

HEALTHY VISION MONTH

TOOLKIT

May is Healthy Vision Month. Join the National Eye Institute (NEI) in spreading the word about important steps women can take to make their vision last a lifetime with this Healthy Vision Month Toolkit. It provides a variety of resources in English and Spanish, including a fact sheet, a drop-in article, newsletter content, social media posts for Facebook and Twitter, graphics, and more!

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National Eye Institute

DROP-IN ARTICLE FOR PUBLIC

Use this article in your print and online publications to help share information about how women can protect their vision. If you'd like an image for the article, [download our Healthy Vision Month button](#) or [graphics](#).

It's Healthy Vision Month! Make Your Eye Health a Priority

Women are more likely to have eye-related diseases and conditions, including cataracts, glaucoma, and age-related macular degeneration. Nearly two-thirds of blindness and visual impairment occurs in women, and women make up the majority of the 4.4 million Americans age 40 and older who are blind or visually impaired. You may be busy, on the go, and caring for your family, but it is important that you make the time to take care of you! During Healthy Vision Month, held each May, the National Eye Institute (NEI) reminds you to make your eye health a priority and encourages you to take five important steps to protect your sight.

Get a dilated eye exam. Getting a comprehensive dilated eye exam is the best way to know if your eyes are healthy and you are seeing your best. Talk to your eye care professional about how often you should have one. If you want to see what your eye care professional sees during a dilated eye exam, check out NEI's [eye exam animation](#)!

Live a healthy lifestyle. Eating healthy foods, maintaining a healthy weight, managing chronic conditions, and not smoking can lower your risk of eye disease. You've heard carrots are good for your eyes, but eating a diet rich in fruits and vegetables, particularly dark leafy greens such as spinach, kale, or collard greens, is important for keeping your eyes healthy, too. Research has also shown there are eye health benefits from eating fish high in omega-3 fatty acids, such as salmon, tuna, and halibut.

Know your family history. Talk to your family members—including parents, grandparents, aunts, and uncles—about their eye health history. It's important to know if anyone has been diagnosed with an eye disease, since many diseases are hereditary. This will help to determine if you are at higher risk for developing an eye disease yourself.

Use protective eyewear. Protect your eyes when doing chores around the house, playing sports, or on the job to prevent eye injuries from happening. This includes wearing safety glasses, goggles, safety shields, and eye guards that are made of polycarbonate. Eyewear should sit comfortably on the face, so talk to your eye care provider about the appropriate type of protective eyewear for your sport or job. Make a habit of wearing the appropriate type at all times, and encourage your teammates and coworkers to do the same.

Wear sunglasses. Wear sunglasses outside to protect your eyes from the sun's ultraviolet rays. When purchasing sunglasses, look for ones that block out 99 to 100 percent of both UVA and UVB radiation, so you can keep your eyes healthy. Prolonged exposure to sunlight can increase your risk for getting an eye disease like cataracts or age-related macular degeneration. A wide-brimmed hat offers great protection, too!

These steps can help you keep your eyes healthy and prevent vision loss and blindness from eye disease.

To learn more about Healthy Vision Month and find additional eye health information, visit www.nei.nih.gov/hvm.

NEWSLETTER TEXT FOR HEALTH EDUCATORS

Use this newsletter text for health educators in your print and online newsletters to help promote Healthy Vision Month and the resources available for women to learn how to protect their vision. If you'd like an image for the newsletter, download our [Healthy Vision Month logo](#), or [select one of our graphics](#) included.

Healthy Vision Month: Make Eye Health a Priority This May

This May during Healthy Vision Month, the National Eye Institute (NEI) reminds women to make their eye health a priority and encourages them to take important steps to protect their sight. Women have greater instances of eye diseases because they:

- ▶ Live longer
- ▶ Are at a greater risk for autoimmune diseases
- ▶ Are more likely to undergo certain cancer treatments that may affect vision
- ▶ Experience normal age-related hormonal changes that may affect their eyes

Help NEI promote the importance of maintaining good eye health among women. The Healthy Vision Month website, www.nei.nih.gov/hvm, has English and Spanish resources and materials available to help spread the word during May and throughout the year, including:

- ▶ A [Healthy Vision Month Toolkit](#), which provides a variety of resources in English and Spanish, including prewritten social media posts for Facebook and Twitter, a drop-in article, newsletter language, a Healthy Vision Month fact sheet, graphics, and more
- ▶ The new [Women's Eyes](#) section that highlights important information for women
- ▶ [Web buttons](#) to post to your website or blog
- ▶ [Videos](#) with tips on keeping your eyes healthy
- ▶ An [animation](#) of a dilated eye exam from a doctor's point of view
- ▶ [Infocards](#) and [infographics](#) to share through social media, including Pinterest
- ▶ More!

