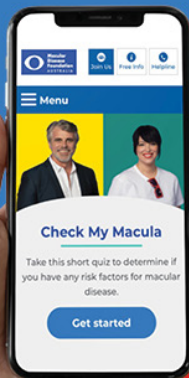


60 seconds could save your sight



Check My Macula

One minute is all it takes to check your risks for macular disease.
Get started at www.CheckMyMacula.com.au
or call 1800 111 709.



Macula Month 2021

'60 seconds could save your sight' www.CheckMyMacula.com.au

A digital toolkit for health care professionals

How you can support Macular Disease Foundation Australia's
annual Macula Month awareness campaign

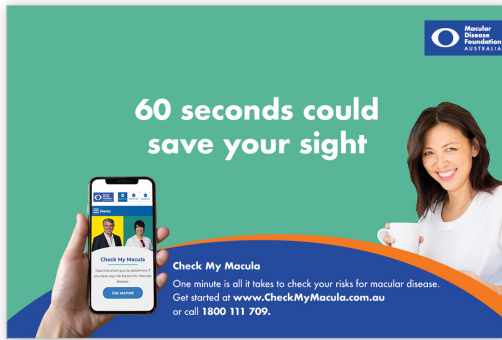
Macula Month is an initiative of:



Supported by:



Science For A Better Life



60 Seconds Could Save Your Sight www.CheckMyMacula.com.au

May is Macula Month, an initiative of Macular Disease Foundation Australia (MDFA). Macular disease covers a range of diseases and conditions that impact central vision. It's the leading cause of blindness in Australia.

The most common macular disease is age-related macular degeneration (AMD). One in seven people over the age of 50 have signs of AMD but may not know it. The leading cause of vision loss in working-age Australians is diabetic eye disease – everyone with diabetes is at risk.

Every year, MDFA's Macula Month campaign raises awareness of AMD, diabetic eye disease and other conditions of the macula. We appreciate the enthusiastic support of health care professionals. Together, we have raised awareness of macular disease and changed behaviours in Australians over the age of 50.

If you only do one thing this Macula Month, share www.CheckMyMacula.com.au

Check My Macula will be the centrepiece of this year's Macula Month campaign. It is a short online quiz that reveals the respondent's individual risk factors of macular disease and diabetic eye disease in less than a minute, then helps them book an eye exam with their local optometrist.

The rest of this toolkit contains everything you need to support www.CheckMyMacula.com.au and Macula Month this May.

You'll also find some useful background information at the end of this document.

Thank you for your support.

Actions you can take

- 1 Register your practice for our 'Find an optometrist' search tool (optometrists only)**
 - 2 Email your patients**
 - 3 Promote on your website**
 - 4 Share on social media**
 - 5 Get your posters and graphics**
 - 6 Order your patient resources**
 - 7 Generate local media coverage**
-

1 Register your practice

Register your practice for our 'Find an optometrist' search tool (optometrists only)

MDFFA's online quiz www.CheckMyMacula.com.au has been extraordinarily successful in alerting people aged 50+ about their risk of macular disease.

As noted above, Check My Macula is a short online quiz that provides people with information on the major risk factors for age-related macular degeneration and diabetic eye disease, then encourages them to make an appointment with their local optometrist.

Tens of thousands of people have completed the quiz since its launch late last year. After completing the quiz, there is an opportunity to download general disease information, view tips on how to optimise eye health and order a free Amsler grid. The quiz offers an online 'Find an optometrist' search tool.

If you have an optometry practice, we encourage you to register your details with us.

You can check your listing here:

<https://checkmymacula.com.au/find-an-optometrist/>

If you need to add or change your details, you can do so here:

<https://www.mdffoundation.com.au/register-optometry-practice/>

2 Email your patients

Email marketing is an extremely effective way to retain or re-engage your client or customer base, and if the message contains vital information that could help save sight, it's a win for everyone.

We've prepared a key message on the importance of regular eye exams and knowing the risk factors for macular disease. We encourage you to use this messaging and adapt it to your circumstances.

60 Seconds Could Save Your Sight

Dear [insert name],

May is Macula Month and the perfect time to learn if you're at risk of macular disease.

