Social Media Toolkit
Title: National Glaucoma Awareness Month

For use during week 52: December 30, 2019-January 5, 2020

Launch Date: December 16, 2019

Introduction

**Describe content of toolkit.*
**Describe background of topic*
**Describe the source(s) for the toolkit content*

Glaucoma Awareness Month is in January. This toolkit will provide information on what is Glaucoma, and information on how to manage and treat it. This will be provided through Facebook and Instagram posts, hashtags, and tweets.

Glaucoma is a group of diseases that damage the eye's optic nerve and usually happens when fluid builds up in the front part of the eye. That extra fluid increases the pressure in your eye.[2] Glaucoma can result in vision loss and even blindness. Glaucoma is the second leading cause of blindness worldwide; about 3 million Americans have glaucoma. Open-angle glaucoma, the most common form, results in increased eye pressure. There are often no early symptoms, which is why 50% of people with glaucoma don't know they have the disease. Vision loss from glaucoma usually affects peripheral vision and if it progresses, it will affect central vision. There is no cure (yet) for glaucoma, but if it's caught early, you can preserve your vision and prevent vision loss.[1]

Anyone can get glaucoma, but certain groups are at higher risk. These groups include African Americans over age 40, all people over age 60, people with a family history of glaucoma, and people who have diabetes. African Americans are 6 to 8 times more likely to get glaucoma than whites. People with diabetes are 2 times more likely to get glaucoma than people without diabetes.[1]

What can one do to protect your eyes and lower your risk of vision loss from glaucoma?[1]

- If you are in a high-risk group, get a comprehensive dilated eye exam to catch glaucoma early and start treatment. Prescription eye drops can stop glaucoma from progressing;
- Even if you are not in a high-risk group, getting a comprehensive dilated eye exam by the age of 40 can help catch glaucoma and other eye diseases early;
- Open-angle glaucoma does not have symptoms and is hereditary, so talk to your family members about their vision health to help protect your eyes and theirs
- Maintaining a healthy weight, controlling your blood pressure, being physically active, and avoiding smoking will help you avoid vision loss from glaucoma. These healthy behaviors will also help prevent type 2 diabetes and other chronic conditions.

Glaucoma damage is permanent—it cannot be reversed. But medicine and surgery help to stop further damage. To treat glaucoma, your ophthalmologist may use one or more of the following treatments: 1) medicine; 2) laser surgery; or 3) operating room surgery.[2]

Target audience/high-risk subsets

**Describe target audience*
Everyone

**Describe high-risk or sub-populations, if appropriate*
African Americans over age 40, all people over age 60, people with a family history of glaucoma, and people who have diabetes.[1]

Target Audience Needs/Issues/Considerations

**Include considerations that the opposition may provide*
There would be no opposition to this issue.

Supporting Campaigns

**Include organizations that would have credible information and would be likely to have their own campaigns*

American Academy of Opthalmology
American Glaucoma Society
Centers for Disease Control and Prevention
National Institutes of Health – National Eye Institute
The Glaucoma Foundation
VisionAware

References

[1]Centers for Disease Control. (2018, December 6). Don't Let Glaucoma Steal Your Sight. Retrieved on 12/5/19 from: https://www.cdc.gov/features/glaucoma-awareness/index.html

[2]Boyd, Kierstan. (2019, August 28). What is Glaucoma? Retrieved on 12/5/19 from: https://www.aao.org/eye-health/diseases/what-is-glaucoma

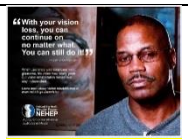
Toolkit Content

<table>
<tr><td>Please list:
Developer(s)
Affiliation(s)
Title(s)</td><td>Sandy Vasenda
NEOMED
MPH Student</td></tr>
<tr><td>Estimated time used to create</td><td>7 hours</td></tr>
<tr><td>Date submitted</td><td>12/6/19</td></tr>
<tr><td>DUE date & TARGET date for release (Monday)</td><td>Due date: 11/29/2019
Target date for release: 12/16/2019</td></tr>
<tr><td>Approvals

