

# The Foundation for Eye Health Awareness and the *Think About Your Eyes* Coalition Joint Ad Concept Testing Results

## Joint Development Plan Overview for Overall Health Ad Message

As a result of the '09 Summit and expansion of *Think About Your Eyes*, the Foundation for Eye Health Awareness (the Foundation) and the *Think About Your Eyes* Coalition (TAYE) worked together to develop a new message focusing on the connection between comprehensive eye exams and overall health. Nineteen message concepts focusing on different diseases were developed. The concepts describe the thoughts and ideas that may be contained in an ad. The concepts are not ads but serve as the platforms for final advertising design. Four concepts were narrowed down for further quantitative testing with prospective patients after joint discussions by the TAYE Coalition and the Foundation. These four concepts focused on the detection of problems for overall health, cardiovascular disease, heart attack, and diabetes as reasons for a proactive comprehensive eye exam. From testing, two concepts were recommended: overall health and cardiovascular disease, from which two advertising storyboards were created for each. Next steps include gathering qualitative inputs from eye care professionals, industry non-profit representatives, and prospective patients. Final Ads will be selected and revised based upon statistically robust quantitative testing among prospective patients.



## New Message Concept Testing Results – Cardiovascular and Overall Health Performed Strongest<sup>1</sup>

The four concepts connecting eye exams and health issues (overall health, cardiovascular disease, diabetes, and heart attack) were tested among 800 adults. Measurements to evaluate each concept included newsworthiness, relevance, and motivation. All four concepts performed well on motivation at the same statistical level. The overall health concept and cardiovascular disease concept generally performed the best. Specifically, 82% of patients rated the overall health concept as relevant to them, which was statistically significantly higher versus the diabetes concept with 70% relevance rating, on a 95% confidence level. The cardiovascular disease concept had the largest number of people regarding it as new information among all concepts (51% vs. ≤40% for other concepts) at a 95% confidence level. This concept was also more likely to drive people to their eye doctors for consultation compared to the overall health and diabetes concepts (at 95% and 90% confidence levels, respectively). (See Table 1).

Table 1.

All Prospective Patients			
Concept	Newsworthiness (T1B/3)	Relevance (T2B/5)	Likely To Ask ECP For More Information On Eye Health (T2B/5)
Overall Health (A)	28%	82% <sup>D</sup>	68%
Cardiovascular Disease (B)	51% <sup>ACD</sup>	77%	77% <sup>Ad</sup>
Heart Attack (C)	39% <sup>A</sup>	77%	75%
Diabetes (D)	32%	70%	68%

Note:

<sup>ABCD</sup> Indicate a significant difference at the 95% confidence level between concepts, while <sup>abcd</sup> indicate a significant difference at the 90% confidence level.

Among those who currently have an eye exam every three years or less frequently, the overall health and cardiovascular disease concepts still performed better than the other two. The overall health concept was most likely to change people’s mindset to have more frequent exams (18% more people said they should have more frequent exams after seeing this overall health concept) and to take action in the near future (16% more people said they intended to have an eye exam in the next twelve months). (See Table 2).

When compared to the current TAYE TV ads and All Commercials Average\*, the whitepaper concepts for overall health and cardiovascular disease performed at or above par on newsworthiness, relevance, and believability. (See Table 3).

## Pre-Post Comparison

Table 2.

Prospective Patients Who Currently Have Exam Every 3 Years or Less Often	
Influence Prospective Patients to have more frequent eye exam	Intend To Have Comp. Eye Exam In Next 12 Months (T2B)
+18%pt. (64%→82%)	+16%pt. (26%→41%)
+11%pt. (66%→77%)	+16%pt. (18%→34%)
+15%pt. (69%→84%)	+4%pt. (27%→31%)
+18%pt. (53%→71%)	+3%pt. (29%→32%)

Table 3.

Top-1-Box Rating on 3-point Scale	Whitepaper Concepts		Finished TV Ads	
	Overall Health Concept	Cardiovascular Disease Concept	Highest Rating for current TAYE TV Ads	All Commercials Average*
<b>Newsworthiness</b>	28%	51%	27% (Eye Fatigue)	N/A
<b>Relevance*</b>	57%	57%	45% (Eye Fatigue)	36%
<b>Believability*</b>	56%	50%	71% (Kids Vision)	41%

\*Note:  
 1. "Relevance" and "Believability" ratings were converted from 5-pt scale to 3-pt scale for Overall Health and Cardiovascular Disease Concepts in order to compare with the ratings for current TAYE TV Ads and All Commercials Average.  
 2. "All Commercials Average" is the average result of Ipsos ASI online testing on 394 finished TV ads from the following categories: packaged goods, durable goods, and non-product services.

