

# National Eye Health Week

## event ideas

**Events are a great way to attract media attention and get people thinking about their eye health.**

**There are many ways you and your practice can celebrate National Eye Health Week (14 - 20 June) and promote the importance of good eye care. Here are just a few ideas to get you started...**

- Celebrate the Week with a street party. Create a buzz on your high street by giving away balloons, flyers and children's stickers. All Eyecare Trust subscribers will shortly be receiving a pack containing flyers, posters and children's stickers. Free National Eye Health Week balloons can be ordered direct from [www.visionmatters.org.uk](http://www.visionmatters.org.uk).
- Encourage your MP or a local celebrity to get involved in the campaign - ask him/her to provide a quote endorsing the importance of regular sight tests and invite them along to your practice for a photo call with your local media.
- Host a talk at your local primary school. The Trust has a number of fun activity sheets designed to help teach Key Stage II pupils how the eye works and why it is important to have regular sight tests.

For more information about the activity sheets please call 01225 423394.

- Host a fashion event. Showcase your new Spring/Summer frames collection to a group of specially invited guests – regular patients; staff from local clothing retailers and boutiques; fashion students; local business leaders; celebrities and of course the press.

Create a party atmosphere by offering your guests wine and canapes and ask friends and family to help out by modelling some of your latest designer frames.

- Host an over 60s coffee morning in your practice. Serve up a cup of tea and some biscuits with every sight test.
- Hold a vision screening clinic for your local mother and toddler group. Don't forget to use your children's stickers.
- Offer a special discounts on selected eye wear during National Eye Health Week.
- Host a Sight after Sixty event at a local residential home.

*Don't forget to notify your local press about your National Eye Health Week events. See the Trust's media hints and tips for more information about you can publicise your event.*