**2014 Diabetes Awareness Campaign: Social Media Posts**

**FACEBOOK**

* DOCTOR’S NOTE:“Diabetes is the leading cause of preventable blindness in adults, and eye doctors are continuously working to find new ways to diagnose eye and vision disorders related to this disease,” said [DR. NAME].
* DID YOU KNOW? New advancements are currently in development to further enhance diabetic care, including research on smart contact lenses, which could be used to help monitor blood sugar levels in patients with diabetes and possibly provide a new way to dispense medication slowly over time. <http://bit.ly/1wie2N3>
* A healthy diet that incorporates Omega 3s — found in certain green vegetables such as Brussels sprouts, kale, and spinach — could help prevent or slow the development of diabetic eye disease. <http://bit.ly/1wie2N3>
* DID YOU KNOW? Over time, diabetes affects the circulation system of the retina (the light sensitive lining at the back of the eye). Schedule a comprehensive eye exam to discuss any eye health and vision concerns with your doctor. [**aoa.org/drlocator**](http://www.aoa.org/drlocator)
* Diabetes is a disease that interferes with the body's ability to use and store sugar, which can cause eye and vision disorders. Talk to your optometrist about any changes or concerns you have about your eye health and vision. <http://bit.ly/1wie2N3>
* DOCTOR’S NOTE:“When the eyes are dilated during an exam, an eye doctor is able to examine the optic nerve, the retina and the retinal blood vessels to assess eye health and even a person’s overall health,” said [DR. NAME].
* People with diabetes are at a significantly higher risk for developing eye diseases, including diabetic retinopathy — one of the most serious sight-threatening complications of diabetes. <http://bit.ly/1wie2N3>
* People with diabetes are 40 percent more likely to suffer from glaucoma than people who don’t have diabetes. Glaucoma is a group of eye diseases characterized by damage to the optic nerve, resulting in gradual peripheral vision loss. <http://bit.ly/1wie2N3>
* Many people who don’t have diabetes will get cataracts, but those with the disease are 60 percent more likely to develop this eye condition. With cataracts, the eye's clear lens clouds, blocking light and interfering with normal vision. <http://bit.ly/1wie2N3>
* Early warning signs of diabetic eye and vision disorders are often subtle or undetected. Make an appointment with an eye doctor if you are experiencing changes in your vision. <http://bit.ly/1wie2N3>
* DID YOU KNOW? A noticeable aura or dark ring around lights or illuminated objects, as well as sudden blurred or double vision could be warning signs of diabetic eye and vision disorders. Contact a doctor of optometry to discuss your eye health and vision concerns. <http://bit.ly/1wie2N3>
* To help prevent or slow the development of diabetic eye disease, the AOA recommends, among other tips, keeping glycohemoglobin test results ("A1c" or average blood sugar level) consistently under 7 percent. <http://bit.ly/1wie2N3>

**TWITTER**

* Visit an optometrist to discuss concerns about diabetic eye and vision disorders. Find a doctor: [**aoa.org/drlocator**](http://www.aoa.org/drlocator)
* Diabetes is the leading cause of preventable blindness in adults. Make an appointment with an eye doctor today: [**aoa.org/drlocator**](http://www.aoa.org/drlocator)
* Did you know a healthy diet rich in Omega 3s could help prevent the development of diabetic eye disease? #DiabetesAwarenessMonth
* New advancements in eye care are currently in development to further enhance diabetic care. <http://bit.ly/1wie2N3> #DiabetesAwarenessMonth
* Diabetes interferes with the body's ability to use and store sugar, which can cause eye and vision disorders. #DiabetesAwarenessMonth
* Diabetes can cause diabetic retinopathy, a serious sight-threatening complication. <http://bit.ly/1wie2N3> #DiabetesAwarenessMonth
* People with diabetes are 40% more likely to suffer from glaucoma than people without diabetes. <http://bit.ly/1wie2N3>
* People with diabetes are 60% more likely to get cataracts than people who don’t have diabetes. <http://bit.ly/1wie2N3>
* A healthy diet incorporating green vegetables, like spinach and kale, could help prevent diabetic eye disease. <http://bit.ly/1wie2N3>
* To help prevent diabetic eye disease, exercise regularly, control high blood pressure and avoid alcohol and smoking. <http://bit.ly/1wie2N3>
* If you experience eye pain or pressure, especially if you have diabetes, make an appointment with an eye doctor. [**aoa.org/drlocator**](http://www.aoa.org/drlocator)