

Public Relations *by Toni Bristol*



Making Vision Therapy Visible: A Historical Review

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"Making Vision Therapy Visible" Campaign Timeline

1995-2007	2008	2009	2010	2011	2012	2013	2014	2015
<p>Brainy is Born</p> <p>1995 President Bill Clinton... 2001 CVO begins National TV Campaigns. 2003 Brainy website... 2004 CVO website updated to become a public resource... 2005 Brainy website... 2006 CVO releases print and radio PSAs... 2007 Brainy website...</p>	<p>PRESS RELEASES</p> <p>1995... 1996... 1997... 1998... 1999... 2000... 2001... 2002... 2003... 2004... 2005... 2006... 2007... 2008... 2009... 2010... 2011... 2012... 2013... 2014... 2015...</p>	<p>PRESS RELEASES</p> <p>2009... 2010... 2011... 2012... 2013... 2014... 2015...</p>	<p>PRESS RELEASES</p> <p>2010... 2011... 2012... 2013... 2014... 2015...</p>	<p>PRESS RELEASES</p> <p>2011... 2012... 2013... 2014... 2015...</p>	<p>PRESS RELEASES</p> <p>2012... 2013... 2014... 2015...</p>	<p>PRESS RELEASES</p> <p>2013... 2014... 2015...</p>	<p>PRESS RELEASES</p> <p>2014... 2015...</p>	<p>PRESS RELEASES</p> <p>2015...</p>

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2003 **Brainy** website...
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AUGUST IS NATIONAL CHILDREN'S VISION AND LEARNING MONTH
224 proclamations by states and cities from 2008 to 2015. A total of 30 states have issued proclamations.

The Public Relations Campaign is designed to give information about Vision Therapy not to the national and international media, in addition to providing members with releases they can share locally. The releases and included material, such as PSAs and infographics, are designed for sharing through social media.

A special thank you to all the CVO members who shared your patients and their amazing stories with us! Our special thanks to the Research Committee and to the CVO International office for all your support.
And, to everyone who has contributed to the campaign—we could not do this without you!

How are you using the campaign in your practice? Sharing? Showing? What? Please share your success! Email: info@cvo.org

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VISIONWIRE