Relations by Toni Bristol

The 2015 "Making Vision Therapy Visible" Campaign Highlights

Website

Thanks to everyone for your efforts in helping to spread the word about vision

The 2016 "Making Vision Therapy Visible" Campaign Highlights and Katie Davis for sharing their patient with us.

The 2016 "Making Vision Therapy Visible" Campaign Highlights and Katie Davis for sharing their patient with us. therapy! COVD's website has moved up to our highest ranking: 171,958. What exactly does this mean? For a point of reference: Google is #1, Facebook is #2 and YouTube is #3. In the optometry world, AOA is 28,507, the American Academy of Optometry is 114,375. Also, in June 2010, the COVD website ranked 455,965, what an amazing increase in 5 years. We are climbing the internet ladder!

Press Releases/Media

We have had another great year of press releases designed to help you educate patients as well as share with your local media. Each release is distributed internationally to major wire services and specific online news sources. All of the press releases are available in the public portion of COVD's website.

Our campaign started in March this year with a release issued for Brain Injury Awareness Month. Special thanks to Dr. Amy Pruszenski for sharing her patient's story: Missing Link to the **Rehabilitation Process**

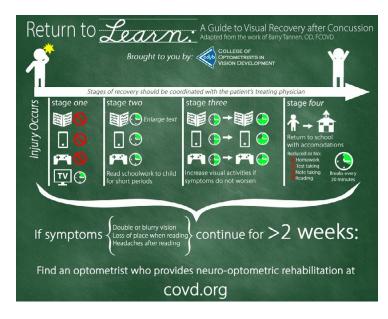
In April, we observed Autism Awareness Month by issuing a release: Helping Children with Autism Focus on the World Around Them. It includes a quote from Autism Solutions: How to Create a Healthy and Meaningful Life for Your Child, written by Autism expert, Ricki G. Robinson, MD, MPH, who is a Clinical Professor of Pediatrics at Keck School of Medicine. We also featured a young boy who was diagnosed with high functioning Autism, whose life was improved by vision therapy. A special thanks to Drs. Neil Draisin, Jennifer Smith-Zolman

International is August Children's Vision & Learning



Month Campaign began in June: Texas Mother Shares How She Put an End to Homework Battles, featuring Wendy Kinkade, her family, and their journey with vision and learning. Wendy Kinkade helps Michele Hillman monitor the VT Parents Unite Facebook page, which now has 4,381 members. Special thanks to both Wendy and Michele for all the work you both do to help spread the word about vision therapy!

For July we focused on the academic impact of concussions: Optometrists focus on Visual Symptoms from Concussions that Block Learning. I would like to acknowledge Dr. Erin Buck for sharing her patient's story. In addition, we issued our first infographic: Return to Learn: A Guide to Visual Recovery after Concussion. Special thanks to Dr. Barry Tannen for sharing one of his patients, but also for donating the



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Return to Learn Guidelines. For the infographic, thanks go to the COVD's Member Engagement Specialist, Kristopher Herrick for the design.

For the August release we focused again on vision and learning. We had a fabulous story thanks to Dr. Michael Gallaway for sharing his patient with us: Eye Coordination Problems Can Make Words "Hop Like Frogs". We also issued another infographic – thanks to the Research Committee Chair, Dr. Eric Borsting and committee member, Dr. Gallaway, for your help in making sure this infographic was evidence-based.

Since October is *Learning Disabilities Awareness Month* we issued a press release: Inadequate Vision Screenings Contributing to Epidemic of Children with Learning Problems. This release featured Katie Johnson, educator and author of *Red Flags for Elementary Teachers*.



If you have not read these releases, please take the time to read them and then share them with your patients. Also be sure to link to these stories on Facebook. The infographics are made especially for digital media and sharing, they can accompany a release or work as standalone pieces as well and can be used at any time.

As a reminder, we issued special instructions on how to use these releases to contact the media in your area. It is available in the members only section of the website: search "press release instructions."

If you have any questions on how to use any of this information or if you have a patient who would like to share their story through one of our press releases, please contact the COVD International Office at info@covd.org.