

May is Healthy Vision Month. Join the National Eye Institute (NEI) in spreading the word about important steps people 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, drop-in article, newsletter content, social media posts for Facebook and Twitter, graphics, and more!

## FACT SHEET

### HEALTHY VISION MONTH FACT SHEET

Read and [download](#) the Healthy Vision Month fact sheet. It provides information about the observance, why eye health is important, steps you can take to protect your vision, and tips to celebrate Healthy Vision Month.

## HEALTHY VISION MONTH FACT SHEET

**What is Healthy Vision Month?**  
In 2003, the National Eye Institute established May as Healthy Vision Month. During this annual observance Americans are encouraged to make their eye health a priority and learn how to keep their eyes healthy and safe.

**Why is Healthy Vision Month important?**  
Healthy Vision Month is important because more than 23 million Americans age 18 and older have never had an eye exam, according to a national survey conducted by NEI. The reason: Most say they don't think they have an eye problem. In fact: Many eye diseases don't have symptoms in their early stages, so without an eye exam, they can't know. And there are worrying predictions: By 2030, 11.4 million people will have diabetic retinopathy, 4.2 million will have glaucoma, and 3.7 million will have age-related macular degeneration. Healthy Vision Month encourages people to take steps to protect their sight.

**What are five steps people can take to protect their vision?**

- Get a Comprehensive Dilated Eye Exam:** It's the best way to know if your eyes are healthy and you're seeing your best. Talk to your eye care professional about how often you should have one.
- Live a Healthy Lifestyle:** Maintain a healthy weight and eat foods like fish and dark leafy green vegetables to lower your risk of eye disease. And don't smoke—it's as bad for your eyes as it is for the rest of your body.
- Know Your Family History:** Genes are a factor in eye disease, including diseases that are the leading causes of blindness. Talk to your family members about their eye health history.
- Use Protective Eyewear:** Safety glasses or goggles can protect your eyes at work and at play. Talk to your eye care provider about the right protective eyewear for your sport or job.
- Wear Sunglasses:** Protect your eyes by choosing sunglasses that block out 99 to 100% of both UVA and UVB radiation.

For more information, please visit [www.nei.nih.gov/hvm](http://www.nei.nih.gov/hvm).

**Who should participate in Healthy Vision Month?**  
Any individual or organization can observe Healthy Vision Month. NEI invites public and private organizations at the local, state, federal, and national levels to participate.

**How do I observe Healthy Vision Month?**

- Encourage family and friends to take the five steps to protect their sight.
- Visit [www.nei.nih.gov/hvm](http://www.nei.nih.gov/hvm) to find tools and resources to help spread the word about the importance of eye health.
- Like the National Eye Health Education Program (NEHEP) on Facebook <https://www.facebook.com/NationalEyeHealthEducationProgram>.
- Follow @NatEyeInstitute and @NEHEP on Twitter.
- Share NEI's infocards on Pinterest <https://www.pinterest.com/nei.nih/infocards/>.

## WEBSITE

### HEALTHY VISION MONTH WEBSITE

The [Healthy Vision Month website](#) provides information about keeping your eyes healthy. We offer free resources to help educate the public, such as [videos](#), [posters](#), [infocards](#), and [infographics](#). Share the website by inserting the link in your newsletter or other publications or on your website.

### WEB BUTTONS

Add [buttons](#) to your website that link to the Healthy Vision Month website so visitors can find information about keeping their eyes healthy.



# CONTENT

## DROP-IN ARTICLE

Use this article in your print and online publications to help share information about how people 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**

More than 23 million Americans age 18 and older have never had an eye exam, according to a national survey conducted by the National Eye Institute (NEI), part of the National Institutes of Health. The reason: Most say they don't think they have an eye problem. In fact: Many eye diseases don't have symptoms, so without an eye exam, they can't know. 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, 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 [new 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% 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 cataract 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](http://www.nei.nih.gov/hvm).

