



INTRODUCTION

The National Eye Health Education Program (NEHEP) of the National Eye Institute was established to increase awareness among healthcare professionals and the public of scientifically based health information that can be applied to preserving sight and preventing blindness. NEHEP provides information, materials, and resources to educate patients and the public about eye health and the importance of comprehensive dilated eye examinations. Diabetic eye disease is a core NEHEP program area.

This social media toolkit provides a variety of resources and strategies to help you educate people with diabetes about diabetic eye disease and ways they can protect their vision. Many of our resources are available in both English and Spanish.

What Is Diabetic Eye Disease?

Diabetic eye disease is a group of eye problems people with diabetes may face as a complication of diabetes, all of which can lead to blindness if left untreated. Diabetic eye disease includes:

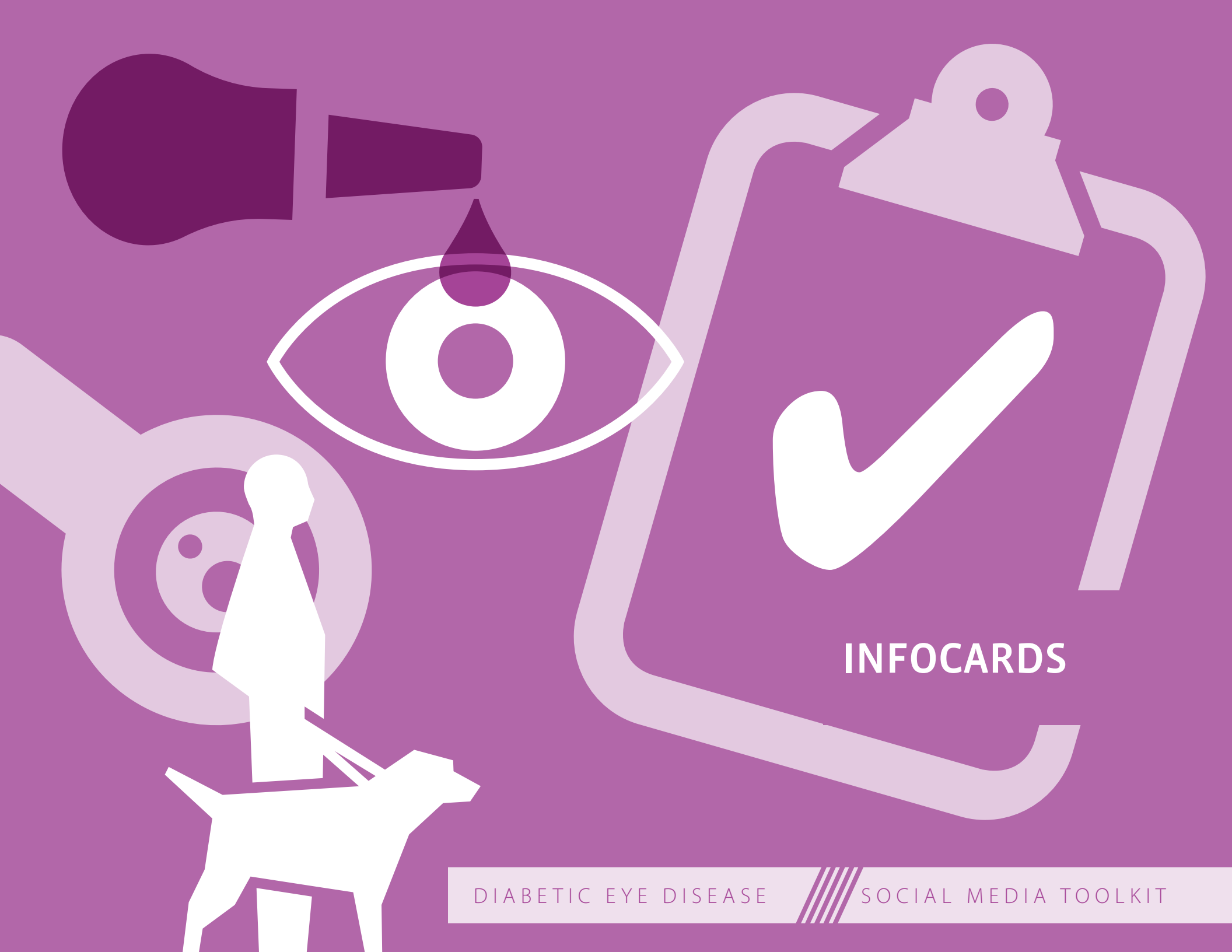
- Cataract, which causes clouding of the lens of the eye
- Diabetic retinopathy, the most common form of diabetic eye disease, which damages the blood vessels in the retina
- Glaucoma, which causes damage to the optic nerve that affects peripheral or side vision

All people with diabetes are at risk for diabetic eye disease. The longer a person has diabetes, the greater his or her risk of developing 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.

