

set up a display promoting positive eye health in your workplace or library etc.

Coffee Mornings

Create an informal environment for groups such as the overs 60s or mother and toddlers to come and find out more about eye health matters that could affect them or their families.

Fashion Event

Showcase next season's must have eyewear with a fashion show or new collection preview event.

Stars and their Eyes

Hold a photocall or signing event with a local celebrity spectacle wearer.

And Finally...

If you don't plan to host your own event get involved in one of the many other events taking place across

the country including the Carrots NightWalks which take place in London, Birmingham, Cardiff and Glasgow on 20 September.

Register Your Event

Don't forget to register your event at visionmatters.org.uk

Once registered we can promote your event via our website, on Facebook and Twitter and through our press and media activity.

Template press releases and event posters are provided in the FREE NEHW resource pack.



**NATIONAL EYE
HEALTH WEEK**
MONDAY 16 - SUNDAY 22 SEPTEMBER 2013
YOUR VISION MATTERS

When holding a public event you should ensure you have adequate public liability insurance

Event Handbook

Your guide to hosting an event during National Eye Health Week



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

There are many ways you or your organisation can mark National Eye Health Week (NEHW). Here are just a few ideas to get you started...

Family Fun Day

Create a buzz on your local high street by holding an eye health event for the whole family.

Activities could include:

- Using face paints to create fantastical eyewear designs
- Running a Harry Potter look-alike competition or i-spy treasure hunt
- Getting arty with the NEHW kids activity sheets
- Holding cookery demos using ingredients packed full of eye-friendly nutrients

- Challenging drivers to read a car number plate from 20.5 metres away
- Testing colour vision and other vision screening activities.

TOP TIP

Use the posters, press releases and balloons in the NEHW packs to promote your event.

Eye Health Awareness

Event – Offer mini eye examinations and explain why it's vital everyone has regular sight tests.

This could be a free drop-in event held in your practice, local library or civic centre.

Alternatively, you could host a private event with a local business or community group.

Optical Challenge

Hire a batak wall. Batak equipment is used to test

the visual performance of F1 drivers and elite athletes but how will the man on the street or in the office measure up?

Batak walls offer a fun and interactive way to introduce the subject of eye health to a wide audience.

Other optical challenges include using amsler grids or optical illusions.

Spectacle Cleaning Station

Dirty glasses can cause illusions and distortions which can trigger sudden balance loss.

Give everyone a clearer view by offering a free spectacle and sunglass cleaning service. Include demos on how to clean your specs properly!

Workshops

Educate the public on how

they can take positive steps to maintain and improve their eye health.

Workshop topics might include: wearing and caring for your contact lenses, smokers vision or falls prevention.

These workshops could be run in an optician practice, pharmacy, GP surgery or an environment relevant to the theme eg: sheltered housing scheme.

Cookery School

Hold a culinary masterclass providing tips on how to eat right for good sight.

TOP TIP

Use the NEHW recipe cards for inspiration.

Talks or Displays

Host a school assembly, give a talk to a local community group or business or simply