

Stay on TRACK To Prevent Blindness From **Diabetes**

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. 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. Use Facebook posts, tweets, infographics, and other NEHEP resources on your social media and website pages. Many of our resources are available in both English and Spanish.

Process

A thoughtful, strategic process can help you spread the word about diabetic eye disease. NEHEP has developed a simple three-step approach to help you carry out a successful social media campaign on 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 eye problems include:

- **Cataract:** Clouding of the lens of the eye.
- **Glaucoma:** Increase in fluid pressure inside the eye that leads to optic nerve damage and loss of vision.
- **Diabetic retinopathy:** Damage to the blood vessels in the retina. Diabetic retinopathy is the most common form of diabetic eye disease.

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

STEP 2: DEVELOP THE MESSAGE

This year's theme for National Diabetes Month is *Stay on TRACK To Prevent Blindness From Diabetes*. Share eye health messages during November and beyond. Post messages on Facebook or on your website.



Here are a few messages you can use:

- If you have diabetes, it's important to keep your health on **TRACK**:

Take your medications as prescribed by your doctor.

Reach and maintain a healthy weight.

Add physical activity to your day.

Control your ABC's—A1C, blood pressure, and cholesterol levels.

Kick the smoking habit.

- 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.

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>.

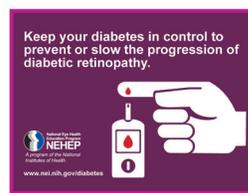
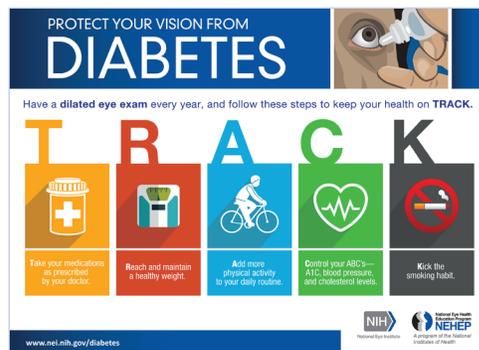
Diabetic Eye Disease Infographics

<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>



Facebook



Below are sample Facebook messages you can post during National Diabetes Month:

- 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: <http://go.usa.gov/3eNfT>
- Newer and better treatments for diabetic retinopathy are now available. This National Diabetes Month, talk with your eye care provider about what would be best for you. Find an eye care professional in your area by visiting <http://go.usa.gov/3eNfA>
- Did you know 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. This National Diabetes Month, help spread the word about diabetic eye disease: <http://go.usa.gov/3eNfT>
- If you have diabetes, National Diabetes Month is a perfect time to schedule your yearly dilated eye exam to keep your health on TRACK! Learn more from the National Eye Health Education Program: <http://ow.ly/TqXio>
- By 2030, an estimated 11 million people will have diabetic retinopathy. If you have diabetes, make sure you keep your health on TRACK! Learn more: <http://go.usa.gov/3JF73>
- Stay on TRACK to prevent blindness from diabetes! If you have diabetes, have a comprehensive dilated eye exam at least once a year. Learn more: <http://ow.ly/TqXuS>

Spanish

- 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 Nacional de la Diabetes. Aprenda más en: <http://go.usa.gov/3eNsW>

Twitter



Below are sample tweets you can post on Twitter during National Diabetes Month:

- It's #NationalDiabetesMonth! Get @NEHEP resources to help people w/ #diabetes stay on TRACK: <http://go.usa.gov/3eNA4>
- It's #NationalDiabetesMonth! Promote #diabetes awareness w/ resources from @NEHEP: <http://go.usa.gov/3eNfT>
- By 2030, 11 million people will have #DiabeticRetinopathy. Keep your health on TRACK w/ @NEHEP: <http://go.usa.gov/3eNfT> #NDM
- #DidYouKnow #DiabeticEyeDisease treatment is 90% effective in preventing #blindness when detected early? <http://go.usa.gov/3eRqY> #NDM
- If you have #diabetes, keep your health on TRACK during #NationalDiabetesMonth! More from @NEHEP: <http://go.usa.gov/3eNuH>
- Celebrate #WorldDiabetesDay on Nov. 14 w/ #DiabeticEyeDisease resources from @NEHEP: <http://go.usa.gov/3eNfT>
- Got #diabetes? A dilated eye exam can detect #DiabeticEyeDisease early. Learn more from @NEHEP: <http://go.usa.gov/3eNuH> #NDM
- #NationalDiabetesMonth is the time for people with #diabetes to schedule a dilated #EyeExam. More from @NEHEP: <http://go.usa.gov/3eNuH>

Spanish

- Cuida tus ojos en el #MesNacionaldeLaDiabetes. Hazte un examen con dilatación de pupilas. Aprende más de @NEHEP: <http://1.usa.gov/1LtOHdP> #NDM

Pinterest



Follow the NEHEP Diabetic Eye Disease Pinterest page for informative pins you can repin or like. You also can pin content from our website and comment on our pins to let us know what you think of our resources. <https://www.pinterest.com/neinih/diabetic-eye-disease>

Drop-In Articles

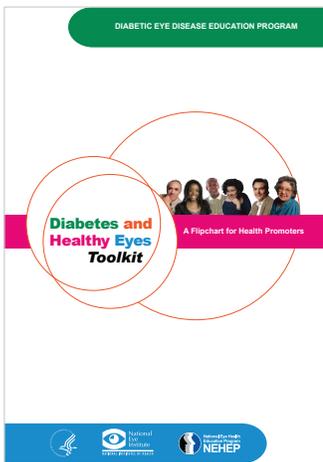
<http://www.nei.nih.gov/nehep/NDM>



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.

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!

E-Signature

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

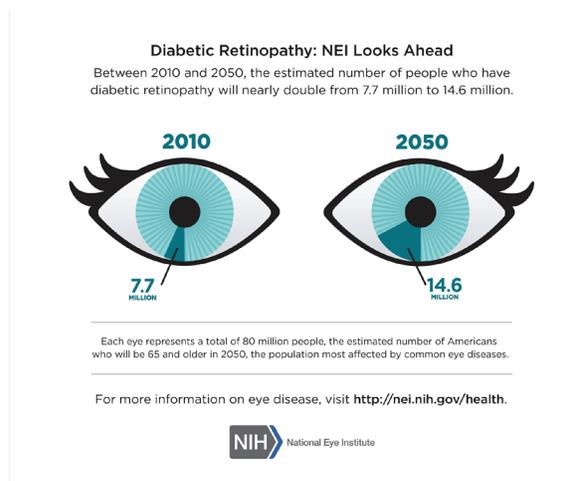
Copy and paste this banner into your email signature to promote National Diabetes Month and help your recipients get information on diabetic eye disease.



Flickr

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

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.



Sample infocard

YouTube

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

You Tube NEHEP offers a variety of videos and recorded webinars for people with diabetes as well as public health professionals. These resources 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.

TRACK Animation

<https://youtu.be/VX4w6U-Qs1k>



This animation showcases how people can protect their vision from diabetes by keeping their health on TRACK.

Diabetic Eye Disease Overview

<http://youtu.be/OySJTMMshyM>



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

Diabetic Retinopathy Animation

http://youtu.be/X17Q_RPUIYo



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

Comprehensive Dilated Eye Exam

<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.

Dilated Eye Exam Animation

<http://youtu.be/M6IIOKXICqs>



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

What People With Diabetes Know About Their Eyes Webinar

<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.

We hope these resources help increase your capacity to raise awareness about diabetic eye disease. Together we can spread the word that keeping diabetes in control is key to preventing the onset or slowing the progression of vision complications.

Thank you for all your efforts!