This helpful calendar outlines messaging and content that Vision Health Alliance partners can use in their social media marketing. It starts with VHA Day, the select day each month we ask all partners to post together on an important topic to amplify the message to consumers from our industry. For each topic after VHA Day we provide the concept overview followed by specific language tailored for each social media site, capped with links to imagery and resources you can include in posts. Vision Health Alliance will continue to provide these throughout the year to help with content planning!

**SEPTEMBER 2021**

**VHA DAY POST**

**Low Vision**

*This month, focus on the importance of low vision health and why we see patients who suffer from vision impairment on a regular basis.*

**WEEK 1**

**Eyes of Care**

Vision Health Alliance partners’ health and vision health awareness. Emphasizing the importance of annual comprehensive eye exams in the first step to incorporating vision health as a priority in their lives.

**WEEK 2**

**Low Vision**

Supporting Age-related Macular Degeneration awareness! 

*Age-related Macular Degeneration is the leading cause of vision loss in adults aged 60 and older.*

**WEEK 3**

**Principals**

With age the lens of our eyes lose flexibility, and the corneal part you focus on moves further away. Usually around age 40-45, activities like reading lose their clarity.

**WEEK 4**

**Heart Day (Sat)**

Comprehensive eye exams go beyond determining your prescription for eyeglasses or contacts. During an eye exam, your eye doctor will also check for changes in the blood vessels in the eye. These changes may indicate hypertension, also known as high blood pressure. People with high blood pressure often have a higher risk of cardiovascular events such as heart attack, stroke, or heart failure.

### ADDITIONAL POSTS

**Low Vision**

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