

AUGUST IS NATIONAL CHILDREN'S VISION AND LEARNING MONTH – JOIN THE CAMPAIGN! • BY TONI BRISTOL

This August marks the 15th year that COVD has been celebrating National Children's Vision and Learning month. We would like to thank the American Foundation for Vision Awareness for starting this observance.

For approximately 8 or 9 years, we have been sending out national press releases and for the past 6 years we have been providing members with a version of the release to send out locally. In addition, we provide your state coordinators with a letter that goes to the governor's office requesting a proclamation in honor of the observance. Many members have also sent this letter to the mayor's office. If you would like a copy of the letter, please contact your State Coordinator. If you don't know who your state coordinator is, please contact the international office.

Last year we received a record breaking 34 proclamations from all over the country honoring National Children's Vision and Learning month. More and more members are receiving local coverage on TV and in the newspapers.

We issued two press releases earlier this year to alert the public to the fact that if they have any trouble seeing the exciting 3D movies such as Avatar or How to Train Your Dragon 3D that they need to see a COVD doctor. The AOA issued a press release on 3D vision and vision therapy which has also generated a lot of interest from the press. We expect

that there will be more interest in our press release for August being National Children's Vision and Learning Month this year than ever before. So, even if you sent out the release previously and did not get any interest from the media — send it out again.

Larry Fitzgerald has joined our campaign again this year and he is looking forward to seeing the word spread about vision therapy. Please join the campaign! It's not too late. If you haven't sent the release out yet, go to COVD's website, download the press release and get it out to all the media contacts within your drawing area. The internet makes it very easy to locate the editors and producers for the media. The contact info is typically on the webpage either with a special link on the top menu or on a smaller link on the bottom of the site.

While you are in the members' only section of the COVD website, it would be good to also download the list of action steps to help guide you and your staff. We also have Public Service Announcements, in print form as well as recorded in MP3, for you to distribute to your local media.

It is important that after you send out the release you are prepared to talk with the press. When you speak with the press you should state your message briefly in something called a sound bite. You want to say something that is easily quotable. We have put together a number of "Key Messages" for you to

use, to help make it easy for you. Read them over and get comfortable with them so you don't sound like you are saying a script. It has to sound like you would normally talk. The Key Messages are also in the Members' Only section in the Public Awareness section.

In order to make vision therapy a household word, we need to constantly keep the information out in the public arena. Whether it is on the internet through social media, in the newspaper or on TV, it is the constant repetition of our message that will achieve our goal. Please take action today!

Toni Bristol is an Affiliate Member of COVD and a Practice Management Consultant in Montrose, California and can be reached by email at tonibristol@expansionconsultants.com

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the vision therapy connection

<http://sovoto.ning.com/>

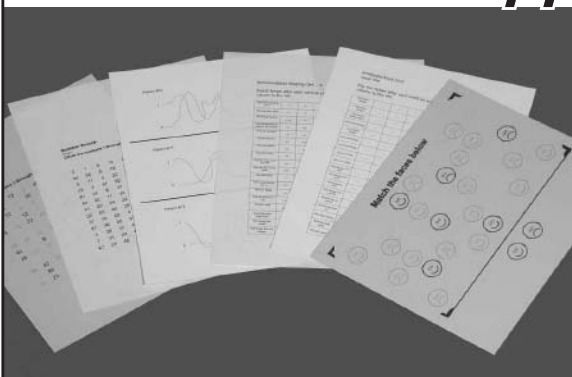
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- These vision therapy activities are designed for use with accommodative and ocular motor therapies & also incorporate suppression controls for anti-suppression therapy.
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