



Association of
Optometrists

Sight won't wait

CAMPAIGN TOOLKIT

#SightWontWait



Thank you for supporting the **#SightWontWait** campaign. With your help, we can speak up for the thousands of patients on NHS waiting lists and those who have experienced a delay to vital eye healthcare that could prevent sight loss.

The purpose of the **#SightWontWait** campaign is to demand immediate action now and ask the Government to commit to a national strategy for eye care which will mean more patients have access to eye care in their community and hospital waiting lists are reduced.

With your help, we will be able to reach more people and raise awareness of this important issue.

Now our campaign has launched, we invite you to share our resources and help spread the word.

How to show your support

- 1 Follow our **#SightWontWait** hashtag and interact with posts from the campaign, retweeting, sharing or liking any posts you see
- 2 Share our **#SightWontWait** campaign GIFs through your own channels such as Facebook, Twitter and Instagram, with our suggested social media copy on the next page
- 3 Share the **#SightWontWait** campaign pages through your own channels, with our suggested social media copy on the next page. Here's the link: www.aop.org.uk/sightwontwait
- 4 Use our briefing to share with politicians and decision-makers, so they understand why action is needed
- 5 Write to your local MP and tell them it's time to end the eye care crisis in the UK
- 6 You can also use the digital adverts on your website, available as part of this downloadable Toolkit



Association of
Optometrists

Sight won't wait

CAMPAIGN TOOLKIT

#SightWontWait

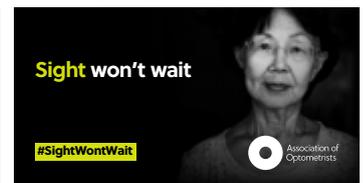
Social media images and GIFs

You can also use the social media images and GIFs that are ready for sharing on Facebook, Instagram and Twitter.

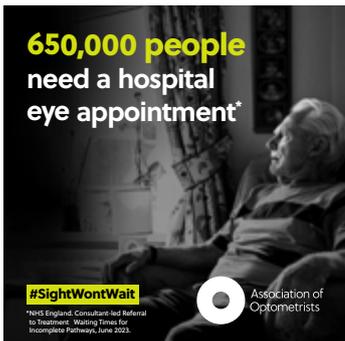
✕ Audrey

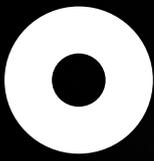


f Erika



@ George





Sight won't wait

CAMPAIGN TOOLKIT

#SightWontWait

Social media copy ideas

Here are some suggested social media posts. When sharing, please use the hashtag **#SightWontWait**

POST 1

We are proudly supporting the **#SightWontWait** campaign, calling for a national strategy for eye care to cut the waiting list, reduce preventable sight loss and improve outcomes for patients.

Find out more on our website www.aop.org.uk/sightwontwait including:

- A briefing for MPs and decision-makers
- Patient stories
- Helpful resources

POST 2

The **#SightWontWait** campaign has launched.

The aim? Cut the backlog so no one has to wait so long for an hospital eye appointment it risks preventable sight loss.

Find out how you can get involved: www.aop.org.uk/sightwontwait

POST 3

We believe a national strategy for eye care will make sure more people receive the care they need closer to home, reducing the backlog.

Join the **#SightWontWait** campaign and demand change for the thousands of patients waiting: www.aop.org.uk/sightwontwait

POST 4

As part of the **#SightWontWait** campaign, you can support the call to Government to end the UK eye care crisis by writing to your local MP.

Find out more and what resources can help you, visit www.aop.org.uk/sightwontwait



Association of
Optometrists

Sight won't wait

CAMPAIGN TOOLKIT

#SightWontWait

Digital adverts

You can use the campaign adverts on your website. They have been sized to fit different ad sites.

Leaderboard 728x90 pixels

650,000 people need a hospital eye appointment*

*NHS England, Consultant-led Referral to Treatment Waiting Times for Incomplete Pathways, June 2023.

Association of Optometrists

Large leaderboard 970x90 pixels

650,000 people need a hospital eye appointment*

*NHS England, Consultant-led Referral to Treatment Waiting Times for Incomplete Pathways, June 2023.

Association of Optometrists

MPU 300x250 pixels

650,000 people need a hospital eye appointment*

*NHS England, Consultant-led Referral to Treatment Waiting Times for Incomplete Pathways, June 2023.

Association of Optometrists

Mobile 300x100 pixels

650,000 people need a hospital eye appointment*

*NHS England, Consultant-led Referral to Treatment Waiting Times for Incomplete Pathways, June 2023.

#SightWontWait