

Set your sight on healthy vision
if you have diabetes

NATIONAL DIABETES MONTH 2014

Social Media Toolkit



Introduction

Join the National Eye Health Education Program (NEHEP) of the National Eye Institute (NEI) during National Diabetes Month in November to increase awareness about diabetic eye disease. In this social media toolkit, we provide a variety of resources and strategies to help you educate people with diabetes about diabetic eye disease and ways they can protect their vision. Use Facebook posts, Twitter tweets, infographics, Web buttons, and other resources referenced below on your social media and website pages. Many of our resources are available in both English and Spanish.

Process

In all social media campaigns, stakeholders conduct activities according to an established process in order to achieve maximum effectiveness and efficiency in disseminating messages. NEHEP has developed the following process to help you conduct a successful social media campaign relating to diabetic eye disease.

STEP 1: DEFINE THE PROBLEM

Set the stage to help people understand what diabetic eye disease is and who is at risk. Use the following information to help you.

What Is Diabetic Eye Disease?

Diabetic eye disease is a group of eye problems people with diabetes may face as a complication of the disease, which can lead to vision loss or blindness. These include:

- Cataract (clouding of the lens of the eye)
- Diabetic retinopathy (the most common form of diabetic eye disease, which damages the blood vessels in the retina)
- Glaucoma (damage to the optic nerve that affects peripheral or side vision)

All people with diabetes, type 1 and 2, are at risk. The longer a person has diabetes, the greater his or her risk of diabetic eye disease. African Americans, American Indians/Alaska Natives, Hispanics/Latinos, and older adults are at higher risk of losing vision or going blind from diabetes.

STEP 2: DEVELOP THE MESSAGE

This year's theme is *Set your sight on healthy vision if you have diabetes*. Share eye health messages during National Diabetes Month and beyond. Post messages on Facebook or on your website, or print them in your newsletter or other publications.



National Eye Institute



A program of the National
Institutes of Health

Here are a few ideas:

- People with diabetes should get a comprehensive dilated eye exam at least once a year. A dilated eye exam is when an eye care professional puts drops in the eyes to dilate, or widen, the pupils in order to examine the back of the eyes for signs of disease.
- Diabetic eye disease often has no warning signs, but it can be detected and treated early, before noticeable vision loss occurs.
- With early detection, timely treatment, and appropriate follow-up, the risk of severe vision loss from diabetic retinopathy can be reduced by 95 percent.
- If you have diabetes, it's important to keep your health on **TRACK**:

Take your medications.

Reach and maintain a healthy weight.

Add physical activity to your day.

Control your blood sugar, blood pressure, and cholesterol.

Kick the smoking habit.

STEP 3: DISSEMINATE RESOURCES

NEHEP offers a variety of multimedia and traditional educational resources for community organizations and health professionals to use to inform people about diabetic eye disease. These resources can be used to reinforce the messages above and can be used in a variety of outlets. In the following sections, you will find samples of these resources and ideas on how to use them. Additional resources and materials can be found on the NEHEP Diabetic Eye Disease Program Web page at <https://www.nei.nih.gov/nehep/programs/diabeticeyedisease>

Diabetic Eye Disease Infographics <https://www.nei.nih.gov/nehep/NDM>

Add these new infographics to an article, story, newsletter, or website to provide at-a-glance

information on diabetic eye disease, prevalence rates, risk factors, and ways to help prevent vision loss. You can also share them via your social media networks. Here are some suggested posts that can accompany each infographic:

- Diabetic retinopathy is the leading cause of blindness in the United States, but early detection, timely treatment, and appropriate follow-up can reduce your risk of vision loss by as much as 95 percent. Learn more: <http://go.usa.gov/d8fP>
- Know about diabetic retinopathy? Don't know what to do about it? Learn more with this infographic: <http://go.usa.gov/d8fP>
- People with diabetes can protect their vision through early detection of diabetic eye disease. Learn more with this infographic: <http://1.usa.gov/1fv5Ofa>

LEARN THE FACTS
About **DIABETIC RETINOPATHY**

Diabetic retinopathy occurs when diabetes damages the tiny blood vessels inside the retina, the light-sensitive tissue at the back of the eye.

A GROWING ISSUE
Diabetic retinopathy is the leading cause of blindness in working-age adults ages 20-74.

Year	2010	2020	2030
2.7 million	7.7 million	11 million	14.5 million

NO EARLY SYMPTOMS
However, over time, diabetic retinopathy can get worse and cause vision loss or blindness.

WHO IS AT RISK?
All people with diabetes—both type 1 and type 2—are at risk.

95% REDUCED RISK OF VISION LOSS
Early detection, timely treatment, and appropriate follow-up care can reduce the risk of severe vision loss by 95 percent.

