

EYE DESERVE MORE

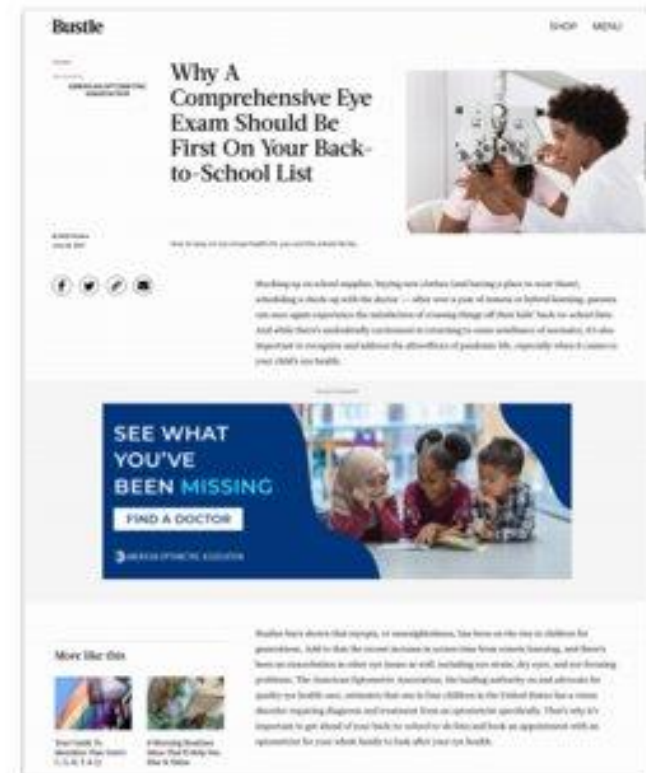
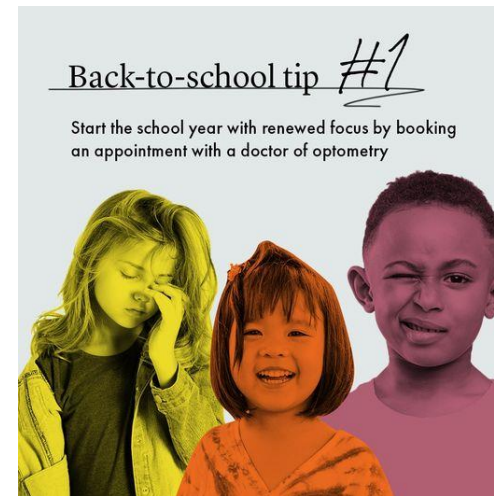
Back-to-School Resources

2021

To help parents take action and see the value of taking their children (and themselves) for an in-person comprehensive eye exam ahead of the new school year, AOA is creating impactful content to elevate doctors of optometry in helping families take their first step towards healthier eyes and lives.

AOA is reaching parents through multiple activations:

- Bustle media partnership to amplify the importance of eye exams as part of going back to school
- Instagram campaign with AOA doctors and 10 social media influencers to encourage parents to take their children into an AOA doctor of optometry
- Educational infographic illustrating 'signs and symptoms' to look out for related to children's vision
- Ongoing social content



Social Media Calendar

Click [here](#) to download the visual assets

Asset Topic	Post Copy	Visual	Link
<p>Digital Eye Strain</p>	<p>Eye spy: Warning signs of vision issues in your child. With children's screen time at an all-time high, it's important to know the symptoms of eye strain and other vision issues. And now, more than ever, it's critical for all children to have a comprehensive eye exam as part of their back-to-school wellness care to ensure their eyes are healthy for the year to come. #EyeDeserveMore</p>		<p>https://amoptassn-my.sharepoint.com/:f:/g/personal/comms_aoa_org/Em2hCVLfn-pBk8uowdSEj_MBrOPZLLqizaw4DGab95ydQ?e=DcSp87</p>
<p>Back-to-School Exams</p>	<p>Between remote and hybrid classrooms, learning looked a little different last year, which may have taken a serious toll on children's eye health. That's why it's important for parents to understand the ongoing effects of increased screen time on children's eyes and how in-person care from an AOA doctor of optometry can help set kids up for success in the upcoming school year and beyond. #EyeDeserveMore</p>		<p>https://www.bustle.com/wellness/why-a-comprehensive-eye-exam-should-be-first-on-your-back-to-school-list</p>
<p>Eye Spy: Children's Vision Issues Infographic</p> <p><i>(can be used on social media, your organization's website or be printed and used as coloring sheet for in-office patients)</i></p>	<p>Squinting, headaches and trouble reading the blackboard are all signs of potential vision issues in children. But it's equally important to keep an eye out for the not-so-obvious signs that can often be mislabeled as behavioral problems or learning disabilities. #EyeDeserveMore</p>		<p>https://amoptassn-my.sharepoint.com/:f:/g/personal/comms_aoa_org/EpoPwc77m_5MuQVtL9ppl3wBY1h-FaD8efyvLI4_TLjvgA?e=EXdpKa</p>
<p>Top Children's Vision Issues Social Posts</p> <p><i>(can use each graphic as a separate post or combine them to create one carousel post)</i></p>	<p>Children often don't know when they have an eye issue. They think what they see is normal, which is why we need to keep an eye out for warning signs. #EyeDeserveMore</p>		<p>https://amoptassn-my.sharepoint.com/:f:/g/personal/comms_aoa_org/EqI-wW3WXKRfghnv4x0O5w8BF-m6z_LpH6slb-tMBz-BeQ?e=wMZvgb</p>