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 eye disease can be reduced by 95 percent. People with diabetes should get a comprehensive dilated eye exam at least once a year. During a comprehensive dilated eye exam, an eye care professional puts drops in the eyes to dilate, or widen, the pupils to examine the back of the eyes for signs of disease.

Spreading the Word About Diabetic Eye Disease

NEHEP offers a variety of multimedia educational resources for community organizations, healthcare professionals, and the general public to inform people about the risks, detection, and treatment of diabetic eye disease. These resources can be used in a variety of ways, such as in social media, in newsletters, and on websites. This social media toolkit provides samples of these resources. You also can find additional materials on the NEHEP Diabetic Eye Disease Education Program Web page at <http://www.nei.nih.gov/nehep/programs/diabeticeyedisease>.



INFOCARDS

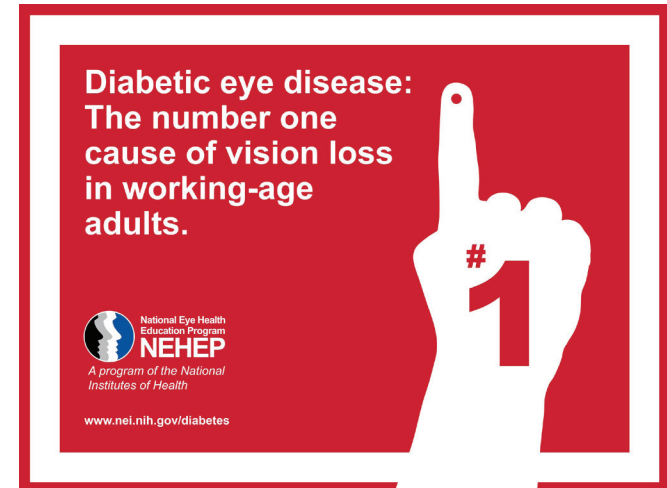
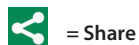
DIABETIC EYE DISEASE

SOCIAL MEDIA TOOLKIT

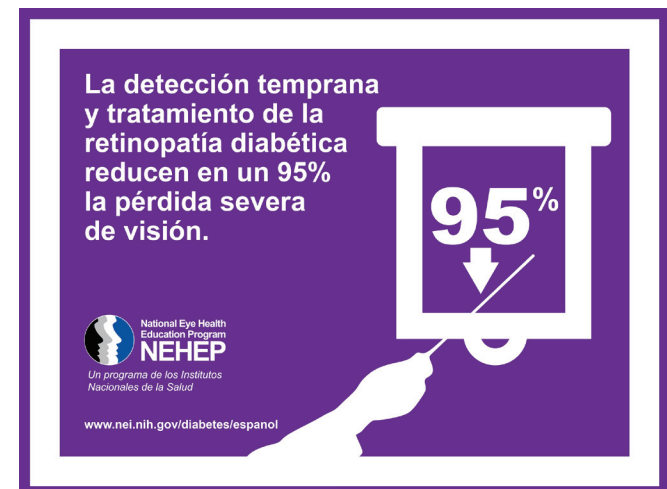
INFOCARDS

Images are the most engaging content on social media, and they can be even more powerful when paired with useful information. Infocards incorporate an engaging visual to help quickly communicate a single fact or statistic over social media. These kinds of original images, featuring attention-getting visual content and targeted messaging, are proven to increase engagement.