Did you know that macular disease is the leading cause of legal blindness in Australia? The most common macular disease is age-related macular degeneration (AMD).

AMD destroys central vision, making it difficult to recognise faces, read or drive a car.

One in seven people over the age of 50 have signs of this sight-threatening disease but may not know it.

If you have diabetes, you're also at risk of diabetic eye disease, which is the leading cause of vision loss in working-age Australians.

Are you at risk? You can learn more about your specific risk factors by taking Macular Disease Foundation Australia's online quiz: www.CheckMyMacula.com.au

One minute and five easy questions and you'll learn if you have risk factors for AMD or diabetic eye disease. You can then use the platform to book in for an eye exam [at your nearest optometrist / with us].

It's 60 seconds that could save your sight.

There's no cure for macular disease, but some people will benefit from effective sight-saving treatment. There are also proven diet and lifestyle changes you can make to support your eye health and reduce your risk of vision loss.

[Your practice name] has free resources on macular disease, so feel free to drop in chat to us about how you can protect your eye health.

3 Promote on your website

60 Seconds Could Save Your Sight

We've also prepared some messaging for your website, in case you would like to promote Macula Month and www.CheckMyMacula.com.au this May. You can adapt this text to your practice's website.

May is Macula Month (1-31 May 2021)

May is Macula Month and the perfect time to learn if you're at risk of macular disease.

Did you know that macular disease is the leading cause of legal blindness in Australia? The most common macular disease is age-related macular degeneration (AMD).

AMD destroys central vision, making it difficult to recognise faces, read or drive a car.

One in seven people over the age of 50 have signs of this sight-threatening disease but may not know it.

If you have diabetes, you're also at risk of diabetic eye disease, which is the leading cause of vision loss in working-age Australians.

Are you at risk? You can learn more about your specific risk factors by taking Macular Disease Foundation Australia's online quiz: www.CheckMyMacula.com.au

In just one minute and five easy questions, you'll learn if you have risk factors for AMD or diabetic eye disease. You can then use the platform to book in for an eye exam [\[at your nearest optometrist / with us\]](#).

There's no cure for macular disease, but some people will benefit from effective sight-saving treatment. There are also proven diet and lifestyle changes you can make to support your eye health and reduce your risk of vision loss.

[\[Your practice name\]](#) has free resources on macular disease, so feel free to drop in chat to us about how you can protect your eye health.

Breakout tip

If you are an eye health practice, we suggest providing a link here to your booking platform, or other contact details. Alternatively, link to MDFA's online search tool: www.CheckMyMacula.com.au/find-an-optometrist

4 Share on social media

Throughout Macula Month, MDFA will be rolling out new social media content. We will have information designed to raise awareness of the risks and symptoms of age-related macular degeneration, diabetic eye disease and other macular conditions. There'll be real life stories from the macular disease community.

This year marks the 20th anniversary of Macular Disease Foundation Australia. To celebrate this milestone MDFA is launching the inaugural Ita Buttrose Oration. Ita Buttrose will be the keynote speaker at this first address, to be broadcast nationally on Wednesday 5 May. Ita is an Australian icon and long-time champion of the macular disease community. Her address to the National Press Club is sure to set the agenda for a national discussion on eye health and the need to foster a healthy ageing community.

2021 also marks 10 years of MDFA's Research Grants Program. We'll be sharing interesting content highlighting the impact of Australia's world-leading macular disease researchers.

Engage with us

Facebook: [@MacularDiseaseFoundationAustralia](https://www.facebook.com/MacularDiseaseFoundationAustralia)

Twitter: [@maculardisease](https://twitter.com/maculardisease)

Instagram: [@maculardisease](https://www.instagram.com/maculardisease)

LinkedIn: <https://www.linkedin.com/company/mdfa/>

YouTube: <https://www.youtube.com/c/MacularDiseaseFoundationAustralia>

MDFA's YouTube channel has videos you can share with your community.

These can be found at www.youtube.com/user/MDFoundationAus

Campaign Hashtags

#CheckMyMacula

#MaculaMonth

ACTION

5 Get your posters and graphics

Posters

Three versions of the poster are available for order in two sizes.