(Needs at least one reviewer per column—initial appropriate column)</td><td>
<table>
<tr><th>Reviewer</th><th>Date</th><th>Format & language (grammar)</th><th>Social media content</th><th>Public health content</th></tr>
<tr><td>Amy Lee</td><td>12/10/19</td><td>AL</td><td></td><td></td></tr>
<tr><td>Becky Lehman</td><td>12/10/19</td><td>BL</td><td>BL</td><td>BL</td></tr>
<tr><td></td><td></td><td></td><td></td><td></td></tr>
<tr><td></td><td></td><td></td><td></td><td></td></tr>
</table>
Approvers Instructions
● Please approve by the target date for release. Approvers may review for more than one review category (e.g. both public health content and social media content). At least one approver is needed per category; two approvers are preferred.
● Feel free to add or make edits—there will not be an opportunity for the original student group to make further edits
<table>
<tr><th>Reviewer</th><th>Items for review</th></tr>
<tr><td>Public health content</td><td>Information provided is current (within six months of launch date or the most recent information as relevant for a specific topic e.g. the latest guidelines). Also, from a credible source.</td></tr>
<tr><td>Social media content</td><td>Layout, imaging, length of posts</td></tr>
<tr><td>Format and language</td><td>Good grammar, punctuation, format compliant with toolkit guidelines.</td></tr>
</table>
</td></tr>
<tr><td>Content recency</td><td>All messages in this toolkit were generated in December, 2019 and contain up-to-date information prior to the launch date.</td></tr>
<tr><td>Accuracy</td><td>Sources of all data are provided (all credible sources) YES or NO</td></tr>
<tr><td>Social Media Platforms Included</td><td>
<table>
<tr><th>Platform</th><th>Ideal number</th><th>In this toolkit</th></tr>
<tr><td>Facebook</td><td>5</td><td>5</td></tr>
<tr><td>Twitter</td><td>10</td><td>10</td></tr>
<tr><td>Instagram</td><td>5</td><td>5</td></tr>
<tr><td>Hashtags (for Twitter or Instagram)</td><td>10</td><td>10</td></tr>
<tr><td>Video (YouTube)</td><td>Optional</td><td>2</td></tr>
<tr><td>Print media (e.g. press release)</td><td>Optional</td><td></td></tr>
<tr><td>Other (list):
Photos
Blog post ideas</td><td>Optional</td><td></td></tr>
</table>
</td></tr>
</table>

FACEBOOK

Facebook 5		Title: Glaucoma can cause vision loss but you can help prevent it Retrieved on 12/5/19 and 12/10/19 Source of infographic: National Institutes of Health; National Eye Institute https://medialibrary.nei.nih.gov/media/1866 MESSAGE: Medicare Part B (Medical Insurance) covers glaucoma tests once every 12 months if you're at high risk for glaucoma. You're at high risk if one or more of these applies to you: 1) you have diabetes; 2) you have a family history of glaucoma; 3) you're African American and age 50 or older; 4) you're Hispanic and age 65 or older. Your costs in original Medicare: You pay 20% of the Medicare-approved amount and the Part B deductible applies. In a hospital outpatient setting, you also pay a copayment Source of message: Medicare.gov (the official U.S. Government site for Medicare (https://www.medicare.gov/coverage/glaucoma-tests.)

	Infographic	Website	Caption (if provided	When accessed	Permission
Facebook 1		https://medialibrary.nei.nih.gov/media/1857	Don't wait for warning signs	12/5/2019	Source: National Institutes of Health; National Eye Institute
Facebook 2		https://medialibrary.nei.nih.gov/media/1912	"With your vision loss, you can continue on no matter what. You can still do it!" – Lawrence Harrison	12/10/2019	Source: National Institutes of Health; National Eye Institute
Facebook 3		https://medialibrary.nei.nih.gov/media/1858	Is there more to see in your family tree?	12/5/2019	Source: National Institutes of Health; National Eye Institute
Facebook 4		https://medialibrary.nei.nih.gov/media/1863	Start the New Year right – know your risk for Glaucoma	12/5/2019	Source: National Institutes of Health; National Eye Institute

TWEETS

Twitter best practices

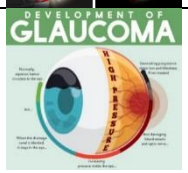
- *Keep it short and simple--although messages can be <280 characters now, keep them short anyway!*
- *Post often--it is recommended to post 3 tweets per day, with different framing to reach diverse populations*
- *Post other relevant content from partners or followers*
- *Use relevant hashtags (maximum of 2 hashtags)*

