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Glaucoma Awareness Week 2023

Campaign toolkit

# Launch date: Monday 26 June 2023

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Introduction

This toolkit is designed to help you easily share and promote the Glaucoma Awareness Week 2023 campaign with your organisation and networks. It includes important messages, useful assets, and suggested social media posts. By using this toolkit, you will be helping us raise awareness about glaucoma and contribute to the campaign's success.

# What is Glaucoma Awareness Week and why does it matter?

Glaucoma Awareness Week is an annual awareness-raising opportunity where we encourage people across the UK to talk about glaucoma. It’s estimated that over 700,000 people in the UK have glaucoma. Approximately half of them don’t know they have it. We want to end preventable glaucoma sight loss and that starts with raising awareness of the disease.

# When is it?

Glaucoma Awareness Week takes place in the last week of June each year. In 2023, Glaucoma Awareness Week will take place on Monday 26 June – Sunday 2 July 2023.

# Who coordinates it?

Glaucoma Awareness Week is coordinated by us, Glaucoma UK. But it wouldn’t be possible without the people who come forward to give a face to our campaign and give a voice to the different experiences of the growing number of people in the UK with glaucoma.

Our Glaucoma Awareness Week plans

# This year, we want to hear from you—our partners, colleagues in the field, supporters, and the general public—about your thoughts on glaucoma. Our campaign revolves around the theme "My glaucoma..." and we invite everyone to complete that sentence in their own words and share their individual experiences.

# Our main goal is to highlight the diverse experiences people have with glaucoma. But we're eager to understand various aspects, including how people perceive the disease, people’s pathway to diagnosis, and everyday life with glaucoma.

# By sharing these stories, we aim to raise awareness and foster a better understanding of this condition. We also hope that it sparks conversations and discussions. The key call to action for our campaign is for everyone to attend regular eye tests and prioritise their eye health.

# This theme is designed to resonate with a broad range of individuals, whether they are already living with glaucoma, supporting someone who does, or just getting acquainted with the topic for the first time.

# How you can help

Over the past few months, we've been collecting personal submissions that finish the sentence ‘My glaucoma…’ which we've used to create artwork for our campaign. You'll see these personal stories on our selection of posters, which you can order. We would greatly appreciate your assistance in putting up these posters in various public places. We've also prepared social media materials for you to share on your digital platforms and help us spread the word about Glaucoma Awareness Week. Additionally, we have a campaign logo that you can use if you're creating your own artwork to mark the week. Lastly, if you're attending events or meetings during Glaucoma Awareness Week, please consider using our Zoom/Teams backgrounds to help raise awareness about the event.

If you have any other ideas on how you can help us reach more people, please feel free to email us at marketing@glaucoma.uk. We would love to hear from you!

# Suggested social media copy and sharing ideas

Our official campaign hashtag is #GlaucomaAwarenessWeek and we’d love it if you could share the link to our dedicated website page for the campaign: [glaucoma.uk/glaucoma-awareness-week/](https://glaucoma.uk/glaucoma-awareness-week/)

Help us spread the word on social media with a post on your preferred platform. Here are some ideas:

1. Join Glaucoma UK in raising glaucoma awareness! Share what glaucoma means to you by completing the sentence 'My glaucoma...'. Whether you have glaucoma, support someone with it, or are learning about the disease, they value your perspective. #GlaucomaAwarenessWeek #MyGlaucoma
2. It’s estimated that over 700,000 people in the UK have glaucoma, but half don’t even know it. That’s why it’s crucial everyone attends a routine eye test every two years to avoid irreversible sight loss. Be a sight-saving hero and help us spread the message this #GlaucomaAwarenessWeek
3. When was the last time you visited your high street optician?   
     
   The NHS recommends everyone in the UK should have an eye test every two years, unless told otherwise by a doctor. Eye tests go beyond just checking if you need glasses. They help detect diseases like glaucoma which can be symptomless. Book yours today to take charge of your vision! #GlaucomaAwarenessWeek
4. Did you know glaucoma runs in families?  
     
   If you have a close relative who has glaucoma, you are at higher risk of the disease. You can lose up to 40% of your vision from glaucoma without even noticing, so the best way to avoid sight loss is attending regular eye tests. #GlaucomaAwarenessWeek

Please look for #GlaucomaAwarenessWeek on different social media platforms. Find and share content from our friends and colleagues to spread the word.

Please ensure you tag our Glaucoma UK social media accounts in your posts so we can engage with your posts too!

Find Glaucoma UK on:

* [Twitter](https://twitter.com/glaucoma_uk)
* [Facebook](https://www.facebook.com/glaucomauk)
* [Instagram](https://www.instagram.com/glaucoma.uk/)
* [LinkedIn](https://www.linkedin.com/company/1812630/)

# Accessibility

Here are some suggestions to improve your content for accessibility:

1. Use capital letters for each word in hashtags. For example, type #GlaucomaAwarenessWeek. This helps people using screen readers to read the hashtag out loud.
2. Add descriptions to images and graphics. This makes the content accessible to everyone, regardless of their vision.
3. When creating artwork, use high contrast colours and large fonts.

## By following these tips, you can make your content more inclusive and reach a wider audience.

## Download/order our assets

We have social media artwork, zoom backgrounds and campaign logos available for you to download from our website [here](https://glaucoma.uk/glaucoma-awareness-week/resources/).

You can order printed campaign materials from our website [here](https://glaucoma.uk/product-category/informational-materials/posters/glaucoma-awareness-week-poster/). There are downloadable PDF versions of the posters available at the same location if you would like to download a copy to use on a digital screen or to print yourself.

We also have information booklets, general awareness posters, helpline cards and other materials available to order from our website [here](https://glaucoma.uk/product-category/informational-materials/).

We're grateful for your assistance in sharing these free resources and helping us reach a wider audience. If you would like to request something outside of this suite, please email us at [marketing@glaucoma.uk](mailto:marketing@glaucoma.uk) and we’ll try to help.

## Press release

Our campaign press release is available in addition to this toolkit. We have national and regional press releases available. Please email us at [marketing@glaucoma.uk](mailto:marketing@glaucoma.uk) to request our press releases or get in touch if you have any other media/press enquiries.

## Questions

If you have any questions, please contact the Glaucoma UK communications team by emailing [marketing@glaucoma.uk](mailto:marketing@glaucoma.uk)

## Thank you!

We would love to hear how you're supporting Glaucoma Awareness Week! If you've shared any materials on your social media channels or received feedback from your audience, please email us at [marketing@glaucoma.uk](mailto:marketing@glaucoma.uk). Thank you!