Let's make eye health a priority together! No effort is too small when encouraging women to make their vision last a lifetime.

SOCIAL MEDIA

GRAPHICS AND COVER PHOTOS FOR FACEBOOK AND TWITTER

Use NEI's [graphics](#) and [cover photos](#) for Facebook and Twitter. Each week of May, add a graphic with a social media post, or change your cover photo.

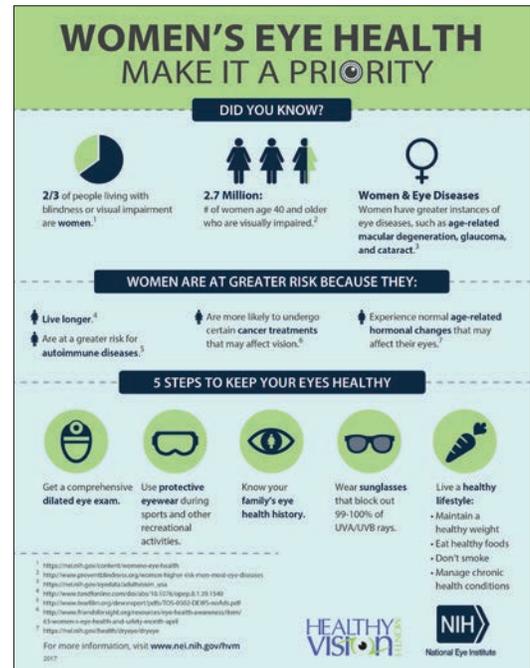
COVER PHOTO EXAMPLES:



INFOGRAPHICS AND INFOCARDS

NEI [infocards](#) and [infographics](#) offer tips about how people can protect their sight and facts about healthy vision. We have specific information for women. Post them to your website or blog or share through Facebook, Twitter, or Pinterest.

INFOCARD AND INFOGRAPHIC EXAMPLES:



PINTEREST

Follow the NEI Pinterest board for [Women's Eye Health](#) to find eye health resources and facts for women. Many of our other boards, such as "Healthy Vision," "Healthy Eating," and "Eye Health Videos," feature content you can use throughout Healthy Vision Month—and all year long! You can repin or like pins we post to our boards, pin content from our website that you find useful, or comment on our pins to let us know what you think of our resources.

POSTS FOR FACEBOOK

Below are posts you can share on Facebook. To make them visual, attach an [infocard](#), [infographic](#), [video](#), or one of the [graphics](#) included in this toolkit.