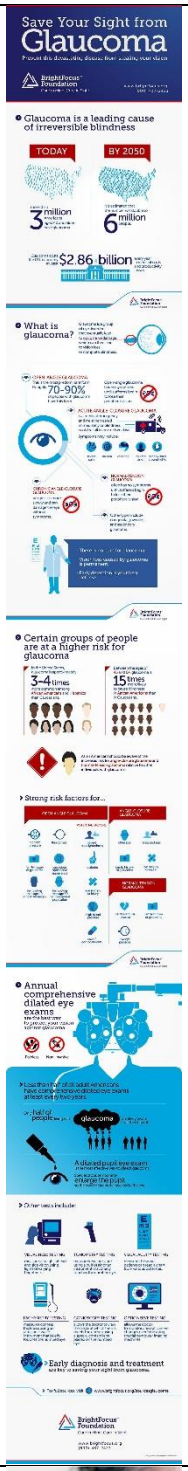
Tweet 1	#Glaucoma is a group of eye diseases which in most cases produce increased pressure within the eye (glaucomafoundation.org)
Tweet 2	There are many different types of #glaucoma, but the most common type in the United States is called open-angle glaucoma — that's what most people mean when they talk about glaucoma (National Eye Institute)
Tweet 3	Anyone can get #glaucoma, but some people are at higher risk. You're at higher risk if you are over age 60; are African American or Hispanic/Latino and over age 40; and have a family history of glaucoma.
Tweet 4	Eye doctors can check for #glaucoma as part of a comprehensive dilated eye exam. The exam is simple and painless
Tweet 5	Currently, there is no cure for #glaucoma; however, through early diagnosis and treatment, the disease can be controlled before vision loss or blindness occurs.
Tweet 6	There are reportedly more than three million people in the U.S. living with #glaucoma, a figure that could increase to 4.2 million by 2030, according to the National Eye Institute.
Tweet 7	January is #GlaucomaAwarenessMonth! Did you know there are currently more than 3 million people within the U.S. currently living with #glaucoma?
Tweet 8	Many aren't aware that #glaucoma is a leading cause of blindness and without early diagnosis and treatment from your #ophthalmologist, it can lead to vision loss.
Tweet 9	#Glaucoma is hereditary - you are 10x more likely to have #glaucoma if you have a direct family member with #glaucoma.
Tweet 10	It is estimated that 50% of those suffering from #glaucoma are unaware they have the disease and therefore remain undiagnosed and untreated.

INSTAGRAM

Instagram best practices

- *Post 3-4 times during the week*
- *Use varying content (not only picture sharing but include videos and graphics)*
- *Use relevant hashtags so people can find your content*

	Infographic	Website	Caption (if provided	When accessed	Permission
Instagram 1		https://www.preventblindness.org/sites/default/files/national/images/glaucoma-graphics%28F%292.jpg	People with glaucoma slowly lost peripheral vision	12/14/19	Source: Preventblindness.org
Instagram 2		https://pbs.twimg.com/media/Cyb7tUcW8AApEwL.jpg	None	12/6/2019	Source: The Glaucoma Foundation
Instagram 3		https://discoveryeye.org/national-glaucoma-awareness-month/infographic-with-development-of-untreated-glaucoma-disease/	Development of Glaucoma	12/6/2019	Source: The Discovery Eye Institute

Instagram 4		https://www.brightfocus.org/glaucoma/infographic/save-your-sight-glaucoma	Save your Sight from Glaucoma	12/6/2019	Source: BrightFocus Foundation
Instagram 5		https://medialibrary.nei.nih.gov/media/1783	African Americans and Eye Health: Glaucoma	12/6/2019	Source: National Eye Institute, NIH

RELEVANT HASHTAGS

	Hashtag
Hashtag 1	#glaucoma
Hashtag 2	#optomology
Hashtag 3	#eyehealth
Hashtag 4	#eyecheckup
Hashtag 5	#eyecare
Hashtag 6	#eyeexam
Hashtag 7	#healthyeyes
Hashtag 8	#blindness
Hashtag 9	#glaucomaaware
Hashtag 10	#NationalEyeInstitute

VIDEO (OPTIONAL)

Media	Image	Embedded Code	Website	Caption (if provided)	When Accessed	By Whom	Permission
Videos							
Video #1		<iframe width="560" height="315" src="https://www.youtube.com/embed/_VtFBnexqm0" frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>	https://youtu.be/_VtFBnexqm0	What is Glaucoma? (length: 0:30)	12/05/2019	SV	Source: American Academy of Ophthalmology
Video #2		<iframe width="560" height="315" src="https://www.youtube.com/embed/hASPt3hksbA" frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>	https://www.youtube.com/watch?v=hASPt3hksbA&list=PLNol8zIT_P1AfxEvxlFkYTAsX4nvP6fEv&index=2&t=0s	Animation: Glaucoma (length: 0:41)	12/6/2019	SV	Source: National Eye Institute, NIH
Video #3							