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| **MAY CONTENT** | | |
| Date Range | Messaging | Image |
| May 7th – 13th | Do you know the signs & symptoms of vision  problems in children? #HealthyVisionMonth | 18-BK-0465 EVF Infographics v1-04.jpg |
| May 14th – 20th | Children rely on their parents, teachers, and community to be advocates for their #vision care. #HealthyVisionMonth | 18-BK-0465 EVF Facebook Post-School v1-1.jpg |
| May 21st – 27th | Did you know millions of children in the U.S. need vision care? #visionawareness | 18-BK-0465 EVF Infographics v1-03.jpg |
| May 28th – June 3rd | A simple pair of #glasses can help a child succeed in life. | 18-BK-0465 EVF Facebook Post-Gen v1-1.jpg |

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| **JUNE CONTENT** | | |
| Date Range | Messaging | Image |
| June 4th – 10th | 44% of parents are not aware that behavior problems can be an indication that a child’s #vision is impaired. #visionawareness | 18-BK-0465 EVF Facebook Post-ECP v3-1.psd |
| June 11th – 17th | Millions of children in the U.S. need vision care and a simple #eyeexam and pair of #glasses can help a child succeed. | 18-BK-0465 EVF Infographics v1-01.jpg |
| June 18th – 24th | Together, we can help every child see the world clearly. #joinustoday | 18-BK-0465 EVF Facebook Post-School v1-3.jpg |
| June 25th – July 1st | Did you know #vision is the most overlooked factor impacting a child’s success in #school and in life? #helpingchildren #visionawareness | 18-BK-0465 EVF Infographics v3-05.png |

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| **JULY CONTENT** | | | | |
| Date Range | Messaging | | Image | |
| July 2nd – 8th | Together, we can help every #child see the world clearly. #betterlifethroughbettersight | | 18-BK-0465 EVF Infographics v1-03.jpg | |
| July 9th – 15th | Help a child receive a pair of #glasses before they go back to school. #getinvolved | | 18-BK-0465 EVF Facebook Post-ECP v3-1.jpg | |
| July 16th – 22nd | Together, we can give #children a better life through better sight. #joinustoday | | 18-BK-0465 EVF Infographics v1-02.jpg | |
| July 23rd – 29th | As you prepare for #backtoschool, do you know signs of #vision impairment in children include rubbing their eyes frequently, squinting or sitting too close to the TV? | | 18-BK-0465 EVF Facebook Post-NGO-2.jpg | |
| July 30th – August 5th | A reminder that millions of #children who head #backtoschool next month are in need of #vision care. | | 18-BK-0465 EVF Infographics v1-01.jpg | |
| **AUGUST CONTENT** | | | | |
| Date Range | | Messaging | | Image |
| August 6th – 12th | | Did you know vision impairment affects millions of #children in the U.S.? #childrenseyehealthmonth | | 18-BK-0465 EVF Infographics v3-05.png |
| August 13th – 19th | | As you prepare for #backtoschool, it’s important to remember that 1 in 4 children have a #vision problem that affects their ability to learn. | | 18-BK-0465 EVF Facebook Post-NGO v1-1.jpg |
| August 20th – 27th | | Together, we can give children a better life through better sight as we celebrate #childrenseyehealthmonth. | | 18-BK-0465 EVF Infographics v1-01.jpg |
| August 28th – Sept 2nd | | It’s time to go #backtoschool! Did you know while some state laws require #vision screenings, there is a large gap between the need and access to #vision care? | | 18-BK-0465 EVF Facebook Post-School v1-1.psd |

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| **SEPTEMBER CONTENT** | | |
| Date Range | Messaging | Image |
| Sept 3rd – 9th | Signs and symptoms of #vision impairment in children include rubbing their #eyes frequently, squinting or sitting too close to the TV. #visionawareness | 18-BK-0465 EVF Facebook Post-NGO-2.jpg |
| Sept 10th – 16th | As students head #BackToSchool, do you know the signs and symptoms of #vision problems in children? | 18-BK-0465 EVF Infographics v1-04.jpg |
| Sept 17th – 23rd | Did you know 1 in 4 children in the #USA have a #vision problem that affects their ability to learn? | 18-BK-0465 EVF Facebook Post-Gen v1-1.jpg |
| Sept 24th – 30th | While some states require vision screenings, there is a large gap between the need and access to #vision care. #visionawareness | 18-BK-0465 EVF Infographics v1-02.jpg |