

InfantSEE Advocate Program

Do you want to ensure that eye and vision care become an essential part of infant wellness care in your community?

An **InfantSEE Advocate** is an individual who believes in the importance of comprehensive infant eye care. Optometrists, optometry students and the public have the power to take the InfantSEE message and promote it within their communities, social media channels and beyond. **This kit will provide you with the initiatives and information you need to promote InfantSEE!**



Get Involved!

InfantSEE
Advocate
Initiatives



Office or Clinic Campaign

An office or clinic campaign informs parents, patients and staff of the importance of infant eye care while providing them an opportunity to **raise awareness** or funds to support the program. The easiest way to host an office awareness campaign is to display InfantSEE materials in your office or clinic. If you'd like to host a fundraising campaign you are welcome to collect donations.

Items needed to kick off your campaign:

- [InfantSEE promotional materials](#)
 - [Preview materials here](#)



Instagram #repost @pickeringtoneyecare



Community Outreach



Instagram #repost @wearlovewanders

Visiting expectant mother's groups, medical groups, pediatrician's offices, and similar maternal and child health agencies is a great way to **spread awareness** of the importance of comprehensive infant eye and vision care. Conversations with staff and delivering InfantSEE promotional materials to these types of organizations is a fantastic way to inform your community about InfantSEE.

Items needed to share InfantSEE with your community:

- [Children's Examination Office Q&A Resource Guide](#)
- [InfantSEE Promotional Materials](#)
 - [Preview materials here](#)

Fundraiser

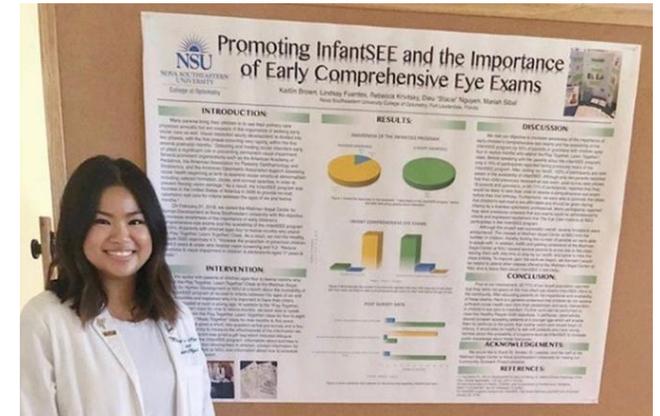
Ensure eye and vision care become an essential part of infant wellness care in your community by hosting your very own fundraiser! Costume contests, bowling competitions, silent auctions, golf tournaments and seated dinners are just a few examples on how you can raise awareness and funding for InfantSEE.

What you need to kick off your fundraiser:

- [InfantSEE Logos and guidelines](#)
- [InfantSEE talking points](#)
- [InfantSEE Fundraising Toolkit](#)
- [InfantSEE Promotional Materials](#)
 - [Preview materials here](#)



Instagram #repost @draisinvisiongroup



Instagram #repost @eyeseestacie

Website Promotion

One of the easiest ways to show you support InfantSEE is by sharing the InfantSEE logo, mission and link on your website.

Items needed for your website:

- [InfantSEE logos and usage guidelines](#)
- InfantSEE website [link](#)
- InfantSEE promotional videos:
 - [Check Out These Little Peepers](#)
 - [InfantSEE – Helping Babies See!](#)
 - [InfantSEE – Peek-A-Boo!](#)
 - [InfantSEE – A B SEE](#)
 - [InfantSEE – No Cost Assessments](#)



Social Media Promotion

Social media is a quick and easy way to spread the word about InfantSEE.

Follow
@InfantSEE

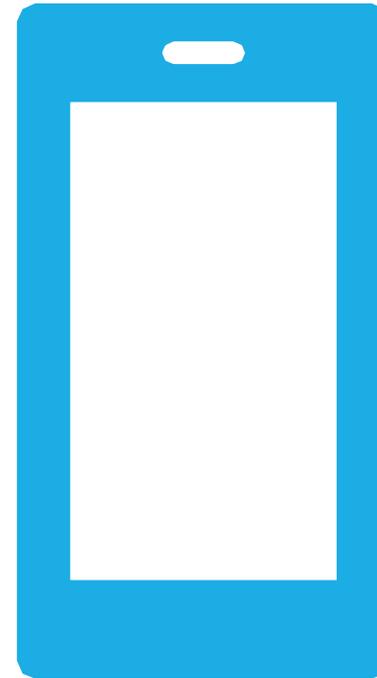
- Facebook
- Instagram

Repost
InfantSEE
Posts

- Tag Us!
@infantsee
#infantsee

Post your own
InfantSEE
Posts

- Tag Us!
@infantsee
#infantsee
- See Sample
posts for ideas



InfantSEE Social Media Sample Posts



Instagram #repost @draisinvisiongroup

- Have you had your baby's eyes checked? Help protect your infant's eye with a no cost vision assessment.
- The American Optometric Association recommends scheduling an infant's first eye exam at 6 months of age. Visit [infantsee.org](https://www.infantsee.org) to find a participating provider near you!
- A comprehensive eye assessment provides an evaluation of the structure, function, and health of your baby's eyes and visual system to ensure they have the highest quality of sight and will be able to reach their greatest learning potential.
- Happiness is healthy vision. Find an InfantSEE provider today at [infantsee.org](https://www.infantsee.org)
- Begin a lifetime of eye and vision care for your baby. Find an InfantSEE provider near you at [infantsee.org](https://www.infantsee.org)
- InfantSEE, a public health program, managed by Optometry Cares® - the AOA Foundation, is designed to ensure that eye and vision care becomes an essential part of infant wellness care to improve a child's quality of life. Find a provider at [infantsee.org](https://www.infantsee.org)