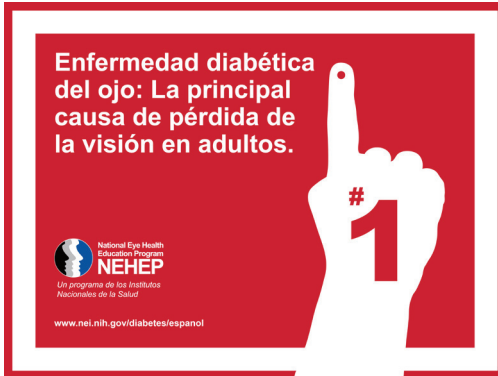
Share these NEHEP infocards to spread the word about diabetic eye disease. Use the shortened links and pair these infocards with action-oriented social media posts to encourage likes, comments, and sharing. See the SOCIAL MEDIA MESSAGES section of this toolkit for ready-to-use posts.



Number One Cause Infocard
<http://go.usa.gov/3CRa4>



Diabetic Retinopathy Infocard (Spanish)
<http://go.usa.gov/3CRrm>



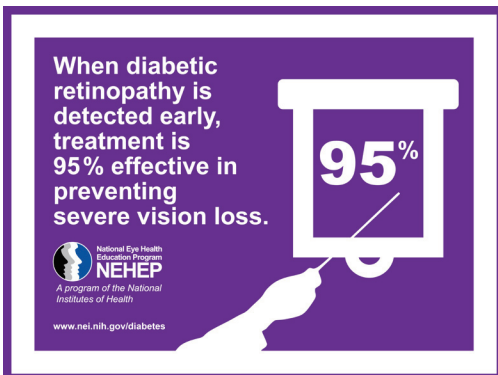
Number One Cause Infocard (Spanish)
<http://go.usa.gov/3CRaz>



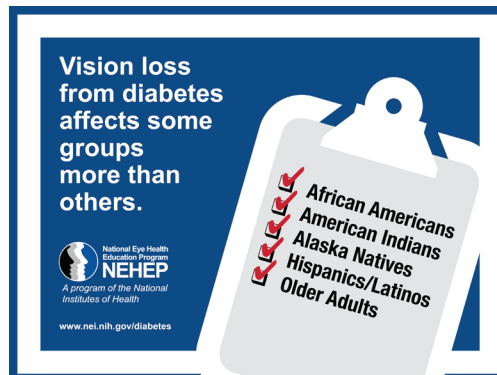
Dilated Eye Exam Infocard
<http://go.usa.gov/3CRCW>



Dilated Eye Exam Infocard (Spanish)
<http://go.usa.gov/3CRCR>



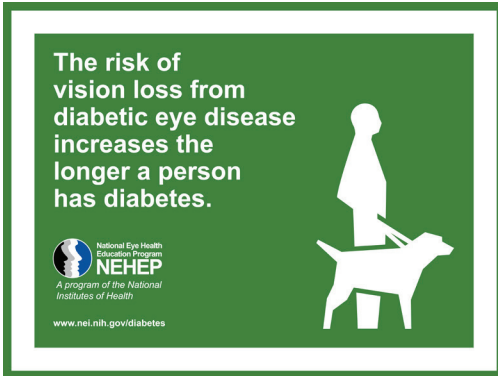
Diabetic Retinopathy Infocard
<http://go.usa.gov/3CRr3>



Group Impact Infocard
<http://go.usa.gov/3GZDf>



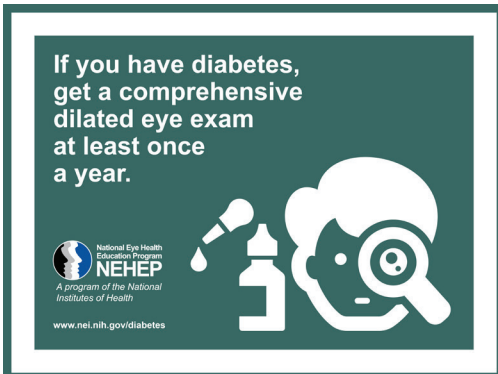
Group Impact Infocard (Spanish)
<http://go.usa.gov/3CRYw>



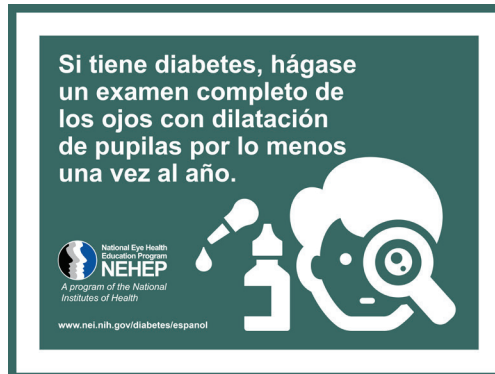
 **Risk of Vision Loss Infocard**
<http://go.usa.gov/3CR4k>



