

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

### **Coffee Mornings**

Create an informal environment for groups such as the over 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 eye wear 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, why not get involved in one of the many other events taking

place across the country visit [www.visionmatters.org.uk/whats-going-on](http://www.visionmatters.org.uk/whats-going-on) for more information.

### **Register Your Event**

Don't forget to register your event or activity at [visionmatters.org.uk](http://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 will be provided in the FREE NEHW resource packs.



**NATIONAL EYE HEALTH WEEK**  
MONDAY 19 – SUNDAY 25 SEPTEMBER 2016  
**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 celebrate 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 eye wear 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 & balloons in the NEHW resource 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 loss of balance.

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

### **Workshops**

Educate the public on the

positive steps they can take 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 book for inspiration.

### **Talks or displays**

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