

CHILDREN'S EYE HEALTH | SOCIAL MEDIA TOOLKIT

Completing an eye exam is important for the whole family, and back-to-school season is the perfect time to schedule a visit to the eye doctor.

The Vision Council Foundation encourages parents and guardians to plan for a comprehensive eye exam to check that their kids have an up-to-date prescription or to find out if they need glasses. A regular eye exam will help set them up for success in the classroom and safeguard their overall eye health.

Help spread the word and use these materials to promote the importance of children's eye health.

SAMPLE SOCIAL MEDIA POSTS

- Did you know that 80% of classroom learning is visual? Kids who can clearly see the board or read from books are more confident about participating in class and are more engaged in the classroom. Make sure your student gets an eye check so they can excel this school year. #KidsEyeHealth
- Over 20% of students have vision problems that could be easily identified with a simple vision screening. The good news is that most of these issues can be corrected with glasses or contacts. Schedule an eye exam for your kids to help them see their best this school year. #KidsEyeHealth
- Ensuring good vision for kids is priceless – but glasses and contacts still cost money. According to The Vision Council Foundation, for those under 18, the average eye exam costs \$100, a pair of glasses cost \$155, and a set of lenses cost \$250. Budgeting for regular eye exams is a smart move to ensure your kid's success in and out of the classroom. #KidsEyeHealth
- Did you know that one of the ways to prevent kids from developing myopia, or nearsightedness, is to spend more time outdoors? 80% of kids 12–17 get more than two hours of screen time a day, and almost 50% of kids 2–5 get more than two hours. Take a break from the screens and get some sunshine for #KidsEyeHealth.

SAMPLE GRAPHICS