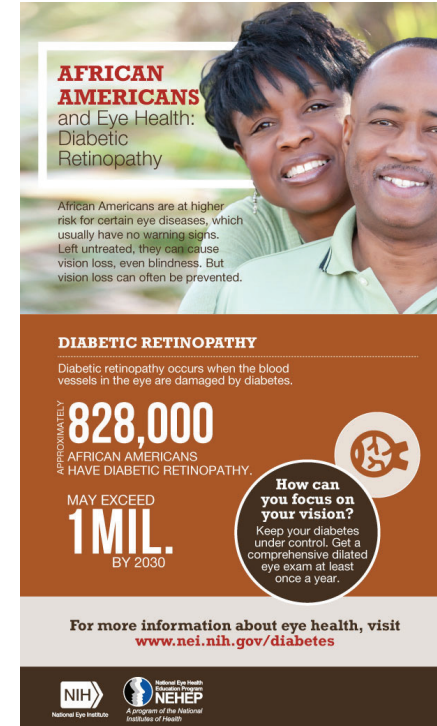
 **Risk of Vision Loss Infocard (Spanish)**
<http://go.usa.gov/3CR2R>



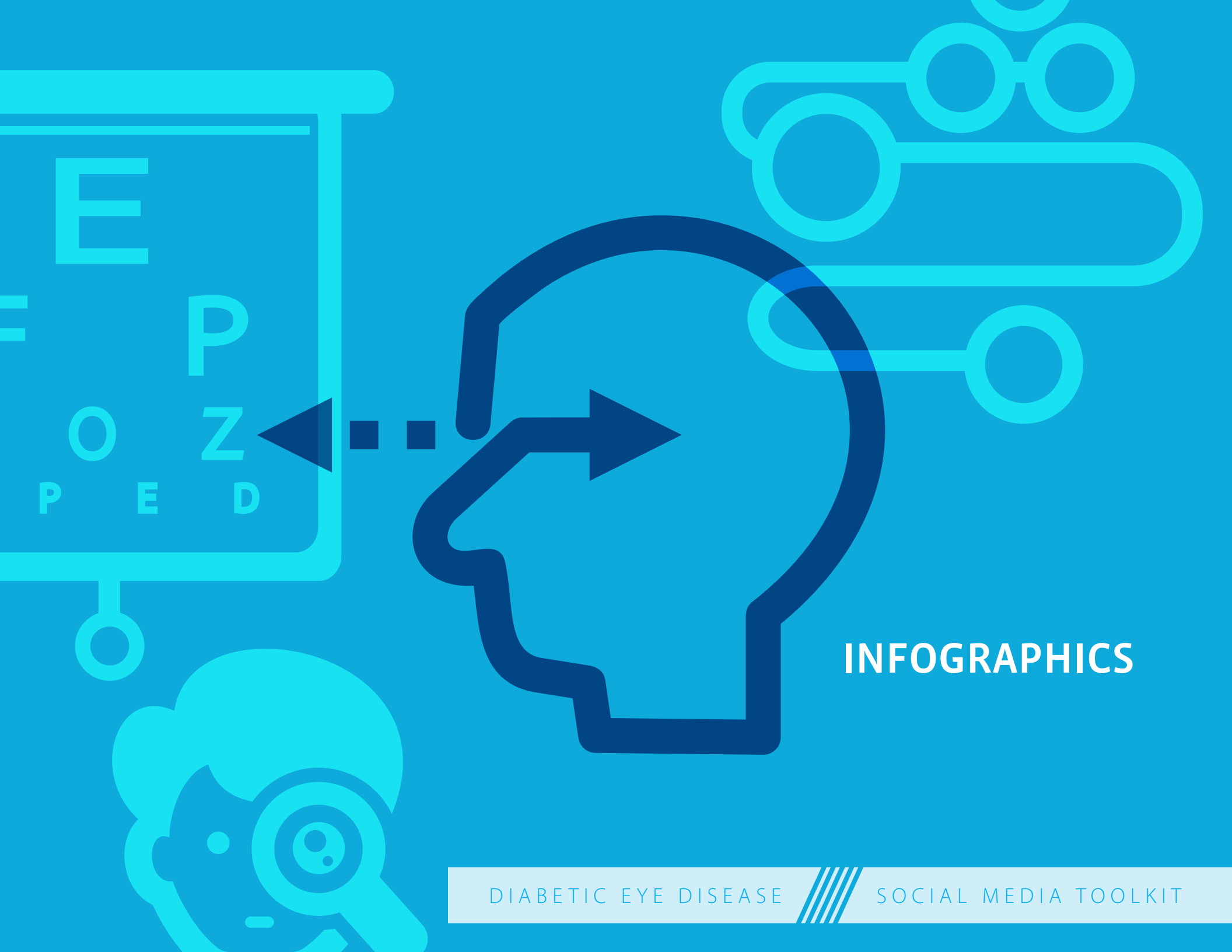
 **Once a Year Infocard**
<http://go.usa.gov/3CR2d>



