

Don't swerve a sight test

Making the most of your campaign materials

To help you use the *Don't swerve a sight test* campaign pack we've compiled some guidance.

What's in your pack?

- Banner
- MPU
- Social media image
- Patient leaflet
- Animated video
- 'I'm calling on drivers' A4 poster
- Letter template to be sent to local MPs

How to use the materials

1. Banner and MPU

You can help the AOP promote the campaign by advertising on the most visited pages of your website, if you have one, by uploading the MPU or banner and linking to www.aop.org.uk/dontswerve.

These have been produced in the most commonly used sizes and they can be uploaded to your website and social media channels in the same way you would upload any image or video.

2. Social media image and poster

Utilise social media by sharing the graphic provided or post a selfie with our 'I'm calling on drivers' poster, along with a link to the *Don't swerve a sight test* campaign page, www.aop.org.uk/dontswerve, on either your personal or business social media page, such as Twitter, Facebook, Instagram or LinkedIn. Don't forget to ask your friends, patients and other contacts to also share the message.

The AOP will also be sharing more social media posts – find us on Facebook or follow us on Twitter.

3. Animated video

Display our new road safety animated video in practice or share across social media. If you are sharing on either your personal or business social media page, remember to include the link to our campaign page, www.aop.org.uk/dontswerve, and ask your friends, patients and other contacts to share the message.

4. Patient leaflet

Use our new leaflet on vision and driving to advise patients on the sight requirements for driving and what they need to do if they have concerns about their vision. You can also complete the back of the form to confirm that your patient has met the legal standard.

If you're a practitioner, we recommend that you use this information, following a suitable examination, to reinforce advice given to the patient.

5. Letter template to be sent to local MPs

At the AOP, we believe that the current requirements, that rely on an initial number-plate test and self-reporting, are not adequate. We're calling for a change to the UK system and will continue to raise this issue in Parliament.

If you agree and would like to raise concerns with your local MP on the issue of vision and driving you can tailor our template letter.

Please note:

Parliamentary protocols state that MPs can only act on behalf of their own constituents. It is important, therefore, that you only write to your own MP and include your full address within any written correspondence you have with your MP.

You can find out who your MP is by entering your postcode here:

<http://www.parliament.uk/mps-lords-and-offices/mps/>