



Your Eyes Are the Windows to Your Health.

Schedule an eye exam today.

Tips To Promote Comprehensive Dilated Eye Exams in Your Community

Community-wide and individual activities, programs, and workshops are effective ways to educate people in your community about the importance of comprehensive dilated eye exams. The following list provides ideas for activities that can be customized to meet your needs and budget. Every effort makes a difference!

Eyecare providers and other healthcare professionals can take the lead.

- Download and use the patient reminder postcards, stickers, and bookmarks on the *Healthy Eyes* Toolkit to help patients remember the date of their next eye exam.
- E-mail the promotional postcards to colleagues and other community organizations that support eye health. Let them know they, too, can help promote Healthy Vision Month 2009 with these postcards.
- Print the “I had an eye exam” stickers in the *Healthy Eyes* Toolkit and distribute them to patients at the end of their visit.
- Record one of the radio PSA scripts for callers who receive your office’s on hold message.
- Place a link to the NEI *Healthy Eyes* Webpage on your website.

Local businesses can support educational efforts.

- Place one of the drop-in articles available for download on the *Healthy Eyes* Toolkit on your intranet and/or Internet site or in your company’s newsletter. You can also print hard copies of the articles and place in employee dining areas or on company bulletin boards.
- Invite a local eyecare provider to talk to your employees about eye health and the importance of eye exams.
- E-mail the eye exam postcards to employees and encourage them to share with friends, family members, and/or colleagues.



- Partner with a local community organization or health clinic to sponsor eye exams for people who are unable to afford them within your community. Offer to print copies of the free posters and other handouts available for download on the *Healthy Eyes* Toolkit for these organizations.

Community organizations can help.

- Work with your local Lions Club or community health clinic to offer free eye exams to the public at an upcoming health fair or other event. Be sure to visit the *Healthy Eyes* Toolkit for free posters and other handouts you can download and distribute at these events.
- Print the “See What You’ve Been Missing” or “Your Eyes, Your Health” drop-in article in your newsletter.
- Distribute the print public service announcements available for download on the *Healthy Eyes* Toolkit to local newspapers and magazines.
- Place a link to the *Healthy Eyes* Webpage on your website.
- Complete the customizable news release and send to local radio and television outlets with the fact sheet to promote eye health and the importance of eye exams in your community. Identify a spokesperson with previous media experience within your organization and offer to make him or her available for interviews.
- Team up with a Healthy Vision 2010 Consortium member in your area. Members are listed at http://www.healthyvision2010.org/about_hv/c_members.asp.

You can make a difference.

- E-mail the eye exam e-cards to friends and family members to remind them about the importance of eye exams. Encourage recipients to share the cards with others.
- Send text messages to your family and friends to encourage them to get eye exams. Visit the *Healthy Eyes* Toolkit for sample messages.
- Download and print the Financial Aid for Eye Care and/or Tips for Finding an Eye Care Professional handouts on the *Healthy Eyes* Toolkit for family members and friends who may benefit from this information.
- Use your calendar or day planner to remind you of upcoming eye exams for yourself and family members.