 **Once a Year Infocard (Spanish)**
<http://go.usa.gov/3CRTT>



 **African Americans and Diabetic Retinopathy Infocard**
<http://go.usa.gov/3GWzh>



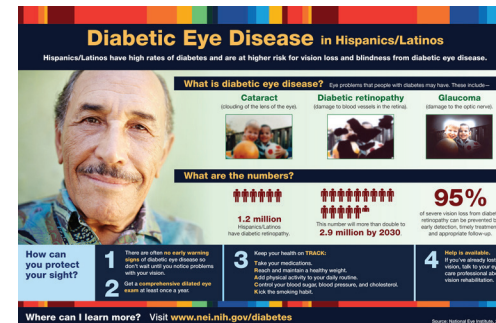
INFOGRAPHICS

DIABETIC EYE DISEASE

SOCIAL MEDIA TOOLKIT

INFOGRAPHICS

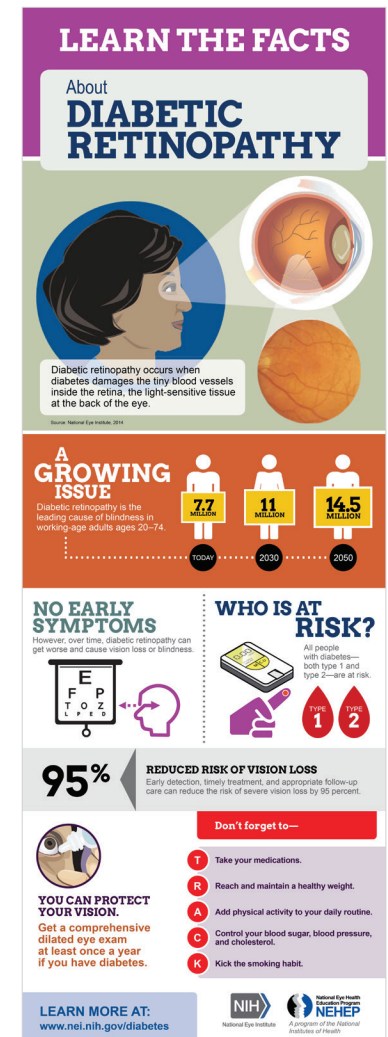
Infographics combine images, charts, diagrams, and text to tell a compelling story and make data easier to understand and use. Communicate facts, statistics, and tips about diabetic eye disease and make your messages viral with these colorful NEHEP infographics. Use shortened links to save valuable character space and encourage readers to share your content with others. When paired with social media messages, these infographics are a great way to drive traffic and increase engagement. See the SOCIAL MEDIA MESSAGES section of this toolkit for ready-to-use posts.



Diabetic Eye Disease Among Hispanics/Latinos Infographic
<http://go.usa.gov/3GWS9>



Diabetic Eye Disease Among Hispanics/Latinos Infographic (Spanish)
<http://go.usa.gov/3GWSA>



Diabetic Retinopathy Infographic
<http://go.usa.gov/3GWS3>

AFRICAN AMERICANS and Eye Health: Diabetic Retinopathy

African Americans are at higher risk for certain eye diseases, which usually have no warning signs. Left untreated, they can cause vision loss, even blindness. But vision loss can often be prevented.

DIABETIC RETINOPATHY

Diabetic retinopathy occurs when the blood vessels in the eye are damaged by diabetes.

