



SPRING BREAK TRAVEL 2020 CONTACT LENS TOOLKIT



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

#SpringintoAction

CG16301A

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CAMPAIGN OVERVIEW

Promote healthy contact lens wear and care for Spring Break 2020!

CDC's Spring Break Contact Lens Health Tips social media campaign was developed to provide older teen and young adult contact lens wearers—a group at increased risk for eye infections associated with contact lens wear—with tips on how to take care of their contact lenses while traveling. Campaign messages and materials are also suitable for all contact lens wearers. The campaign will take place March 2 — March 6, 2020. This year's theme is **"Spring into action – practice healthy contact lens habits."**

To encourage and support your contact lens health promotion efforts, we have provided a social media toolkit, which includes:



Sample
campaign
announcement



Social media
messages and
images



Links to key health
promotion materials
and messages

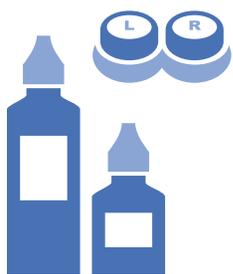
We hope you find these materials useful as you engage your community in healthy contact lens wear and care awareness efforts. Please forward this message and its attachments to individuals in your network, so they may collaborate with you on this important public health initiative.

For additional information and resources about healthy contact lens wear and care, visit www.cdc.gov/contactlenses.

SAMPLE CAMPAIGN ANNOUNCEMENT

Promote spring break contact lens health tips by including the announcement below in a newsletter, publication, email, or webpage.

Spring break is here, and [Partner Organization] would like you to have a great time while also practicing healthy contact lens wear and care habits to keep your eyes safe. Join us in promoting healthy contact lens wear and care through social media the week of March 2 – March 6, 2020. The following messages can help remind contact lens wearers to take care of their eyes, even while on vacation:



- Take your contact lenses out before going to sleep, no matter how late you are up (unless your eye care provider says otherwise).
- Pack enough contact lens supplies and a spare pair of glasses
- Never swim or shower in contact lenses
- Never “top off” solution, or add new solution to old solution in the case to store contact lenses
- Do not wear contact lenses without a prescription from an eye care provider – this includes decorative lenses sold at souvenir shops.

Get Involved



- Download and share spring break-themed **social media messages** to spread the word about healthy contact lens wear and care.
- Look for and use the hashtags **#SpringBreak2020** and **#SpringintoAction**.
- 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.

SAMPLE SOCIAL MEDIA POSTS

The messages below are intended for organizations, eye care providers, public health officials, and the public to use with Facebook and other social media tools. The messages in the Twitter section are 280 characters or less, per Twitter requirements. Use these social media posts as written or customize to address 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>.

Facebook/Pinterest/Instagram



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



Wear contact lenses and going somewhere on Spring Break?
Remember to carry a spare pair of lenses or glasses—you never know when they will come in handy!
<http://go.usa.gov/kkex>
#SpringBreak2020 #SpringintoAction



Headed to the beach or pool for spring break? Keep your contact lenses away from water! Exposing your lenses to water can increase your chance of getting an eye infection.
<http://go.usa.gov/pjwz>
#SpringBreak2020 #SpringintoAction



Fix your eyes on the destination and avoid contact lens eye infections. Remove your contact lenses before you sleep or nap for fresh eyes all day every day.
<https://go.usa.gov/xExjX>



Spring break contact lens tip: Avoid that sketchy pair. Decorative contact lenses sold on the boardwalk or in costume shops without a prescription can be bad news for your eyes!
<http://go.usa.gov/zwFV>
#SpringBreak2020 #SpringintoAction

Twitter



Going on a trip? Protect your eyes. Pack extra contact lens supplies just in case you need it. **#SpringintoAction**
<https://go.usa.gov/xExjX>



Going on **#SpringBreak2020** with contact lenses? Carry a spare pair of glasses too!
#SpringintoAction
<http://go.usa.gov/kkex>



Going to the beach or pool for **#SpringBreak2020**? Take your contact lenses out before going in!
<http://go.usa.gov/pjwz>



Staying up late on **#SpringBreak2020**? Sleeping in lenses is risky business: Take your lenses out before bed!
#SpringintoAction
<http://go.usa.gov/zf2B>



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



Fix your eyes on the destination and avoid contact lens eye infections. Remove your contact lenses before you sleep or nap for fresh eyes all day every day. <https://go.usa.gov/xExjX>



#SpringBreak2020 contact lens tip: Pack enough contact lens supplies to keep your eyes healthy. **#SpringintoAction**
<http://go.usa.gov/kkex>

SAMPLE SOCIAL MEDIA GRAPHICS

Below are example graphics and videos that are available for use. Feel free to pair them with suggested social media posts to share with your audience. For more social media graphics and videos about healthy contact lens wear and care, visit the [buttons and badges](#) page and [videos](#) page.

GET YOUR EYES CHECKED

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

E F P...

1 E
2 F P
3 T O Z
4 L F E D
5 P R O P S
6
7 P R O P P Y
8
9
10
11

SPRING INTO ACTION with healthy contact lens habits

Pack plenty of supplies:

- Lens solution
- Lens case
- Extra glasses or contact lenses, just in case

Take in the sights with fresh eyes cdc.gov/contactlenses

Wearing contacts while on spring break? Say NO to H₂O!

Don't wear your contact lenses while swimming.

www.cdc.gov/contactlenses

CONTACT LENSES ARE LIKE UNDERWEAR

DON'T OVER-WEAR. AVOID THAT SKETCHY PAIR. CARRY A SPARE.

COVER YOUR BUTT TAKE CARE OF YOUR EYES

www.cdc.gov/contactlenses

WHEN YOUR CONTACT FALLS OUT AND IS NOW COVERED IN SAND...

...BUT THEN YOU REMEMBER YOU PACKED BACK-UP SUPPLIES!

cdc.gov/contactlenses

Give Your Eyes a Break While Traveling.

Take care of your contact lenses.

- Don't sleep in contact lenses
- Don't mix old solution with new solution
- Carry spare supplies

www.cdc.gov/contactlenses

HEALTH PROMOTION MATERIALS AND MESSAGES

Access materials and messages for contact lens health promotion during spring break and throughout the year through the following web pages:

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>

Spring break feature

<https://www.cdc.gov/contactlenses/spring-break.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>

