



Macula Month 2022

How's your macula?

www.mdfoundation.com.au/MaculaMonth

A digital toolkit for health care professionals

Resources you need to support Macular Disease Foundation Australia's annual Macula Month awareness campaign.

Macula Month is an initiative of Macular Disease Foundation Australia (MDFA), proudly supported by Bayer Australia.



Science For A Better Life



Macula Month 2022

May is Macula Month, an initiative of Macular Disease Foundation Australia (MDFA).

Every year, MDFA's Macula Month campaign raises awareness of age-related macular degeneration, diabetic eye disease and other conditions of the macula. We appreciate the enthusiastic support of health care professionals. Together, we have raised awareness of macular disease and changed behaviours in Australians over the age of 50.

Awareness, early detection, and prevention remain key messages. In 2022 we will, once again, be encouraging Australians to visit their eye health professional for a macula check and to learn about risk factors through our Check My Macula quiz (www.CheckMyMacula.com.au).

Actions you can take

- Share the material in this Macula Month communication toolkit. It contains everything you need to communicate the key messages of MDFA's Macula Month.
 - Share our Check My Macula quiz at www.CheckMyMacula.com.au. This quiz is now being recognised internationally as an educational tool to raise awareness of the risks of macular disease.
 - Keep an eye on MDFA's social media streams – [Facebook](#), [Instagram](#), [LinkedIn](#), [Twitter](#) and [YouTube](#) – for fresh, shareable content throughout Macula Month.
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Your social media toolkit and free resources

Your Macula Month toolkit covers two important message streams

1. Do the quiz at www.CheckMyMacula.com.au. Find out about your risk of AMD and diabetic eye disease and learn what to do. It's 60 seconds that could save your sight.
2. Macular disease is the leading cause of blindness and severe vision loss in Australia. But early detection through an eye exam at your local optometrist can save your sight.


The download includes

- Free social media tiles sized for all your online channels, including Instagram, Facebook and LinkedIn, along with suggested messaging and hashtags to allow your practice to leverage the Macula Month campaign.

Download your Macula Month 2022 toolkit

Order free resources

- Head to www.mdfoundation.com.au/resources
- Identify as a Health Professional to take advantage of additional resources and higher order limits.
- Use our filters to quickly find information by disease, categories of interest, or by type of resources (for example, Patient Publications, Amsler grids, Posters or Clinical tools).
- Select your products and check out.



60 seconds could save your sight

Check My Macula
One minute is all it takes to check your risks for macular disease.
Get started at www.CheckMyMacula.com.au
or call 1800 111 709.

Macular Disease Foundation AUSTRALIA

More information



Macula Month – 1 to 31 May 2022

Macula Month is an initiative of Macular Disease Foundation Australia. Held every May, the annual campaign is designed to raise awareness of macular disease, which includes age-related macular degeneration and diabetic eye disease, along with other less common diseases of the macula. Macular disease is the leading cause of legal blindness in Australia.

About Macular Disease Foundation Australia (MDFA)

MDFA is a national body representing the voice of the macular disease community. We're committed to reducing the incidence and impact of macular disease, the leading cause of blindness and severe vision loss in Australia.

We provide information and support services via our National Helpline 1800 111 709 and website at www.mdfoundation.com.au. You can refer your patients to us – no matter what stage of the macular disease journey they are at – for free information, support and non-clinical advice. All MDFA services are free.

About Check My Macula

www.CheckMyMacula.com.au is an initiative of MDFA. The online quiz has been developed as an educational tool and is based on known risk factors. Other risk factors, not included, may influence development of macular disease. This tool does not replace an eye exam or advice provided by a qualified eye health professional – an optometrist or ophthalmologist.