## NEWSLETTER TEXT

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

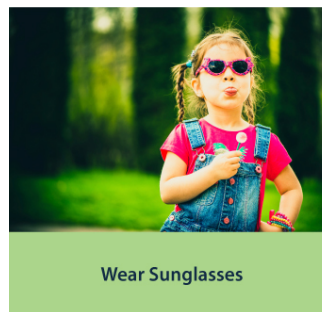
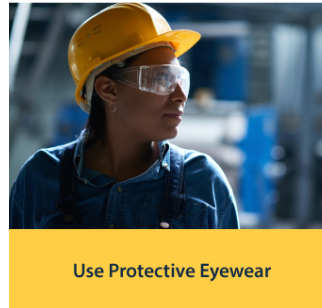
### Healthy Vision Month: Make Eye Health a Priority This May

During Healthy Vision Month, held each May, the National Eye Institute (NEI) reminds Americans to make their eye health a priority and encourages them to take important steps to protect their sight. Help NEI promote the importance of maintaining good eye health. The Healthy Vision Month website, [www.nei.nih.gov/hvm](http://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, Healthy Vision Month fact sheet, graphics, and more!
- ▶ [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
- ▶ [Posters](#) to download and hang in your local library, grocery store, doctor's office, and other community settings

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

## NEWSLETTER IMAGE EXAMPLES:

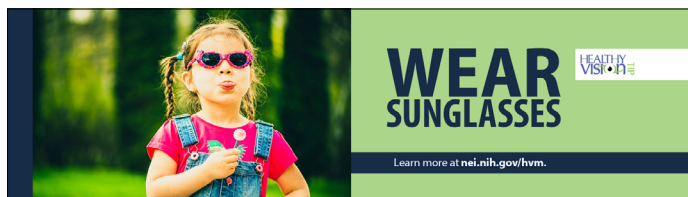
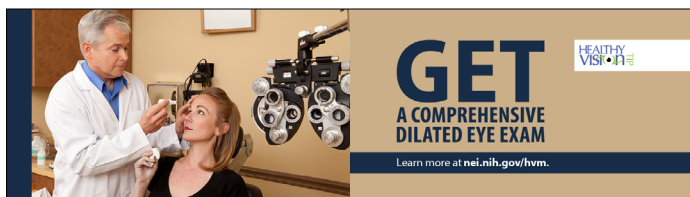


## SOCIAL MEDIA

### 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 to feature a different Healthy Vision Month tip.

#### COVER PHOTO EXAMPLES:



### INFOCARDS AND INFOGRAPHICS

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

#### INFOCARD EXAMPLES:



### PINTEREST

Follow the [NEI Pinterest](#) page to find eye health resources, facts, eye healthy recipes, and more. Many of our boards, such as "Healthy Vision," "Healthy Eating," and "Eye Health Videos," feature content you can use throughout Healthy Vision Month—and all year long—to help people understand how to protect their vision and keep their eyes healthy. 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

These 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 #MyHealthyEyes
- ▶ ¡Este es el Mes de la Visión Saludable! Aprenda cómo mantener sus ojos sanos en: <https://nei.nih.gov/health/espanol> #MesdelaVisiónSaludable #MisOjosSanos
- ▶ It's Healthy Vision Month! Each May, the National Eye Institute encourages everyone to take the necessary steps to protect their vision, like getting a comprehensive dilated eye exam and living a healthy lifestyle. Learn what additional steps you can take to preserve your sight: <http://www.nei.nih.gov/hvm>. #HealthyVisionMonth #MyHealthyEyes
- ▶ ¡Este es el Mes de la Visión Saludable! Cada mayo, el Instituto Nacional del Ojo (NEI) anima a todos a que tomen las medidas necesarias para proteger su visión, tales como hacerse un examen completo de los ojos con dilatación de las pupilas y llevar un estilo de vida saludable. Conozca otras medidas que usted puede tomar para proteger su visión en: <https://nei.nih.gov/health/espanol> #MesdelaVisiónSaludable #MisOjosSanos
- ▶ 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. A dilated eye exam is when your eye care provider dilates your pupils to look for signs of eye disease and other common vision problems. To see what your eye care professional sees during a dilated eye exam, check out NEI's eye exam animation. <https://nei.nih.gov/health/eyes/eyeexam> #MyHealthyEyes
- ▶ En su lista de tareas pendientes, incluya el hacerse un examen completo de los ojos con dilatación de las pupilas. Es la única forma de conocer si sus ojos están saludables y si usted está viendo lo mejor posible.

