



November 10 is WORLD KC DAY

Use this Toolkit prepared by the National Keratoconus Foundation to spread the word. Visit nkcf.org or worldkcday.com for more tips and ideas.

November 10 is World KC Day, recognized as the international day to raise awareness of keratoconus. Patients, family members, and eyecare professionals 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 by adding their names and photos to our **KC Gallery** at worldkcday.com.

11/10 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.

World KC Day gives individuals with KC the chance to express themselves by celebrating their accomplishments and sharing their challenges.

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 KC-related information. NKCF provides free printed material to US-based patients, publishes an e-newsletter, offers provider referrals, regularly surveys patients, and sponsors “Honor Your Doctor” Day. NKCF is a program of the Gavin Herbert Eye Institute at Univ. of California-Irvine.

Let's Get Started

World KC Day is a grassroots effort to raise awareness. You can fully participate without leaving your community or even your home. Social media platforms offer the opportunity to share your KC experience with others.

For Individuals

Take a photo that shows you or your world – it can be a photo of you at work or at play, your school, house, family or even your pet. We've created a family album of our world. Join the rest of the KC family by uploading your photo and placing

yourself on our [Interactive World Map](#).

Tell your friends that you are participating by announcing it on your own social media platforms. Be sure to add the hashtags [#worldkcd day](#) and [#nkcf](#).

Make sure to post on the days leading up to November 10. It is your chance to spread the word.



Share the love! If you live or work with someone with KC, we want to hear from you too! Create a sign that says **KC: I Care** and share your photo on social media. Make sure to add [#worldkcd day](#) and [#nkcf](#) so that we can collect all the love in one place. Upload your photo to our [KC Gallery](#).

Getting Ready for World KC Day

Share your personal insights by visiting www.facebook.com/nkcf.org/ and responding to our **Countdown to World KC Day - Question of the Week.**

Week 4: October 15: My biggest KC Surprise:

Week 3: October 22: I wish someone told me this when I was diagnosed:

Week 2: October 29: The Best/Worst thing about KC:

Week 1: November 5: What I've learned about life with KC

For EyeCare Professionals

Create a sign **KC: I Care** or print out a **WorldKC** poster. Post a photo of office staff holding the sign on the practice's social media site and make sure to add the hashtags **#nkcf** and **#worldkcdays**. Remember to add the photo to the **KC Gallery** at worldkcdays.com.

Send a jpg of your practice or company logo to info@nkcf.org and we'll include among the World KC Day sponsors and we'll send an NKCF electronic thank you for your participation!

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 keratoconus 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 Nov. 11 to congratulate yourself on how you've survived or helped someone to survive another year with keratoconus. Today, there are more options for improved vision and eye health than ever before. And next year will be even better!

To Help You Spread the Word

You will find downloadable posters and digital banners for your use available under **Resources** on worldkcday.com. Please make sure to link the banners to www.worldkcday.com so that others can find the website.



Raise Awareness
Advocate
Educate



A lime green ribbon has been selected as the symbol of Keratoconus Awareness. Wear the ribbon as a way to start a conversation about keratoconus.



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