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## 'Back to School' Children's Eye Health Campaign

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# Why should you get involved?

Getting involved with this year's children's campaign is a great way to **raise the profile of your practice locally** and spread the word about eye health. One child's vision problem solved by you can lead to an entire family of new, loyal patients for your practice, as well as making a difference to their future. There are many ways for you to take part, from displaying our new campaign poster in your practice window, to contacting your local media and giving school talks.



[More about our campaign](#) ➤

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### Free resource pack

We have created a [resource pack](#) to help you raise awareness of the importance of children's eye health in your local area. This includes template letters that can be personalized, suggested text for newsletters, a press release to issue to your local media, a PowerPoint presentation to use in schools, key facts and figures and much more.



[Download your pack now](#) ➤

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## Free campaign poster

To help you to promote children's eye health, we have created a [new campaign poster](#) to be displayed in your practice window. There are three versions of this poster available, so you can customize it with your own message if required. Why not display this next week as part of [National Eye Health Week](#) (13-19 June)?

Download your poster now ➤



## National register of school volunteers

We are compiling a [list of optometrists and dispensing opticians](#) who would be prepared to **visit schools** to give talks in assembly, or to members of staff or parents. This national list will be on our website so teachers can find optometrists and opticians in their area who can help with school talks. To sign up, please [email us](#) or call 020 7202 6653. We will need to know the postcode areas you can cover and your practice details, including a named contact and telephone number.



Sign up now ➤

### Contact us

For more details about the children's eye health campaign, [visit the website](#). If you need any more information, please [email us](#) or give us a call on 020 7202 6653.

61 Southwark Street  
London SE1 0HL  
T: 020 7261 9661

### Unsubscribe

We really hope you can help us to spread the word about children's eye health but if you would prefer not to be contacted in future, do [let us know](#).

### Forward

Please forward this information on to any colleagues who can help us to raise awareness of the importance of children's eye health. Thank you.