

# Public Relations

## Public



## The “Making VT Visible” PR Campaign: Your Help is Requested

*by Toni Bristol*

It was wonderful to see everyone who was able to attend this year’s annual

COVD meeting. As 2014 is winding down, we are preparing the Public Relations campaign for 2015.

We would like to encourage your participation in the 2015 PR campaign with two ways to help! We need patients who are willing to share their stories on a national and international level. They also must be willing to be interviewed by the press. As I explained in my PR Update at the COVD meeting, because the focus of [our press releases](#) is on optometric vision therapy, we do not promote the individual doctors who have supplied us with the patients. We do mention where the patient is from, so if you are the only COVD member in your area, people will find you very easily. If someone contacts COVD asking for the name of the doctor who treated the patient, the information will be shared at that time.

Each press release is carefully designed to address key concerns that patients, educators, and referring professionals often have.

Therefore the types of stories we are looking for are those where the patient tried a variety of other treatments and/or educational remedies prior to finding vision therapy. It is helpful if the patient was misdiagnosed with a learning disability, ADHD, ASD, etc., but it is not necessary. The most important point is that the parent/patient is absolutely certain the

changes that have occurred were a direct result of optometric vision therapy.

The topics planned for 2015 include:

- March: Brain Injury Awareness Month
- April: Autism Awareness Month
- May – August: August is International Children’s Vision & Learning Month
- October: Learning Disabilities Awareness Month

### Brain Injury Awareness Month

It would be great if we had several stories. An adult TBI where the patient struggled until vision was treated, as well as a story of a student who suffered a sports injury and started struggling with reading and learning after the injury. Ideally the student was a good student prior to the injury and vision therapy resolved the problem with reading. If we can have quotes from MDs, or educators who worked with these patients to validate the improvements, that would be wonderful.

### Autism Awareness Month

In 2014 we featured the story of a child who was misdiagnosed with ASD after having had strabismus surgery. The types of stories we would like can include a similar story, as well as children who were not misdiagnosed, but were helped tremendously by vision therapy.