

2012 Glaucoma Awareness Month Social Media Posts

FACEBOOK

- DID YOU KNOW? January is National Glaucoma Awareness Month. Early detection and treatment is critical to maintain healthy vision and protect the eyes from the effects of potentially blinding diseases, such as glaucoma. [LINK TO PRESS RELEASE]
- DID YOU KNOW? Glaucoma is called the ‘sneak thief of sight’ because it can strike without pain or other symptoms. Vision lost to glaucoma cannot be restored, so early detection and treatment is important.
- Results from the AOA’s 2011 American Eye-Q® consumer survey revealed that 50 percent of people incorrectly think that glaucoma can be prevented. Additionally, 84 percent of Americans don’t know that a person’s race is a contributing factor for developing glaucoma. [LINK TO PRESS RELEASE]
- DID YOU KNOW? Glaucoma is the second leading cause of vision loss in the United States. Early detection is critical to preserve eye and vision health. Protect your vision and keep your eyes healthy by having a comprehensive eye exam each year.
- DID YOU KNOW? Those considered at heightened risk of developing glaucoma include individuals with diabetes, those with a family history of glaucoma, African Americans age 50 and older and Hispanic Americans age 65 and older.
- THE DOCTOR IS IN: “Those individuals who do not visit their eye doctor on a regular basis are putting their vision and quality of life at risk,” said Dr. **NAME**, an AOA glaucoma eye care expert. [LINK TO PRESS RELEASE]
- DID YOU KNOW? Glaucoma is an eye disease in which the internal fluid pressure of your eye rises to a point that the optic nerve is damaged. [LINK TO PRESS RELEASE]
- THE DOCTOR IS IN: “As glaucoma progresses, a person may notice their side vision gradually failing,” said Dr. **NAME**. “When glaucoma remains untreated, people may miss seeing objects to the side and out of the corner of their eye. Without treatment, people with glaucoma will continue to slowly lose their peripheral vision, and eventually their central vision as well.”

TWITTER

- January is National Glaucoma Awareness Month. A yearly comprehensive eye exam will help keep eyes healthy and vision good. [TINY URL]

- DID YOU KNOW? Glaucoma can strike without pain or symptoms. [TINY URL]
- The AOA's American Eye-Q® consumer survey shows 70% of people think glaucoma has early warning signs and symptoms. [TINY URL]
- The AOA urges Americans to schedule yearly comprehensive eye exams to help detect potentially sight-threatening diseases such as glaucoma. [TINY URL]
- DID YOU KNOW? Glaucoma is the second leading cause of blindness in the United States. [TINY URL]
- Studies show that over the next 10 years the number of Americans diagnosed with glaucoma will increase by more than one million. [TINY URL]

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