Don't forget to—

- T** Take your medications.
- R** Reach and maintain a healthy weight.
- A** Add physical activity to your daily routine.
- C** Control your blood sugar, blood pressure, and cholesterol.
- K** Kick the smoking habit.

YOU CAN PROTECT YOUR VISION.
Get a comprehensive dilated eye exam at least once a year if you have diabetes.

LEARN MORE AT: www.nei.nih.gov/diabetes

NIH National Eye Institute NEHEP National Eye Health Education Program

Diabetic Eye Disease

What is it?
It refers to eye problems people with diabetes may have. These include:

- Cataract**
Clouding of the lens of the eye.
- Diabetic retinopathy**
Damage to blood vessels in the retina; most common.
- Glaucoma**
Damage to the optic nerve.

There are often NO early warning signs.

What are the numbers?
7.7 million people ages 40 and older have diabetic retinopathy. Will reach 11 million people by 2030.

95% of severe vision loss from diabetic retinopathy can be prevented by early detection, timely treatment, and appropriate follow-up.

Who is at risk?
→ All people with diabetes.

The longer you have diabetes, the higher your risk of getting diabetic eye disease.

How is it detected?
Through a comprehensive dilated eye exam.

What can you do?
Get a comprehensive dilated eye exam at least once a year.

Keep your health on TRACK:

- Take your medications.
- Reach and maintain a healthy weight.
- Add physical activity to your daily routine.
- Control your blood sugar, blood pressure, and cholesterol.
- Kick the smoking habit.

Where can you learn more?
Visit www.nei.nih.gov/diabetes

Source: National Eye Institute, 2013

Facebook



Below are some sample messages you can post throughout National Diabetes Month and in the weeks leading up to it. For a full list of sample posts, visit: https://www.nei.nih.gov/nehep/programs/diabeticeyedisease/social_media

- November is National Diabetes Month. If you have diabetes, the National Eye Health Education Program has resources to help you learn how to protect your vision at <https://www.nei.nih.gov/nehep/programs/diabeticeyedisease/educational>
- If you have diabetes, National Diabetes Month is a perfect time to schedule your yearly dilated eye exam! Find an eye care professional in your area by visiting <https://www.nei.nih.gov/healthyeyes/findprofessional>
- Set your sight on healthy vision and learn more about Diabetic Eye Disease! Check out this infographic from the National Eye Health Education Program: <https://www.nei.nih.gov/nehep/programs/diabeticeyedisease/infographic>
- Si usted tiene diabetes, la detección temprana de la enfermedad diabética del ojo puede salvar su visión. No pierda de vista la enfermedad diabética del ojo durante este Mes de la Diabetes. Aprenda más en: <https://www.nei.nih.gov/diabetes/content/spanish>

Twitter



Below are some sample messages you can tweet throughout National Diabetes Month and in the weeks leading up to it. For more sample tweets, visit: https://www.nei.nih.gov/nehep/programs/diabeticeyedisease/social_media

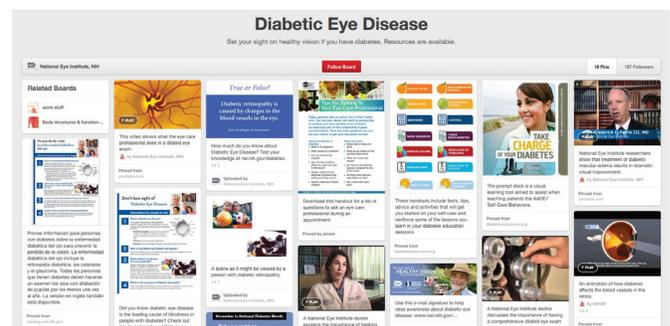
- It's #NationalDiabetesMonth! Get @NEHEP resources to help people w/ #diabetes protect their sight: <https://www.nei.nih.gov/nehep/programs/diabeticeyedisease/educational> #NDAM

- It's #NationalDiabetesMonth! Promote #DiabetesAwareness w/ resources from @NEHEP: <https://www.nei.nih.gov/nehep/programs/diabeticeyedisease/educational> #NDAM
- If you have #diabetes, set your sight on healthy vision during #NationalDiabetesMonth! Learn more from @NEHEP: <https://www.nei.nih.gov/diabetes> #NDAM
- Celebrate #WorldDiabetesDay on Nov. 14 w/ #DiabeticEyeDisease resources from @NEHEP: <https://www.nei.nih.gov/nehep/programs/diabeticeyedisease/educational> #NDAM
- Got #diabetes? A dilated eye exam can detect #DiabeticEyeDisease early. Learn more: <https://www.nei.nih.gov/diabetes> #NDAM
- #NationalDiabetesMonth is a perfect time for people with #diabetes to schedule an annual dilated eye exam. More from @NEHEP: <https://www.nei.nih.gov/healthyeyes/eyeexam>
- ¡Ojo con tu visión durante el #NDAM! Hazte un examen de los ojos con dilatación de las pupilas y mantén tu diabetes bajo control.