APPROXIMATELY 828,000 AFRICAN AMERICANS HAVE DIABETIC RETINOPATHY.

MAY EXCEED 1MIL. BY 2030

How can you focus on your vision?
Keep your diabetes under control. Get a comprehensive dilated eye exam at least once a year.

HEALTHY VISION TIPS

Here are some lifestyle tips to help you focus on your vision.

1 Get regular comprehensive dilated eye exams.	5 Maintain a healthy weight.
2 Know your family's eye health history.	6 Quit smoking or never start.
3 Eat a nutritious diet.	7 Control your diabetes.
4 Wear protective eyewear.	8 Wear sunglasses when outside.

For more information about eye health, visit www.nei.nih.gov/diabetes

NIH National Eye Institute
National Eye Health
A program of the National Institutes of Health

African Americans and Eye Health: Diabetic Retinopathy Infographic
<http://go.usa.gov/3GWST>

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

Diabetic Eye Disease Infographic
<http://go.usa.gov/3GWuP>

PROTECT YOUR VISION FROM DIABETES

Have a **dilated eye exam** every year, and follow these steps to keep your health on **TRACK**.

TRACK

- T** Take your medications as prescribed by your doctor.
- R** Reach and maintain a healthy weight.
- A** Add more physical activity to your daily routine.
- C** Control your ABCs—A1C, blood pressure, and cholesterol levels.
- K** Kick the smoking habit.

NIH National Eye Institute
National Eye Health
A program of the National Institutes of Health

www.nei.nih.gov/diabetes

Protect Your Vision From Diabetes—TRACK Horizontal Infographic
<http://go.usa.gov/3GZxA>

Protect Your Vision From DIABETES

Have a **dilated eye exam** every year, and follow these steps to keep your health on **TRACK**.

TRACK

- T** Take your medications as prescribed by your doctor.
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NIH National Eye Institute
National Eye Health
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www.nei.nih.gov/diabetes

Protect Your Vision From Diabetes—TRACK Vertical Infographic
<http://go.usa.gov/3GZxJ>

Lo que los hispanos/latinos deben saber sobre la RETINOPATÍA DIABÉTICA

La retinopatía diabética ocurre cuando la diabetes daña los vasos sanguíneos dentro de la retina.

¿QUIÉNES TIENEN RIESGO?

NO DA SEÑALES TEMPRANAS

Si eres hispano/a que tiene diabetes, tanto tipo 1 como tipo 2, debes estar atento/a a los signos de la retinopatía diabética.

95% EL RIESGO DE PÉRDIDA DE VISIÓN SE PUEDE EVITAR.

La retinopatía diabética, tratada a tiempo y seguimiento adecuado, pueden reducir en un 95% el riesgo de pérdida de visión severa.

No olvide:

- 1 Tomar sus medicinas.
- 2 Mantener un peso sano.
- 3 Participar en actividades físicas a diario.
- 4 Controlar los niveles de azúcar (glucosa) en la sangre, presión arterial y colesterol.
- 5 No fumar.

PROTEJA SU VISIÓN
Si tiene diabetes, hágase un examen completo de los ojos con dilatación de las pupilas por lo menos una vez al año.

Para aprender más: www.nei.nih.gov/diabetesespanol

NIH National Eye Institute
National Eye Health
A program of the National Institutes of Health

Diabetic Retinopathy Infographic—Spanish
<http://go.usa.gov/cBAud>



SOCIAL MEDIA MESSAGES



SOCIAL MEDIA MESSAGES

Interesting, timely, and relevant messages get noticed, remembered, and talked about on social media. Post these ready-to-use NEHEP social media messages—in English and Spanish—on Facebook and Twitter to inform your audience about the causes, detection, and treatment of diabetic eye disease. The messages are easy to understand and share, and they include links to useful science-based NEHEP resources. You can pair these messages with the images or videos found in this toolkit to encourage even greater conversation and online engagement.



