



CONTACT LENS HEALTH WEEK 2020 CAMPAIGN PROMOTION TOOLKIT

"Road to 2020 Vision begins with contact lens health"



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

#ProtectYourEyes

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CONTACT LENS HEALTH WEEK OVERVIEW

The week of August 17-21, 2020, marks the seventh annual **Contact Lens Health Week!** The campaign theme, ***Road to 2020 Vision begins with contact lens health***, emphasizes the importance of healthy contact lens hygiene practices in protecting against serious eye infections and other illnesses. Now more than ever, it's important to wash your hands before handling your contact lenses. Handwashing is an essential first step in the fight against eye infections and COVID-19 transmission. 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 2020 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



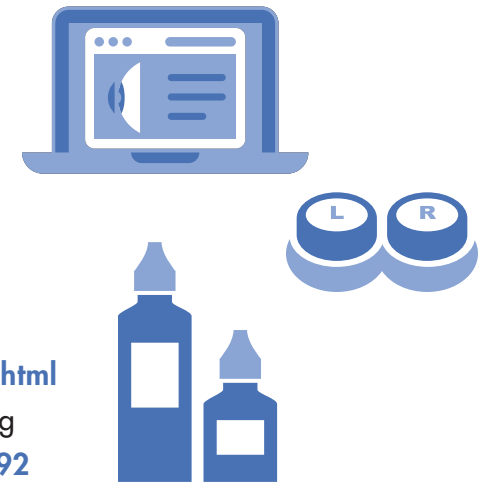
We hope you find these materials useful as you engage your community in healthy contact lens wear and care awareness efforts. Please forward this message and its attachments to individuals in your network, so they may collaborate with you on this important public health initiative.

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

- 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: **#ProtectYourEyes**).



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*).
- Follow us on social media ([CDC Facebook](#), [@CDCgov](#), and [CDCgov Instagram](#)), and share our contact lens health tips (**#ProtectYourEyes**).
- 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

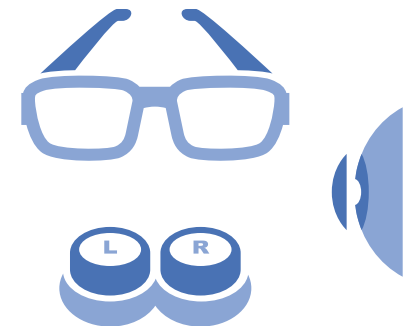
- Order **FREE POSTERS** and display in schools and on university campuses:
<https://wwwn.cdc.gov/pubs/cdcinfoondemand.aspx?ProgramID=192>
- Share contact lens health tips on social media (**#ProtectYourEyes**).
- Include an announcement in your school or health clinic's newsletter (see *Sample Newsletter 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 **#ProtectYourEyes** 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 seventh annual Contact Lens Health Week August 17-21, 2020. This year's campaign theme, "Road to 2020 Vision begins with contact lens Health," emphasizes the importance of healthy contact lens hygiene practices in protecting against serious eye infections and other illnesses. Now more than ever, it's important to wash your hands before handling your contact lenses. Handwashing is an essential first step in the fight against eye infections and COVID-19 transmission. 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 seventh annual Contact Lens Health Week August 17-21, 2020. This year's campaign theme, "Road to 2020 Vision begins with contact lens Health," emphasizes the importance of healthy contact lens hygiene practices in protecting against serious eye infections and other illnesses. Now more than ever, it's important to wash your hands before handling your contact lenses. Handwashing is an essential first step in the fight against not infections, and COVID-19 transmission.

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 wear and care hygiene practices
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 [#ProtectYourEyes](#).
- 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>.

#ProtectYourEyes

The campaign hashtag for Contact Lens Health Week 2020 is #ProtectYourEyes.
Please include the hashtag in your social media posts.

Washing your hands before handling your contact lenses is the first line of defense against germs that could infect your eye. **#ProtectYourEyes** by washing your hands before wearing contact lenses every time. go.usa.gov/kkex



Do you wear contact lenses? CDC has free health materials available to raise awareness about healthy and safe contact lens wear. **#ProtectYourEyes**
<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
#ProtectYourEyes

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

Did you know that most 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. **#ProtectYourEyes**
go.usa.gov/kkex



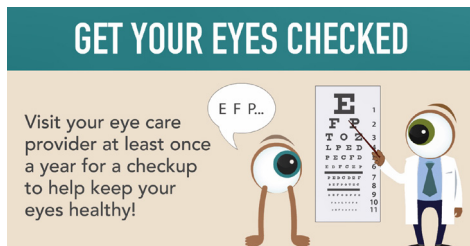
It's Contact Lens Health Week. Learn how you can take care of your lenses and eyes for life. **#ProtectYourEyes**
go.usa.gov/kkex

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!
#ProtectYourEyes
go.usa.gov/kkex



Contact Lens Health Week Tip: Don't buy contact lenses without a prescription
#ProtectYourEyes
go.usa.gov/kkex



Contact Lens Health Week Tip: Don't mix old solution with new solution
#ProtectYourEyes
go.usa.gov/kkex

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> **#ProtectYourEyes**

SAMPLE SOCIAL MEDIA GRAPHICS

Facebook/Twitter



Instagram



SAMPLE SOCIAL MEDIA GRAPHICS

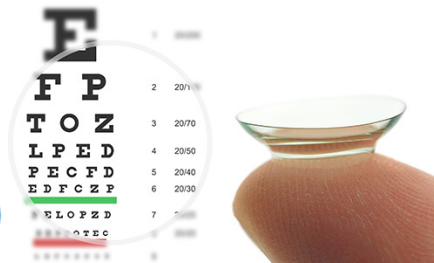
Banners



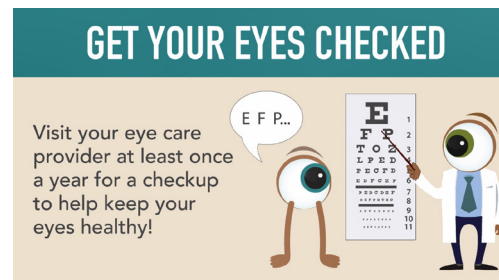
Contact Lens Health Week

August 17 – 21, 2020

Road to 2020 Vision begins with contact lens health
#ProtectYourEyes



Videos



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: Coronavirus Disease 2019 FAQs (English)	https://www.cdc.gov/coronavirus/2019-ncov/faq.html#Prevention
CDC: Coronavirus Disease 2019 FAQs (Spanish)	https://espanol.cdc.gov/coronavirus/2019-ncov/faq.html#Prevention
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
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

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
Videos	https://www.cdc.gov/contactlenses/videos.html
Web buttons and badges	http://www.cdc.gov/contactlenses/buttons-badges.html
Podcasts	http://www.cdc.gov/contactlenses/podcasts.html