Pinterest



<http://www.pinterest.com/neinih/diabetic-eye-disease> Follow the NEHEP Diabetic Eye Disease Pinterest page. Repin or like pins we post to our boards. Pin content from our website that you find useful. Comment on our pins to let us know what you think of our resources.



Drop-In Article

<http://www.nei.nih.gov/nehep/NDM>



Include a drop-in article in your blog, newsletter, or website, or email it to local media, asking them to publish it to help raise awareness among people with diabetes about how they can save their sight.

Print and Radio Public Service Announcements (PSAs)

<https://www.nei.nih.gov/nehep/programs/diabeticeyedisease/graphics>



Use these PSAs when posting messages on Facebook, on your website, or in your newsletter or other publications. Radio script PSAs can be shared with local radio stations or recorded as messages for your phone lines that people can listen to while on hold.

Educational Resources

<http://catalog.nei.nih.gov>

NEHEP offers a variety of resources for people with diabetes, as well as teaching tools for health and community professionals to use to raise awareness about diabetic eye disease. Order or download NEHEP resources, such as our *Diabetes and Healthy Eyes Toolkit*, *Don't Lose Sight of Diabetic Eye Disease* brochure,

Watch out for your vision! booklet, *Diabetic Eye Disease Educator's Guide*, and more!

Web Buttons

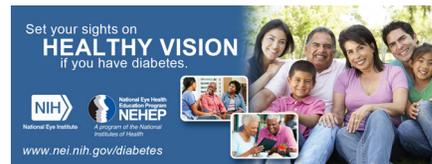
Add NEHEP buttons to your website to link visitors to detailed information about diabetic eye disease, comprehensive dilated eye exams, financial assistance for eye care, e-cards they can send, and more.

Adding buttons is easy. Share the code with your webmaster, and he or she will only need to copy the code and paste it into your Web page.

- For National Diabetes Month buttons, visit: <https://www.nei.nih.gov/nehep/NDM>
- For diabetic eye disease e-card buttons, visit: <https://www.nei.nih.gov/nehep/programs/diabeticeyedisease/buttons>

E-Signature

<https://www.nei.nih.gov/nehep/NDM>



Copy and paste this banner into your email signature to promote National Diabetes Month and help your recipients get information on diabetic eye disease.

Flickr

<https://www.flickr.com/photos/nationaleyeinstitute>



If you're looking for eye-related images to use with your social media posts, on your website, or in your publications, visit the NEI Flickr page. You'll find a variety of photos and illustrations you can use, including images on eye diseases and conditions, eye diagrams, and images of patient-doctor interaction. Permission is granted to use these items for educational, news media, or research purposes, provided the source for each image is credited. Images may not be used to promote or endorse commercial products or services.

YouTube

<https://www.youtube.com/user/neinih>



NEHEP offers a variety of videos and recorded webinars for people with diabetes as well as public health professionals that can be posted to your website or Facebook page. Tweet about them to share information that people with diabetes should know to protect their sight.

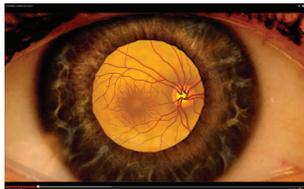
Webinar: What People With Diabetes Know About Their Eyes



<http://youtu.be/3gpl-EOkK9Y>

Health professionals and health educators can watch this video to learn more about what people with diabetes know about vision complications, and the resources available to educate them.

Animation of a Dilated Eye Exam



<http://youtu.be/M6IIOKXICqs>

This animation shows what an eye care professional sees during a dilated eye exam.

Diabetic Eye Disease Overview



<http://youtu.be/OySJTTMshyM>

This video will help people with diabetes learn about the importance of early detection and treatment available to prevent vision loss from diabetes.

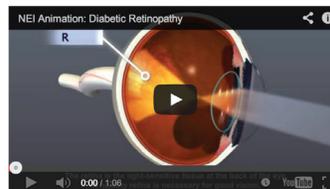
Comprehensive Dilated Eye Exam Overview



<http://youtu.be/MGNsrHFD8pk>

People can sometimes be uncertain about what a comprehensive dilated eye exam entails. Share this video to help people learn more.

Animation of Diabetic Retinopathy



http://youtu.be/X17Q_RPUIYo

This animation explains the damaging effects of diabetic retinopathy on the blood vessels in the eye.

We hope these resources help increase your capacity to raise awareness about diabetic eye disease. Together we can spread the word and help encourage people with diabetes to set their sight on healthy vision.

Thank you for all your efforts!