

# 2018 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 and positions. Observances and campaigns supported by the AOA are noted in **GREEN**. Please visit the “Tools and Resources” section of the AOA for free template campaign materials. AOA supports individual promotion and participation by optometrists locally. Call the AOA Associate Director of Public Relations Susan Thomas 800-365-2219, ext. 4263, or email [slthomas@aoa.org](mailto:slthomas@aoa.org) if you have any questions.

January	<b>World Braille Day: January 4</b> Celebrates the birthday of Louis Braille
February	<b>American Heart Month</b> Sponsor: American Heart Association Website: <a href="http://www.heart.org">www.heart.org</a>
	<b>Low Vision Awareness Month</b> Sponsor: National Eye Institute Website: <a href="https://nei.nih.gov/nehep/lvam">https://nei.nih.gov/nehep/lvam</a>
	<b>Wise Health Care Consumer Month</b> Sponsor: The American Institute for Preventive Medicine Website: <a href="http://www.healthylife.com">www.healthylife.com</a>
	<b>2018 Winter Olympics – Winter Eye and Vision Health/Safety PR campaign</b>
	<b>Save Your Vision Month</b> Sponsor: The American Optometric Association Website: <a href="https://www.aoa.org/optometrists/tools-and-resources/toolkits-and-practice-resources/public-education-and-campaign-materials">https://www.aoa.org/optometrists/tools-and-resources/toolkits-and-practice-resources/public-education-and-campaign-materials</a>
March	<b>National Nutrition Month</b> Sponsor: The Academy of Nutrition and Dietetics Website: <a href="http://www.eatright.org">www.eatright.org</a>
	<b>Brain Injury Awareness Month</b> Sponsor: The Brain Injury Association of America Website: <a href="http://www.biausa.org">www.biausa.org</a>
	<b>American Diabetes Association Alert Day<sup>®</sup></b> (Fourth Tuesday of March) Sponsor: American Diabetes Association Website: <a href="http://www.diabetes.org">www.diabetes.org</a>
	<b>World Health Day (anniversary of its founding in 1948)</b> (annual observance: April 7) Sponsor: World Health Organization Website: <a href="http://www.who.int/world-health-day/en/">www.who.int/world-health-day/en/</a>
	<b>Sjögren's Awareness Month</b> Sponsor: Sjögren's Syndrome Foundation Website: <a href="http://www.sjogrens.org">www.sjogrens.org</a>
April	<b>World Allergy Week</b> April 1-7, 2018 (annual observance) Sponsor: World Allergy Organization (WAO) Website: <a href="http://www.worldallergy.org/">http://www.worldallergy.org/</a>
	<b>National Autism Awareness Month</b> Sponsor: Autism Society

	Website: <a href="http://www.autism-society.org">www.autism-society.org</a>
	<b>National Public Health Week</b> (Held the first full week of April, 2-8, 2018) Sponsor: The American Public Health Association Website: <a href="http://www.apha.org">www.apha.org</a>
May	<b>North American Occupational Safety and Health Week</b> (annual observance, first full week of May) Sponsor: American Society of Safety Engineers Website: <a href="http://www.asse.org/NAOSH">www.asse.org/NAOSH</a>
	<b>Healthy Vision Month</b> Sponsor: The National Eye Institute Website: <a href="https://nei.nih.gov/hvm/">https://nei.nih.gov/hvm/</a>
	<b>SAVE LIVES: Clean Your Hands</b> (annual observance: May 5) Sponsor: World Health Organization (WHO) Website: <a href="http://www.who.int/gpsc/5may/en/">http://www.who.int/gpsc/5may/en/</a>
	<b>World No Tobacco Day</b> (annual observance: May 31) Sponsor: WHO Prevention for Noncommunicable Diseases Noncommunicable Diseases and Mental Health Website: <a href="http://www.who.int/tobacco/wntd/en">www.who.int/tobacco/wntd/en</a>
	<b>National Physical Fitness and Sports Month</b> Sponsor: The President's Council on Fitness and Sports Website: <a href="http://www.fitness.gov">www.fitness.gov</a>
	<b>American Stroke Month</b> Sponsors: American Heart Association/American Stroke Association Website: <a href="http://www.strokeassociation.org/">http://www.strokeassociation.org/</a>
	<b>Clean Air Month</b> Sponsor: The American Lung Association Website: <a href="http://www.lung.org">www.lung.org</a>
June	<b>Optometry's Meeting®</b> Denver, CO June 20-24
	<b>National Safety Month</b> Sponsor: The National Safety Council Website: <a href="http://www.nsc.org">www.nsc.org</a>
July	<b>(AOA's Back-to-School PR Campaign/Summer and School Sports Eye Safety)</b> <a href="https://www.aoa.org/optometrists/tools-and-resources/toolkits-and-practice-resources/public-education-and-campaign-materials">https://www.aoa.org/optometrists/tools-and-resources/toolkits-and-practice-resources/public-education-and-campaign-materials</a>
August	<b>National Children's Vision and Learning Month</b> Sponsor: College of Optometrists in Vision Development- COVD Website: <a href="http://www.covd.org">www.covd.org</a>
	<b>Contact Lens Health Week</b> (August dates TBD) Sponsor: Centers for Disease Control and Prevention Website: <a href="http://www.cdc.gov/contactlenses/contact-lens-health-week.html">www.cdc.gov/contactlenses/contact-lens-health-week.html</a>
	<b>Paraoptometric Recognition Week</b> (Held the third week of September) Sponsor: AOA Paraoptometric Resource Center Website: <a href="http://www.aoa.org/paraoptometrics">www.aoa.org/paraoptometrics</a>

September	<p><b>Healthy Aging Month<sup>®</sup></b>  Sponsor: Educational Television Network, Inc.  Website: <a href="http://healthyaging.net/september-is-healthy-aging-month/">http://healthyaging.net/september-is-healthy-aging-month/</a></p>
	<p><b>Fruits &amp; Veggies - More Matters Month</b>  Sponsor: Produce for Better Health Foundation  Websites: <a href="http://www.fruitsandveggiesmorematters.org">www.fruitsandveggiesmorematters.org</a>  <a href="http://www.pbhfoundation.org">www.pbhfoundation.org</a></p>
October	<p><b>(AOA's Decorative Contact Lens Campaign)</b>  <b>National Health Education Week</b>  (third full week of October)  Sponsor: Society for Public Health Education  <a href="http://www.sophe.org">www.sophe.org</a></p>
November	<p><b>American Diabetes Month<sup>®</sup></b>  Sponsor: The American Diabetes Association  Website: <a href="http://www.diabetes.org">www.diabetes.org</a>  AOA diabetes awareness resources: <a href="https://www.aoa.org/optometrists/tools-and-resources/toolkits-and-practice-resources/public-education-and-campaign-materials">https://www.aoa.org/optometrists/tools-and-resources/toolkits-and-practice-resources/public-education-and-campaign-materials</a></p> <p><b>Great American Smokeout</b>  (third Thursday of November)  Sponsor: The American Cancer Society  Website: <a href="https://www.cancer.org/healthy/stay-away-from-tobacco/great-american-smokeout.html">https://www.cancer.org/healthy/stay-away-from-tobacco/great-american-smokeout.html</a></p>
December	