Check My Macula A2 posters

[Order online](#)

Check My Macula A4 posters

[Order online](#)



Note: When prompted on our new resource page, make sure you identify as a health professional. Use our filters to help find these posters and other specialised resources.

Graphics

You can use the drafted posts and graphics below throughout Macula Month (1-31 May) to show your support of the campaign.

Graphics are sized for Facebook, Instagram and Twitter. We also have sizes suitable for website banners and email signature blocks.

Downloading the social media toolkit will provide you with the suite of images, plus suggested text for your social media posts.

[Download your social media toolkit](#)

Social media post 1

One in seven people over the age of 50 have signs of age-related macular degeneration (AMD). Do you? Learning your risks for AMD this Macula Month could save your sight.

Head to www.CheckMyMacula.com.au and do the quiz, then book in for an eye exam [\[with your local optometrist / with us\]](#). We have more information [\[in store / in practice\]](#).



ACTION

5 Get your posters and graphics

Graphics

Social media post 2

Did you know that everyone with diabetes is at risk of diabetic eye disease? It's the leading cause of blindness in working-age Australians. One in three people over 50 with diabetes has diabetic eye disease.

May is Macula Month and all this month we'll be promoting the importance of eye health. If you want to learn more, head to www.CheckMyMacula.com.au. It takes 60 seconds and could save your sight.

Social media post 3

What if just 60 seconds could save your sight? It's Macula Month, so we're encouraging [\[Australians / our clients / our patients / your suburb residents\]](#) to take one minute to learn the risks of macular disease. Head to www.CheckMyMacula.com.au to do the quiz.

Social media post 4

May is Macula Month. Macular disease is the leading cause of legal blindness in Australia. But if you know your risk and take action, you could save your sight. Start with the 60-second quiz at www.CheckMyMacula.com.au. Then [\[book an eye exam with us / see us in store for more information\]](#).

Social media post 5

May is Macula Month, raising awareness of macular disease. Macular disease is the leading cause of legal blindness in Australia. But just 60 seconds could save your sight.

To find out more and learn what to do, head to www.CheckMyMacula.com.au. Then [\[book an eye exam with us / see us in store for free eye health resources\]](#).



6 Order your resources

Order your patient resources

MDFa is committed to supporting patients, families and carers with the latest macular disease health information and resources. MDFa has a series of free resources available to order.

[Download this form](#) or head to www.mdffoundation.com.au/resources. Make sure, if prompted, you identify as a health professional to take advantage of increased order limits and to find specialised resources.

Macular Disease Foundation Australia Resource Order Form



Practice Type	Ophthalmologist <input type="checkbox"/>	Optometrist <input type="checkbox"/>	GP <input type="checkbox"/>	Pharmacist <input type="checkbox"/>	Other <input type="checkbox"/>
Practice Name					Vision Voice newsletter: <input type="checkbox"/> Post <input type="checkbox"/> Email <input type="checkbox"/> I don't want one
Contact Name					Weekly research e-newsletter: <input type="checkbox"/> Yes <input type="checkbox"/> No
Job Title					Macula Matters e-newsletter: <input type="checkbox"/> Yes <input type="checkbox"/> No
Postal Address					
Phone: ()		Email:			

All publication orders are free of charge

AMD Booklet



Qty: _____
(200 max)

AMD Pamphlet (DL)



Qty: _____
(200 max)

DED Pamphlet (DL)



Qty: _____
(200 max)

Reducing the Risk of Diabetic Eye Disease Fact Sheet



Qty: _____
(50 max)

Living with Diabetic Eye Disease Fact Sheet



Qty: _____
(50 max)

Translated AMD Booklet: Please tick your language:

Arabic Chinese Greek Italian Portuguese Spanish Vietnamese

Max 30 / language Qty: _____

Translated Diabetic Eye Disease Booklet: Please tick your language option:

