Glaucoma is a major cause of vision loss in the United States, affecting 2.7 million Americans. Past data and projections for glaucoma (2010–2030–2050) show that early detection and treatment can help prevent vision loss. The National Eye Health Education Program (NEHEP) of the National Eye Institute, National Institutes of Health established the Glaucoma Education Program to increase awareness about the disease and the importance of early detection. Glaucoma Awareness Month, observed every January, plays an important role in achieving this goal.

**Campaign Theme and Tagline**

**Key Program Messages:**
- Glaucoma is a major cause of vision loss in the United States, affecting 2.7 million Americans.
- Early detection and treatment can help prevent vision loss.
- Glaucoma Education Program to increase awareness about the disease and the importance of early detection.

**Key Target Audiences:**
- Everyone over age 60, especially African Americans over age 40
- People at higher risk including African Americans, Mexican Americans, and people with a family history of glaucoma

**Campaign Activities**

NEHEP’s social media strategy incorporated lifetime data trending, traffic pattern analysis, and strategic placements. Campaign activities included—

- Developing an infographic to be distributed via traditional and online channels, which defined glaucoma, outlined prevalence figures, listed them to help promote NEHEP resources.
- Encouraging healthcare professionals and other community leaders to use an e-mail signature to promote NEHEP resources.
- Sending an e-mail to intermediaries and other collaborators informing them about Glaucoma Awareness Month and asking them to help promote NEHEP resources.
- Developing an infographic to be distributed in traditional and online channels, which defined glaucoma, outlined prevalence figures, listed them to help promote NEHEP resources.
- Distributing an e-blast “January is Glaucoma Awareness Month: Keep Vision in Your Future” providing information on people at higher risk for glaucoma, and linking to NEHEP resources.
- Performing social media outreach by posting glaucoma tabs and a glaucoma drop-in article on Facebook.
- Performing social media outreach by posting glaucoma tabs and a glaucoma drop-in article on Facebook.
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**Introduc**

Glaucoma is a major cause of vision loss in the United States, affecting 2.7 million Americans. Past data and projections for glaucoma (2010–2030–2050) show that early detection and treatment can help prevent vision loss. The National Eye Health Education Program (NEHEP) of the National Eye Institute, National Institutes of Health established the Glaucoma Education Program to increase awareness about the disease and the importance of early detection. Glaucoma Awareness Month, observed every January, plays an important role in achieving this goal.

Glaucoma Month Social Media Campaign

To promote awareness of glaucoma and the importance of early detection, audience outreach efforts were complemented by traditional media outreach, such as print and radio placements.

**Campaign Target Audiences**

**Primary:**
- African Americans over age 60
- Everyone over age 60, especially Mexican Americans
- People with a family history of glaucoma

**Secondary:**
- Healthcare professionals
- Community health workers
- Key intermediaries who work with those at higher risk

**Campaign Theme and Tagline**

**Campaign Theme**


**Campaign Tagline**

Get a dilated eye exam. Examine eyes every 1 to 2 years.

For more information about the NEHEP Glaucoma program, visit www.nei.nih.gov/nehep