

2021 Calendar of Eye Care/Health Observances/Events

Promote the importance of regular optometric eye and vision care by participating in some or all of the observances listed below. Please note this list is not necessarily exhaustive, but provides an abbreviated list of those in alignment with AOA outreach. Observances and campaigns supported by the AOA are noted in **GREEN**. Please visit the “[Educate Your Community](#)” section of the AOA web site (member log-in required) for free materials. Call AOA Communications Specialist Susan Thomas 800-365-2219, ext. 4263, or email slthomas@aoa.org if you have any questions.

Month	Theme/Observance
January	Glaucoma Awareness Month Glaucoma awareness free tools Marketplace Fact Sheet FS4
February	Low Vision Awareness Month Sponsor: National Eye Institute Website: https://nei.nih.gov/nehep/lvam
March	Save Your Vision Month Sponsor: The American Optometric Association Website:
	National Nutrition Month Sponsor: The Academy of Nutrition and Dietetics Website: www.eatright.org
	Brain Injury Awareness Month Sponsor: The Brain Injury Association of America Website: www.biausa.org AOA Fact Sheet: Concussions, Vision and Your Eye Doctor
	American Diabetes Association Alert Day® March 25 (Fourth Tuesday of March) Sponsor: American Diabetes Association Website: www.diabetes.org
April	National Public Health Week (Held the first full week of April, 4-10, 2021) Sponsor: The American Public Health Association Website: www.apha.org
May	Healthy Vision Month Sponsor: The National Eye Institute Website: https://nei.nih.gov/hvm/
	American Stroke Month Sponsors: American Heart Association/American Stroke Association Website: http://www.strokeassociation.org/
June	Optometry's Meeting® Anaheim, California June 24 – 26
	National Safety Month Sponsor: The National Safety Council Website: www.nsc.org
July	(AOA's Back-to-School PR Campaign/Summer and School Sports Eye Safety)

August	https://www.aoa.org/optometrists/tools-and-resources/toolkits-and-practice-resources/public-education-and-campaign-materials
	Contact Lens Health Week (August dates TBD) Sponsor: Centers for Disease Control and Prevention Website: www.cdc.gov/contactlenses/contact-lens-health-week.html
September	Healthy Aging Month[®] Sponsor: Educational Television Network, Inc. Website: http://healthyaging.net/september-is-healthy-aging-month/
	Paraoptometric Recognition Month Sponsor: AOA Paraoptometric Resource Center Website: www.aoa.org/paraoptometrics
October	(AOA's Decorative Contact Lens Campaign)
	National Health Education Week (third full week of October) Sponsor: Society for Public Health Education www.sophe.org
November	American Diabetes Month[®] Sponsor: The American Diabetes Association Website: www.diabetes.org AOA diabetes awareness resources:
	Great American Smokeout (third Thursday of November) Sponsor: The American Cancer Society Website: https://www.cancer.org/healthy/stay-away-from-tobacco/great-american-smokeout.html
December	