



WORLD KC DAY

NOVEMBER 10, 2022

Toolkit

Prepared by National Keratoconus Foundation

Visit nkc.org / Email info@nkc.org

November 10 is World KC Day, recognized as the international day to raise awareness of keratoconus. Patients, family members, and eyecare professionals can use World KC Day to educate others, and to show support for those who live with KC.

WHAT IS WORLD KC DAY?

World KC Day was established in 2016 by the National Keratoconus Foundation (NKCF). People from across the globe have participated in this day of awareness.

November 10 was selected as the day to call attention to KC. World KC Day coincides with the annual meetings of the American Academy of Optometry and American Academy of Ophthalmology - two groups whose members support and care for the KC community.

WHAT IS NKCF?

NKCF was founded by families affected by keratoconus in 1986 to provide mutual support and has grown into the premier organization offering information to the KC community. NKCF is part of the Gavin Herbert Eye Institute at Univ. of California- Irvine. NKCF provides printed material to US-based patients free of charge, publishes an e-newsletter, offers provider referrals, hosts educational webinars, monitors a message board, regularly surveys patients, and sponsors "Honor Your Doctor" Day.

FOR INDIVIDUALS

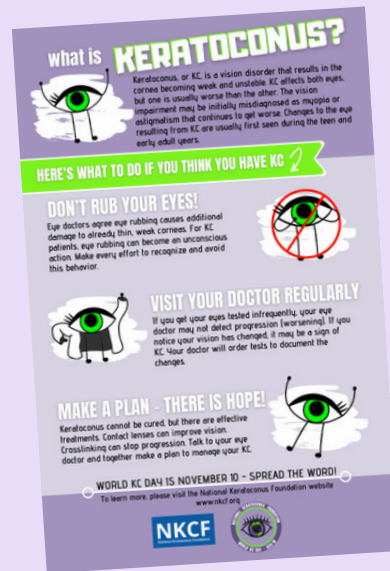
Think about how you can spread the word! Share your experience of KC with others through posting on your social media platforms and using the hashtags #worldkcday and #nkcf, and tagging us @nkcforg.

This is your chance to tell others about life with KC.

Check out our website, nkcf.org, to participate in our Photography Contest. We want you to show the world what KC is like through your eyes.

FOR EYE CARE PROFESSIONALS

Display a "What is Keratoconus" poster in your clinic. Please email info@nkcf.org to have one shipped to your office. Use it as a tool to start a conversation about KC with your patients.



Let us know if you are planning any activities around World KC Day. In the past, practices have offered free screening to family members of their KC patients; others have held an open house and celebration for patients affected by KC. Some eye doctors have given community lectures about cross-linking or contact lens options. Use World KC Day as an opportunity to contact local media with facts about KC and the latest in detection and treatment. Is there something special your practice wants to share? This is the time to do it - and let us share your news with the world!

FOR EVERYONE: CELEBRATE

Remember to take time on November 10 to congratulate yourself on how you've survived or helped someone to survive another year with KC.

Today, there are more options for improved vision and eye health than ever before. And next year will be even better!



You will find posters and digital banners for your use available at Resources on *nkcf.org*

Please make sure to link the banners to *nkcf.org* so that others can find the website

Wear the ribbon on November 10 to show support! Please email info@nkcf.org to receive your green ribbon.

Check out our webinar library to watch & listen to experts discussing keratoconus related topics. Educate yourself and your loved ones on how you can manage life with keratoconus.

Visit nkcf.org/webinars to watch & register for upcoming webinars.