- ▶ It's Healthy Vision Month! Learn how you can keep your eyes healthy: <http://www.nei.nih.gov/hvm> #HealthyVisionMonth
 - ▶ ¡Este es el Mes de la Visión Saludable! Aprenda cómo mantener sus ojos sanos en: (inglés) <https://www.nei.nih.gov/hvm> #MesdelaVisiónSaludable #MisOjosSanos
- ▶ Nearly 2/3 of blindness and visual impairment occurs in women. Taking steps like getting a comprehensive dilated eye exam and living a healthy lifestyle can help protect your vision. <https://nei.nih.gov/hvm/womens-eyes> #HealthyVisionMonth
 - ▶ Casi 2/3 de la ceguera y la discapacidad visual se produce en las mujeres. Tome medidas para ayudar a proteger su visión como, obtener un examen completo de los ojos con dilatación de las pupilas y vivir un estilo de vida saludable. (inglés) <https://nei.nih.gov/hvm/womens-eyes> #MesdelaVisiónSaludable
- ▶ One reason why women have greater instances of eye diseases is because they are more likely to undergo certain cancer treatments that may affect vision. Want to learn more? Check out: <https://nei.nih.gov/hvm/womens-eyes>
 - ▶ Una razón por la cual las mujeres tienen mayores casos de enfermedades de los ojos es porque son más propensas a someterse a ciertos tratamientos contra el cáncer que pueden afectar la visión. ¿Quiere aprender más? Más información aquí: (inglés) <https://nei.nih.gov/hvm/womens-eyes>
- ▶ One reason why women have greater instances of eye diseases is because they experience normal age-related hormonal changes that may affect their eyes. Want to learn more? Check out: <https://nei.nih.gov/hvm/infographic>
 - ▶ Una razón por la cual las mujeres tienen mayores casos de enfermedades de los ojos es porque experimentan cambios hormonales normales relacionados con la edad que puede afectar sus ojos. ¿Quiere aprender más? Más información aquí: (inglés) <https://nei.nih.gov/hvm/infographic>
- ▶ Put a comprehensive dilated eye exam on your to-do list. It's the best way to know if your eyes are healthy and you're seeing your best. Want to learn more? Check out: https://nei.nih.gov/hvm/healthy_eyes_exam #HealthyVisionMonth
 - ▶ Ponga un examen completo de los ojos con dilatación de las pupilas en su lista de tareas pendientes. Es la mejor manera de saber si sus ojos están sanos y si está viendo lo mejor posible. ¿Quiere aprender más? Más información aquí: (inglés) https://nei.nih.gov/hvm/healthy_eyes_exam #MesdelaVisiónSaludable
- ▶ It's Healthy Vision Month! Maintaining a healthy weight, eating a diet rich in fruits and leafy greens, managing chronic conditions, and not smoking can lower your risk of eye diseases that can lead to blindness. https://nei.nih.gov/hvm/healthy_eyes_lifestyle #HealthyVisionMonth
 - ▶ ¡Es el Mes de la Visión Saludable! Manteniendo un peso saludable, comiendo una dieta rica en frutas y verduras, manejando condiciones crónicas y no fumando puede reducir el riesgo de enfermedades oculares que pueden conducir a la ceguera. (inglés) https://nei.nih.gov/hvm/healthy_eyes_lifestyle #MesdelaVisiónSaludable

- ▶ May is Healthy Vision Month! Take this time to talk with your loved ones about any eye conditions that run in your family. http://www.nei.nih.gov/hvm/healthy_eyes_history #HealthyVisionMonth
 - ▶ ¡Mayo es el Mes de la Visión Saludable! Tómese este tiempo para hablar con sus seres queridos acerca de las condiciones oculares que corren en su familia. (inglés) http://www.nei.nih.gov/hvm/healthy_eyes_history #MesdelaVisiónSaludable
- ▶ It's Healthy Vision Month! Encourage the women in your life to prioritize their eye health using these five steps: <https://nei.nih.gov/hvm/womens-eyes> #HealthyVisionMonth
 - ▶ ¡Es el Mes de la Visión Saludable! Anime a las mujeres en su vida a priorizar su salud ocular usando estos cinco pasos: (inglés) <https://nei.nih.gov/hvm/womens-eyes> #MesdelaVisiónSaludable
- ▶ Protect your eyes with protective eyewear when playing sports or even doing chores around the house to prevent eye injuries from happening. Talk to your eye care provider about the appropriate type of protective eyewear necessary for your sport or job. http://www.nei.nih.gov/hvm/healthy_eyes_eyewear #HealthyVisionMonth
 - ▶ Proteja sus ojos con gafas protectoras cuando juegue deportes o incluso hasta cuando haga tareas en la casa para evitar que ocurran lesiones oculares. Hable con su oculista sobre el tipo apropiado de gafas protectoras que necesita para su deporte o trabajo. (inglés) http://www.nei.nih.gov/hvm/healthy_eyes_eyewear #MesdelaVisiónSaludable
- ▶ Protect your eyes by choosing sunglasses that block out 99 to 100% of both UVA and UVB radiation. Prolonged exposure to the sun can increase your risk for getting certain eye diseases. Learn more: http://www.nei.nih.gov/hvm/healthy_eyes_glasses #HealthyVisionMonth
 - ▶ Proteja sus ojos eligiendo gafas de sol que bloqueen el 99 al 100% de la radiación UVA y UVB. La exposición prolongada al sol puede aumentar el riesgo de contraer ciertas enfermedades oculares. Aprenda más: (inglés) http://www.nei.nih.gov/hvm/healthy_eyes_glasses #MesdelaVisiónSaludable

TWEETS FOR TWITTER

Below are tweets you can share on Twitter. Use the hashtag #HealthyVisionMonth, as well as #Selfie4Sight, in which NEI invites women to take selfies showing how they make their eye health a priority. To make them visual, attach an [infocard](#), [infographic](#), [video](#), or one of our [graphics](#) included in this toolkit.