Un examen con dilatación de las pupilas lo realiza el oculista al dilatar sus pupilas para buscar señales de enfermedades de los ojos y otros problemas comunes de la visión. Para aprender qué es lo que ve su oculista durante un examen de los ojos con dilatación de las pupilas, vea la animación de un examen de los ojos del NEI en: <https://nei.nih.gov/health/espanol> #MisOjosSanos

- ▶ 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. NEI encourages you to make your eye health a priority during Healthy Vision Month. Learn more: [https://nei.nih.gov/hvm/healthy\\_eyes\\_lifestyle](https://nei.nih.gov/hvm/healthy_eyes_lifestyle). #MyHealthyEyes
- ▶ Mantener un peso saludable, comer una dieta rica en frutas y verduras de hoja verde, controlar las enfermedades crónicas y no fumar pueden reducir su riesgo de desarrollar una enfermedad de los ojos que podría conducir a la ceguera. El NEI le anima a hacer de la salud de sus ojos una prioridad durante el Mes de la Visión Saludable. Aprenda más en: <https://nei.nih.gov/health/espanol> #MisOjosSanos
- ▶ May is Healthy Vision Month! It's a good time to talk about any eye conditions that run in your family. It could help you or a loved one know your risk of eye disease and help prevent vision loss. Learn more: [http://www.nei.nih.gov/hvm/healthy\\_eyes\\_history](http://www.nei.nih.gov/hvm/healthy_eyes_history). #HealthyVisionMonth #MyHealthyEyes
- ▶ ¡Mayo es el Mes de la Visión Saludable! Es un buen momento para hablar sobre las enfermedades de los ojos que padece su familia. Podría ayudarle a usted o a un ser querido a conocer los riesgos de las enfermedades de los ojos y ayudar a prevenir la pérdida de visión. Conozca más en: <https://nei.nih.gov/health/espanol> #MesdelaVisiónSaludable #MisOjosSanos



- ▶ Did you know that each day about 2,000 U.S. workers have job-related eye injuries that require medical treatment? Protect your eyes while on the job, playing sports, and doing chores around the house by wearing protective eyewear. Learn more: [http://www.nei.nih.gov/hvm/healthy\\_eyes\\_eyewear](http://www.nei.nih.gov/hvm/healthy_eyes_eyewear). #MyHealthyEyes
- ▶ ¿Sabía usted que cada día unos 2.000 trabajadores estadounidenses sufren lesiones en los ojos relacionadas con el trabajo y que necesitan tratamiento médico? Proteja sus ojos usando gafas de protección mientras trabaja, hace deporte o realiza tareas en la casa. Descubra más en: <https://nei.nih.gov/health/espanol> #MisOjosSanos
- ▶ Use 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. Learn more: [http://www.nei.nih.gov/hvm/healthy\\_eyes\\_eyewear](http://www.nei.nih.gov/hvm/healthy_eyes_eyewear). #MyHealthyEyes
- ▶ Use gafas de protección cuando haga deporte e incluso cuando haga tareas en casa, para prevenir lesiones en los ojos. Hable con su oculista sobre el tipo de gafas de protección adecuadas que usted necesita para el deporte o el trabajo. Aprenda más en: <https://nei.nih.gov/health/espanol> #MisOjosSanos
- ▶ Approximately 90% of sports-related eye injuries can be avoided with the use of protective eyewear. This includes wearing safety glasses, goggles, safety shields, and eye guards that are made of polycarbonate. Learn more: [http://www.nei.nih.gov/hvm/healthy\\_eyes\\_eyewear](http://www.nei.nih.gov/hvm/healthy_eyes_eyewear). #MyHealthyEyes
- ▶ Aproximadamente el 90% de las lesiones de los ojos relacionadas con el deporte pueden evitarse con el uso de equipo de protección. Esto incluye ponerse gafas de seguridad, anteojos, pantallas faciales y protectores para los ojos fabricados en policarbonato. Conozca más en: <https://nei.nih.gov/health/espanol> #MisOjosSanos
- ▶ Most people know the sun's rays are bad for their skin, but did you know they're just as bad for your eyes? Learn what steps you can take to protect your eyes from the sun this May by visiting the Healthy Vision Month website at [http://nei.nih.gov/hvm/healthy\\_eyes\\_glasses](http://nei.nih.gov/hvm/healthy_eyes_glasses). #MyHealthyEyes
- ▶ La mayoría de la gente sabe que los rayos del sol son perjudiciales para la piel, ¿pero sabía usted que son igual de perjudiciales para sus ojos? Este mes de mayo, conozca qué medidas puede tomar para proteger sus ojos de los rayos del sol, visitando el sitio web del Mes de la Visión Saludable en <https://nei.nih.gov/health/espanol> #MisOjosSanos
- ▶ 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](http://www.nei.nih.gov/hvm/healthy_eyes_glasses). #MyHealthyEyes
- ▶ Proteja sus ojos eligiendo gafas de sol que bloqueen entre el 90 y el 100% de los rayos UVA y UVB. La exposición prolongada al sol puede aumentar su riesgo de desarrollar ciertas enfermedades de los ojos. Descubra más en: <https://nei.nih.gov/health/espanol> #MisOjosSanos

