YOUR GUIDE TO CELEBRATING OAW 2018

What is Orthoptics Awareness Week?

Orthoptics awareness week is an annual event in the Orthoptics Australia calendar. This week is when Orthoptists across Australia can promote the profession and the work Orthoptists do.

Orthoptists can take this opportunity to showcase the significant role the profession makes to eye health, raise the profile of the profession and campaign on behalf of the profession and the patients/clients to governments and policy makers.

OAW is a chance for Orthoptists to come together and unite in promoting the profession and what Orthoptists do for their patients and the ophthalmic community.

What Materials Are Available?

This year OA are providing an OAW poster/flyer that can be printed out, put up around clinics and workplaces, handed out or used on social media. You will receive an info sheet on OAW 2018 describing the theme ‘Discover the Depths of Orthoptics’ and the OAW logo that can also be used on social media to promote OAW.

How Do I Get Involved?

Whether you work for a national association, in a hospital department, in a small clinical setting or are still studying Orthoptics, you can find ways to mark the day. Here are some suggestions to help you make sure that you choose something that’s right for you, and fits in with what you want to achieve for the day.
• Talks and seminars in workplaces
• An Orthoptic clinic open house with hospital-wide or public invitations
• A roaming information booth, visiting different locations in the day, or over a week
• Hold a vision quiz
• Hold a seminar for teachers or other health professionals
• Mentor a student for the day
• Set up an information booth or exhibition in a reception area with information about what Orthoptists do
• Put up OAW campaign posters on your walls and hand out our flyers and stickers
• Launch an email campaign
• Create an OAW Youtube video
• Celebrate the work of your colleagues by holding a clinic party or use the day to take a respected colleague, mentor or instructor to lunch
• Honour the day by making a donation to Orthoptics Australia or the International Orthoptic Association for Orthoptic education or research
• Support Orthoptic science by purchasing an Orthoptic journal

Social Media

Social media maximises the impact of any campaign online. Use these media sources to help promote and spread the work about Orthoptics this Orthoptics Awareness Week. Use the hashtags #orthopticsau #OAW2018

TWITTER: follow @OrthopticsAU

FACEBOOK: like & follow Orthoptics Australia

INSTAGRAM: follow orthopticsau

YOUTUBE: Post your videos on Youtube (let us know of any videos you make)

* Part of this information booklet has been taken from the International Orthoptic Association (IOA) World Orthoptic Day Booklet. We would like to thank and acknowledge the IOA for allowing Orthoptics Australia to utilise this information.
Orthoptics Awareness Week (OAW) is an important event in the OA calendar each year. This year Orthoptists from across Australia are encouraged to spread the word and help Orthoptics become more recognised.

**The theme for 2018 is: Discover the Depth of Orthoptics**

The aim of this week is to increase the awareness of Orthoptics to the public as well as other health professionals. We want to highlight the fact Orthoptists are multi skilled in their roles and help manage a range of eye conditions including macular degeneration, glaucoma, diabetic retinopathy, cataract and strabismus and amblyopia.

Each day will feature a different eye condition, how Orthoptists help diagnose, treat and manage these patients as well as interesting facts and statistics.

If you have an interest or specialise in any of these conditions please email pr@orthoptics.org.au to help contribute and showcase Orthoptics in these areas.

Below is a timetable of what the focus will be each day.

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<td>Strabismus &amp; Amblyopia</td>
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This year OA will be providing a:
- Poster/flyer to put up around your clinic, workplace and on social media
- Guide to celebrating OAW 2018
- OAW 2018 logo to use on social media and as your email signature during the week

Don’t forget to post all your pictures & updates during OAW to social media and tag Orthoptics Australia and hashtag #OAW2018 and #orthopticsau. Also don’t forget to support and share the OAW Thunderclap here: https://www.thunderclap.it/projects/67659-orthoptic-awareness-week-2018.