Arabic Chinese Greek Italian Vietnamese

Max 30 / language Qty: _____

<p>Eating for Eye Health cookbook</p>  <p>Price: \$27.00 Qty: _____</p>	<p>Badge: magnet</p> <p>I have low vision</p> <p>Max 2 Qty: _____</p> <p>Badge: pin</p> <p>I have low vision</p> <p>Max 2 Qty: _____</p>	<p>AMD Classification Tool (Optometrist)</p>  <p>Max 3 Qty Qty: _____</p>	<p>Amsler Grid</p>  <p>Max 100 Qty: _____</p>	<p>Understanding Vision Loss</p>  <p>Max 25 Qty: _____</p>	<p>Audio CD</p> <p>About AMD Max 5 Qty: _____</p> <p>Diabetic Eye Disease Max 5 Qty: _____</p> <p>Low Vision Max 5 Qty: _____</p> <p>Nutrition and supplements Max 5 Qty: _____</p> <p>Slips, Trips & Falls Max 5 Qty: _____</p> <p>Charles Bonnet Syndrome Max 5 Qty: _____</p>
<p>Living Well with Vision Loss</p>  <p>Max 25 Qty: _____</p>	<p>AREDS2 Supplements for AMD</p>  <p>Max 50 Qty: _____</p>	<p>Nutrition for AMD</p>  <p>Max 50 Qty: _____</p>	<p>Summer 2020 Macula Menu</p>  <p>Max 5 Qty: _____</p>	<p>A2 poster</p>  <p>Max 2 Qty: _____</p>	

Fact Sheets - Please tick:

Eye Injection Treatment Costs & Rebates Max 30 Qty: _____

Best Disease Max 30 Qty: _____

Cataracts & AMD Max 30 Qty: _____

Charles Bonnet Syndrome Max 30 Qty: _____

Macular Hole Max 30 Qty: _____

Macular Pucker Max 30 Qty: _____

Myopic Macular Degeneration Max 30 Qty: _____

Posterior Vitreous Detachment & Floaters Max 30 Qty: _____

Macular Telangiectasia Max 30 Qty: _____

Retinal Detachment Max 30 Qty: _____

Retinal Vein Occlusion Max 30 Qty: _____

Retinitis Pigmentosa Max 30 Qty: _____

Stargardt's Disease Max 30 Qty: _____

A4 posters



Max 5 Qty: _____



Max 5 Qty: _____

How's your macula? Take the quiz at:
www.CheckMyMacula.com.au

MDFa is committed to supporting patients, their families, and carers. Please call our National Helpline on 1800 111 709 to register for our free services.

Please email this form to: info@mdffoundation.com.au
 You can also order resources online at www.mdffoundation.com.au

April 2021

ACTION

7 Generate local media coverage

A media release template for you to personalise and send to local media has been developed and will be available for download as part of your digital social media toolkit.

[Download the media release](#)

More information

Macula Month – 1 to 31 May 2021

Macula Month is an initiative of Macular Disease Foundation Australia and runs for the month of May. It is an annual campaign designed to raise awareness of macular disease, which includes age-related macular degeneration and diabetic eye disease, along with other less common diseases of the macula. Macular disease is the leading cause of legal blindness in Australia.

About Macular Disease Foundation Australia (MDFA)

MDFA is the peak national body representing the voice of the macular disease community. We're celebrating our 20th anniversary this year. We are committed to reducing the incidence and impact of macular disease, the leading cause of blindness and severe vision loss in Australia. We provide a range of information and support services via our National Helpline 1800 111 709 and website at www.mdffoundation.com.au.

About macular disease

Macular disease covers a range of painless conditions that affect the central retina (the macula) at the back of the eye. The most common are age-related macular degeneration (AMD) and diabetic retinopathy (DR), including diabetic macular oedema (DMO). AMD accounts for 50% of blindness in Australia. One in seven (approximately 1.4 million) Australians over the age of 50 have some evidence of AMD. DR affects between 300,000 and 400,000 Australians – the leading cause of preventable blindness among the working-age population.

About Check My Macula

www.CheckMyMacula.com.au is an initiative of MDFA. The online quiz has been developed as an educational tool and is based on known risk factors. Other risk factors, not included, may influence development of macular disease. This tool does not replace an eye exam or advice provided by a qualified eye health professional – an optometrist or ophthalmologist.