InfantSEE hashtags: #infantsee #optometrycares #aoafoundation

InfantSEE Talking Points

- InfantSEE, developed by the [American Optometric Association](#) and [Johnson & Johnson Vision](#), is a public health program designed to ensure that eye and vision care become an integral part of infant wellness care to improve a child's quality of life. We feel so strongly about the importance of healthy vision that participating member optometrists will provide a no cost comprehensive infant eye and vision assessment within the first year of life.
- InfantSEE is comprised of nearly 4,000 doctors of optometry volunteering their services across the country. Over 150,000 infants have received comprehensive eye assessments since the inception of the program in 2005.
- Infants should receive a comprehensive baseline eye exam between the ages of 6 and 12 months, immediately after the critical period when the eye undergoes rapid and profound changes and is therefore most vulnerable to interference with normal development
- 1 in 5 preschoolers have vision problems, and by the time they enter school, 25% will need or wear corrective lenses
- School screenings provide <4% of the eye tests needed to help children see and miss up to 75% of children with vision problems. Of the children found to have eye problems through screening, 61% never visit the doctor and get help.
- [Children's Examination Office Q&A Resource Guide](#)

InfantSEE Social Media Images



InfantSEE Social Media Images

- Trip to the Pediatrician
- Trip to the Dentist
- Trip to the Eye Doctor



www.InfantSEE.org or call 888.396.EYES (3937)

The American Optometric Association recommends scheduling your baby's first eye assessment at 6 months of age.



Healthy Infants.

Healthy Eyes.

Healthy Futures.

Ensure that eye and vision care become an essential part of infant wellness in your community.

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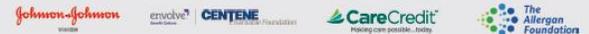
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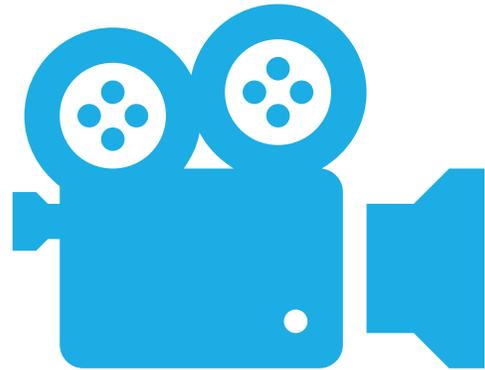
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InfantSEE Social Media Videos



[Check Out These Little Peepers](#)

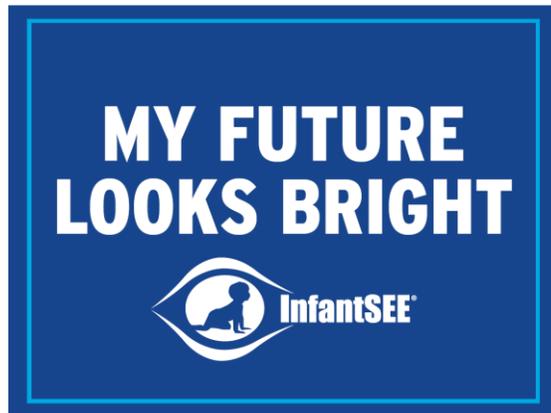
[InfantSEE – Helping Babies See!](#)

[InfantSEE – Peek-A-Boo!](#)

[InfantSEE – A B SEE](#)

[InfantSEE – No Cost Assessments](#)

InfantSEE Assessment Signage



Instagram #repost @isthmuseyecare

InfantSEE Logos



InfantSEE Logo Usage – The Details

InfantSEE logos are made available in camera-ready, printed form in color and/or black and white, and/or in electronic media format. The logos may not be revised or altered in any way, and must be displayed in the same form as produced by AOA. The logos must be printed in their official colors or in black or white.

The logos may be used in a professional manner on the User's business cards, stationery, literature, advertisements, storefront window, Web site, or in any other comparable manner to signify the User's participation in the InfantSEE® program. The logo may never be used independent of the InfantSEE® program. Notwithstanding the foregoing, the logos shall not be used in any manner that, in the sole discretion of AOA: discredits AOA or InfantSEE® or tarnishes the reputation and goodwill of either; is false or misleading; violates the rights of others; violates any law, regulation or other public policy; or mischaracterizes the relationship between AOA or InfantSEE® and User, including but not limited to any use of the logos that might be reasonably construed as an endorsement, approval, sponsorship, or certification by AOA or InfantSEE® of the User, the User's business or organization, or the User's products or services, or that might be reasonably construed as support or encouragement to purchase or utilize the User's products or services, other than to identify the User as a participant in the InfantSEE® program.

AOA shall have the right, from time to time, to request samples of use of the logos from which it may determine compliance with these terms and conditions, including the right to review initial use.