## TWEETS FOR TWITTER

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

- ▶ May is #HealthyVisionMonth! Learn what steps you can take to protect your vision for a lifetime. #MyHealthyEyes <http://go.usa.gov/cGz6h>
- ▶ ¡Mayo es el #MesdelaVisiónSaludable! Conozca qué pasos puede seguir para siempre proteger su visión. #MisOjosSanos <http://go.usa.gov/ceJ7C>
- ▶ Celebrate #HealthyVisionMonth by getting a comprehensive dilated eye exam. Learn more healthy eye tips at <http://go.usa.gov/cGz6h>
- ▶ Celebre el #MesdelaVisiónSaludable haciéndose un examen completo de los ojos. Consejos para tener los ojos sanos: <http://go.usa.gov/ceJ7C>
- ▶ Depending on your age & other factors, you might need a dilated eye exam annually. Talk to your doctor. #MyHealthyEyes <http://go.usa.gov/cGzFG>
- ▶ Dependiendo de su edad y otros factores, usted necesitará un examen de los ojos cada año. Hable con su médico. <http://go.usa.gov/ceJ7C>
- ▶ Protect your sight by maintaining a healthy weight, not smoking, and eating fruits & veggies. #MyHealthyEyes <http://go.usa.gov/cGzFz>
- ▶ Proteja su visión manteniendo un peso saludable, evitando fumar y comiendo frutas y vegetales. #MisOjosSanos <http://go.usa.gov/ceJ7C>
- ▶ Not smoking helps eye health. If you need help to quit smoking, call 1-800-QUIT-NOW. #MyHealthyEyes <http://go.usa.gov/cGzFz>
- ▶ No fumar ayuda a la salud del ojo. Si necesita ayuda para dejar de fumar, llame al 1-800-QUIT-NOW. #MisOjosSanos <http://go.usa.gov/ceJ7C>
- ▶ Every 13 minutes an ER treats a sports-related eye injury. Protect your eyes when playing sports. #MyHealthyEyes <http://go.usa.gov/cGze3>
- ▶ Cada 13 minutos un médico trata una herida de los ojos por hacer deporte. Proteja sus ojos en el deporte. <http://go.usa.gov/ceJ7C>
- ▶ Did you know eye health can be hereditary? Talk to your family about their eye health history. #MyHealthyEyes <http://go.usa.gov/cGzMR>
- ▶ ¿Sabía que la salud de ojos puede ser hereditaria? Hable con su familia sobre su historial de salud. #MisOjosSanos <http://go.usa.gov/ceJ7C>
- ▶ Wear sunglasses that block out 99-100% of both UVA and UVB rays. #MyHealthyEyes <http://go.usa.gov/cGzMd>
- ▶ Use gafas de sol que bloqueen del 99 al 100% los rayos UVA y UVB. #MisOjosSanos <http://go.usa.gov/ceJ7C>

# 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:



## FOLLOW NEI



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