- ▶ May is #HealthyVisionMonth! Learn what steps you can take to protect your vision for a lifetime. <https://go.usa.gov/x5k8S>
 - ▶ ¡Mayo es el #MesdelaVisiónSaludable! Aprenda qué pasos puede tomar para proteger su visión para toda la vida. <https://go.usa.gov/x5k8S>
- ▶ Celebrate #HealthyVisionMonth by getting a comprehensive dilated eye exam. Learn more healthy eye tips at <https://go.usa.gov/x5k9W>
 - ▶ Celebre el #MesdelaVisiónSaludable con un examen completo de los ojos con dilatación de las pupilas. Más consejos: <https://go.usa.gov/x5k9W>
- ▶ Depending on certain factors, women may need a dilated eye exam annually. Talk to your doctor. #HealthyVisionMonth <https://go.usa.gov/x5k9x>
 - ▶ Dependiendo de ciertos factores, las mujeres pueden necesitar un examen ocular dilatado c/ año. Hable con su médico <https://go.usa.gov/x5k9x>
- ▶ Grab your cameras and take a #Selfie4Sight showing us how you keep your eyes healthy! #HealthyVisionMonth <https://go.usa.gov/x5k9x>
 - ▶ ¡Usen sus cámaras para tomar una #Selfie4Sight! Muéstranos cómo mantiene sus ojos sanos. #MesdelaVisiónSaludable <https://go.usa.gov/x5k9x>
- ▶ Take and share your #Selfie4Sight with sunglasses that block out UVA and UVB rays. #HealthyVisionMonth <https://go.usa.gov/x5k9d>
 - ▶ Tome y comparta su #Selfie4Sight con gafas de sol que bloqueen los rayos UVA y UVB. #MesdelaVisiónSaludable <https://go.usa.gov/x5k9d>
- ▶ How do you protect your healthy vision? We want to know! Upload your #Selfie4Sight today! #HealthyVisionMonth
 - ▶ ¿Cómo protege su visión saludable? ¡Queremos saber! ¡Suba su #Selfie4Sight hoy mismo! #MesdelaVisiónSaludable
- ▶ Protect your sight by maintaining a healthy weight, not smoking, and eating fruits & veggies. #HealthyVisionMonth <https://go.usa.gov/x5k9k>
 - ▶ Proteja su vista manteniendo un peso saludable, no fumando, y comiendo frutas y verduras. #MesdelaVisiónSaludable <https://go.usa.gov/x5k9k>
- ▶ Check out the reasons why women have greater instances of eye diseases. #HealthyVisionMonth <https://go.usa.gov/x5k5t>
 - ▶ Conozca las razones por la cual las mujeres tienen mayores casos de enfermedades oculares. #MesdelaVisiónSaludable <https://go.usa.gov/x5k5t>
- ▶ Encourage the women in your life to prioritize their eye health using these 5 steps: <https://go.usa.gov/x5k9b> #HealthyVisionMonth
 - ▶ Anime a las mujeres en su vida a priorizar su salud ocular siguiendo estos 5 pasos: <https://go.usa.gov/x5k9b> #MesdelaVisiónSaludable
- ▶ Did you know eye conditions can be hereditary? Talk to your family about their eye health history. #HealthyVisionMonth <https://go.usa.gov/x5k95>
 - ▶ ¿Sabía que las condiciones oculares pueden ser hereditarias? Hable con su familia. #MesdelaVisiónSaludable <https://go.usa.gov/x5k95>

YOUTUBE VIDEOS

VIDEOS

Share NEI's [Healthy Vision Month videos](#)! The videos include information on how the public can protect their sight by getting a comprehensive dilated eye exam, living a healthy lifestyle, understanding family history, wearing sunglasses, and using protective eyewear. NEI also offers [an animation](#) that explains the importance of a comprehensive dilated eye exam by showing what an eye care professional sees when the eye is dilated. These videos can be embedded on your website or shared through your social media channels.

FIND VIDEO PLAYLIST HERE:



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