

RAISING AWARENESS TOP TIPS

1.	<p>Wearing an eye patch</p> <p>For people who have not lost vision in one eye, wearing an eye patch can be a humbling experience and reminds us all why the day is so important. If you already have sight loss in one of your eyes, please consider involving a friend or relative instead so that they can experience monovision for the day.</p> <p>We are pleased to enclose an eye patch for you to wear, please feel free to decorate the patch with your own design if you prefer. Wearing a patch all day (except when driving/riding a bike etc) can be a conversation starter, but it's not essential.</p>
2.	<p>Educate People</p> <p>Knowing why is it important to have regular eye test will help you understand the campaign, our aims and encourage everyone to book an eye test for themselves and family members.</p> <p>(we are pleased to enclose information about this in your pack)</p>
3.	<p>Reach out to your local optometrists, both independent and chains</p> <p>Perhaps you could contact your local opticians and ask what is available locally, if there are any special savings or free eye tests available? By telling people where the deals are, they will have no excuse not to have the examination!</p> <p>(we have a templated introduction letter ready for you to personalise, on request!)</p>
4.	<p>Reach out to anyone and everyone!</p> <p>Introducing and inviting others to support you or participate in the campaign will broaden our network allowing our message further scope and opportunity to 'spread the word'. Including your family, friends, community groups, universities/ schools and working environments.</p> <p>(we have a templated introduction letter ready for you to personalise, on request!)</p>
5.	<p>Social Media</p> <p>Using Facebook, twitter and Instagram is a fantastic way to share photos and updates of what you are doing.</p> <p>We ask that you use: @ocumeluk #ipatchfor #ocularmelanoma #eyecancer in your posts, this is to keep all messages consistent.</p> <ul style="list-style-type: none"> • Update your profile picture on Facebook with our frame to raise awareness (we will be in touch with information about how you can change your profile picture by adding an I Patch For temporary border). • Tag 5-10 of your friends & family for them to book their eye test that day, and ask them to do the same to keep it going.
6.	<p>Keeping us updated</p> <p>We love to hear about all the fantastic activities and events that are being organised to support us, so please keep us updated with what you are doing in your area.</p> <p>If you are not a social media user? Please email us your photos and we can share them for you.</p>