, with an emphasis on encouraging youth to *start healthy habits early, for healthy eyes later.*

Contact Lens Health Week 2017 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 from an early age 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 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 healthy contact lens wear and care throughout the year, visit www.cdc.gov/contactlenses.

**HEALTHY HABITS
MEAN HEALTHY EYES.**

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 on August 22, 2017 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>
- 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 @CDCespanol (<https://twitter.com/CDCespanol>) – and use the campaign hashtag #OnePairTakeCare.
- Follow us on Facebook (www.facebook.com/CDC) and Facebook en Español and share our contact lens messages. (<https://www.facebook.com/CDCespanol>).
- 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 more information and health promotion tools, visit www.cdc.gov/contactlenses.

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 About Contact Lenses	
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
Resources for Eye Care Providers	
CDC: Publications, Data & Statistics	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
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

Social Media Messages

The messages below are intended for partners and the public to use with social media tools, such as Twitter, Instagram, 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 2017 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
- 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
- Contact Lens Health Week Tip: DO replace your contact lenses as often as recommended #OnePairTakeCare
- Contact Lens Health Week Tip: Don't sleep with your contacts in! #OnePairTakeCare
- Contact Lens Health Week Tip: Don't mix old solution with new solution #OnePairTakeCare
- It's Contact Lens Health Week. Learn how to take care of your lenses and eyes #OnePairTakeCare
- Unhealthy contact lens habits can increase your chance of an eye infection. [Learn more](#) #OnePairTakeCare
- Start healthy contact lens habits now to keep your eyes healthy! #OnePairTakeCare go.usa.gov/kkex

Social Media Buttons

The social media buttons below are intended for partners and the public to use on social media channels such as Twitter, Instagram, and Facebook. Each button is available in formatting specific to Twitter, Instagram, and Facebook. For more buttons and formats, visit the Buttons and Badges page at <https://www.cdc.gov/contactlenses/buttons-badges.html>.



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 collaboration with partners, is promoting the fourth annual Contact Lens Health Week August 21-25, 2017. This year's campaign theme is "healthy habits mean healthy eyes" and focuses on encouraging youth to start healthy habits early, for healthy eyes later. 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.

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 collaboration with partners, is promoting the fourth annual Contact Lens Health Week August 21-25, 2017. This year's campaign theme is "healthy habits mean healthy eyes" and focuses on encouraging youth to start healthy habits early, for healthy eyes later.

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

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.

Additional Contact Lens Health Promotion Materials

Visit the following webpages 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 sample social media messages	http://www.cdc.gov/contactlenses/socialmedia-library.html
Videos	http://www.cdc.gov/contactlenses/videos.html