**Facebook:
English Posts**



If you have diabetes or know someone who does, get the facts about diabetic eye disease and how to prevent vision loss. Visit <http://go.usa.gov/3GZYR>

If you have diabetes, get a comprehensive dilated eye exam at least once a year. It's the best thing you can do to save your sight. Learn more: <http://go.usa.gov/3scP4>

Diabetic eye disease is a group of complications associated with diabetes. These include cataract, glaucoma, and diabetic retinopathy, each of which can lead to vision loss and blindness. Learn more at <http://go.usa.gov/3GZYR>

Recently diagnosed with diabetic retinopathy? Learn about the treatment options available at <http://go.usa.gov/3h6tB>

When diabetic retinopathy is detected early, treatment is 95% effective in preventing severe vision loss. Learn more about detection by visiting <http://go.usa.gov/3scP4>

Stay on TRACK to help prevent vision loss from diabetic eye disease: 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. Learn more: <http://go.usa.gov/3scBY>

Did you know that cataracts are common among people with diabetes? Test your diabetic eye disease "Eye-Q" and learn more at <http://go.usa.gov/3h6z5>

Diabetic retinopathy is the leading cause of blindness in working-age adults, 20-74 years of age, but vision loss can be prevented through early detection, timely treatment, and follow-up care. Get the facts at <http://go.usa.gov/3h6JR>

A lot of things can catch us off guard. Diabetic eye disease doesn't have to. If you have diabetes, learn how you can protect your sight: <http://go.usa.gov/3GZYR>

Diabetic eye disease has no symptoms in its early stages. Learn more by watching this diabetic eye disease animation: <http://ow.ly/Qwuvn>

**Facebook:
Spanish Posts**



Si tiene diabetes o conoce a alguien con esta enfermedad, aprenda sobre la enfermedad diabética del ojo y cómo evitar la pérdida de la visión. Visite: <http://go.usa.gov/3scNz>

Si usted tiene diabetes, hágase un examen completo de los ojos con dilatación de las pupilas por lo menos una vez al año. Es lo mejor que puede hacer para cuidar su visión. Para aprender más, visite: <http://go.usa.gov/3scXe>

La enfermedad diabética del ojo es un grupo de problemas del ojo causados por la diabetes que pueden llevar a la pérdida de la visión y ceguera. Esta enfermedad incluye catarata, glaucoma y retinopatía diabética. Aprenda más en: <http://go.usa.gov/3scNz>

¿Le han diagnosticado retinopatía diabética recientemente? Conozca las opciones de tratamiento disponibles en: <http://go.usa.gov/3sc5V>

El tratamiento para prevenir la pérdida de la visión causada por la retinopatía diabética es efectivo en un 95% de personas, si la enfermedad se detecta temprano. Aprenda más sobre cómo se detecta esta enfermedad: <http://go.usa.gov/3scXe>

Manténgase saludable siguiendo estos consejos: tome sus medicamentos; adopte y mantenga un peso saludable; participe en actividades físicas diariamente; controle los niveles de azúcar en la sangre, la presión arterial y el colesterol; no fume.

Vea: <http://go.usa.gov/3scNk>

¿Sabía usted que las cataratas son comunes en las personas con diabetes? Responda a las preguntas en esta prueba corta para ver cuánto sabe sobre la enfermedad diabética del ojo. Aprenda más en: <http://go.usa.gov/3scNG>

La retinopatía diabética es la principal causa de ceguera en adultos entre 20 y 74 años. Sin embargo, la pérdida de la visión se puede prevenir con la detección temprana, tratamiento y seguimiento. Aprenda más en: <http://go.usa.gov/3scNz>

Muchas cosas nos pueden tomar desprevenidos, pero la enfermedad diabética del ojo no tiene que ser una de ellas. Si tiene diabetes, aprenda cómo puede proteger su visión: <http://go.usa.gov/3scNz>

La enfermedad diabética del ojo no tiene síntomas en sus etapas tempranas. Aprenda más: <http://go.usa.gov/3scNG>

**Twitter:
English Posts**



#DiabeticRetinopathy treatment is 95% effective in preventing severe vision loss when detected early. Visit <http://go.usa.gov/3GZaQ>

Do you have #diabetes? Get the facts and protect your eyes from #DiabeticEyeDisease. More from @NEHEP: <http://go.usa.gov/3GZYR>

Get resources from @NEHEP to help you protect the sight of people w/ #diabetes: <http://go.usa.gov/3scZm>

Having a #health fair? @NEHEP has resources to help you spread the word about #diabetes and #EyeHealth: <http://go.usa.gov/3scZm>

If you have #diabetes, learn more about protecting yourself from #DiabeticEyeDisease w/ info from @NEHEP: <http://go.usa.gov/3GZYR>

#DYK: #DiabeticRetinopathy is the leading cause of #blindness in working-age adults. Get the facts at <http://go.usa.gov/3h6tB>

If you or your loved ones have #diabetes, keep your health on TRACK. Learn how from @NEHEP: <http://go.usa.gov/3scBY>



**Twitter:
Spanish Posts**



El tratamiento de retinopatía diabética previene un 95% de la pérdida de visión si la enfermedad se detecta a tiempo.

<http://go.usa.gov/3scNz>

¿Tiene diabetes? Proteja sus ojos de la enfermedad diabética del ojo. Aprenda más con @NEHEP en: <http://go.usa.gov/3scNz>

Obtenga recursos de @NEHEP para educar a las personas con diabetes sobre cómo cuidar su visión: <http://go.usa.gov/3scQY>

¿Está organizando una feria de salud? @NEHEP tiene recursos para educar sobre la diabetes y la salud de los ojos.

<http://go.usa.gov/3scQY>

Si tiene diabetes, aprenda cómo protegerse de la enfermedad diabética del ojo con la información de @NEHEP:

<http://go.usa.gov/3scNz>

¿Sabía usted que la retinopatía diabética es la principal causa de ceguera en adultos? Aprenda más en: <http://go.usa.gov/3scNG>

Si usted o un ser querido tiene diabetes, haga la visión una prioridad de la salud.

@NEHEP le enseña cómo: <http://go.usa.gov/3scNz>





AUDIOVISUALS AND VIDEOS

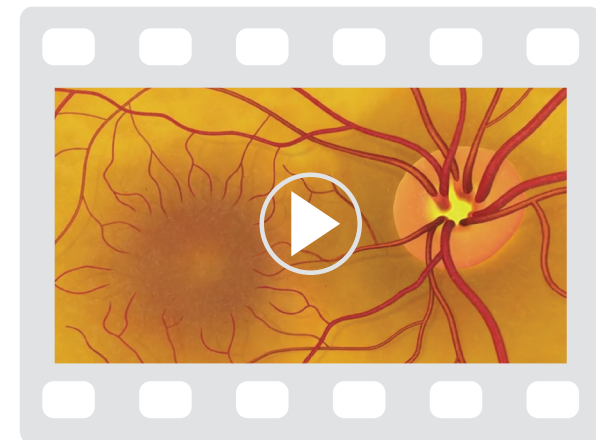


AUDIOVISUALS AND VIDEOS

Audiovisual content can help ensure your messages are seen and heard and that they go viral. Use these NEHEP videos and webinars on social media, place them on your website, or include them in workshops to connect with audiences. These multimedia materials explore a variety of diabetic eye disease topics—from causes and detection to treatment. Shortened links encourage sharing. When paired with social media messages, these videos, animations, and webcasts can help you deliver your eye health messages with impact. See the SOCIAL MEDIA MESSAGES section of this toolkit for ready-to-use posts.



 **TRACK Animation**
<http://ow.ly/T805D>



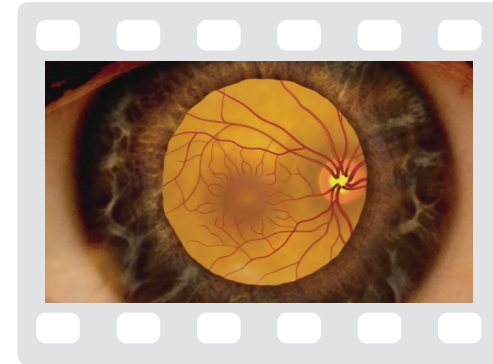
 **Dilated Eye Exam Animation**
<http://ow.ly/PJZKE>



 **Diabetic Retinopathy Animation**
<http://ow.ly/PJZON>



 **Comprehensive Dilated Eye Exam Video**
<http://ow.ly/PJZRS>



 **Detecting Diabetic Retinopathy Through a Dilated Eye Exam Animation**
<http://ow.ly/PJZGa>



 **Diabetic Eye Disease Video**
<http://ow.ly/PK02s>



 **NEHEP Diabetic Eye Disease Webinars**
<http://go.usa.gov/3GZq5>

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Visit the National Eye Institute at