**Call to Action Message Testing Results in Annual as Habit Forming<sup>1</sup>**

Three call to action messages ("Shouldn't you see your doctor yearly?", "... today?", "... right now?") were evaluated on six measurements: providing precise information to take action, motivation, memorability (remember the message tomorrow/long-term), helping to build eye care habits, and consulting eye doctors. "Yearly" message performed significantly better than "today" on all measurements excluding long-term memorability and likelihood to consult eye doctors on a 95% confidence level. Furthermore, "yearly" scored higher than "right now" on helping to build eye care habits on the 90% confidence level. On the other hand, "right now" performed better than "today" only on short-term memorability. (See Table 4).

Table 4.

Top-2-Box Rating on 5-point scale Total Sample (n=800)	Yearly (A)	Today (B)	Right now (C)
	N=269	N=269	N=263
<b>Provides Precise Information Needed To Take Action</b>	80% <sup>B</sup>	70%	76%
<b>Likely to motivate you to make an appointment for an eye exam sooner than otherwise</b>	67% <sup>B</sup>	57%	60%
<b>A message you would be likely to remember tomorrow</b>	75% <sup>B</sup>	64%	72% <sup>B</sup>
<b>A message you would be likely to remember long term, say a year from now</b>	62%	58%	62%
<b>Likely to be effective in helping you develop a stronger habit of taking care of your eye health</b>	70% <sup>Bc</sup>	59%	62%
<b>Likely to make you ask your eye doctor about how often you should have an eye exam</b>	66%	63%	68%

Note:  
<sup>ABCD</sup> Indicate a significant difference at the 95% confidence level between messages, while <sup>abcd</sup> indicate a significant difference at the 90% confidence level.

**Background**

The Foundation and the TAYE Coalition formed in Aug 2009 and Dec 2009 respectively to address the importance of eye exams with a public education campaign. Consumer health trends were analyzed to develop platforms to work from for message development in the areas of Overall Health, Vision Function and Vision Correction.

**Problems of Health, Vision Function and Correction Addressed by Proactive Eye Exam.**

Among the 306 million U.S. population<sup>2</sup>, over 100 million Americans suffer from life-threatening conditions that could be detected early from a comprehensive eye exam<sup>3</sup>. Over 30 million Americans over the age of 40 are at serious risk of blindness or visual impairment<sup>4</sup>. Roughly 232 million Americans need vision correction to see properly, but only 203 million have correction, which leaves roughly 30 million Americans suffering from uncorrected vision<sup>5</sup>. The top reasons why people do not go for an eye exam more often include cost, lack of insurance, the belief they do not have any problems with their eyes or vision, or just not thinking about it<sup>6</sup>.

**2009 Summit Consensus on Need for Public Eye Health Awareness.**

As a result, the Foundation which grew out of the Summit was empowered to develop a plan to deliver the message with sustainable support<sup>7</sup>. The Foundation board ratified core elements of a public message<sup>7</sup>:

- Position eye exams as a pathway to improve eye health and overall wellness
- Address the Foundation for Eye Health Awareness Mission:  
*Increase public awareness of the importance of eye health using a nationwide messaging campaign directing people to take better care of their eyes.*
- Impact the beliefs and behaviors of the public
- Message content defers to the eye care professional about the appropriate frequency of care for their patients

**2010 The Think About Your Eyes Coalition Launches Eye Disease and Kids Vision Messages in 9 US Markets**

Since last year's Summit, the Think About Your Eyes Coalition formed to expand a successful public education campaign funded by Essilor, Luxottica and VSP. To-date, two messages on Eye Disease and Children's Vision have aired (television and radio) since April 2010. The plan was based upon Ft. Worth test (Aug 2007 to July 2009) that grew exams +7% vs. Control.

**DATA SOURCE:**

1. Quantitative Concept Testing among Prospective Patients, 2010 by Decision Analyst, Inc.
2. US Census 2010 Population Estimate
3. "Over 100 million Americans suffer from life-threatening conditions that could be detected early from a comprehensive eye exam."

	Population Affected	% of Population Affected
High Cholesterol	102.2 million adults	33.3%

National Health and Nutrition Examination Survey, 2003–06, National Center for Health Statistics and the NHLBI:  
<http://www.americanheart.org/presenter.jhtml?identifier=4506>

Cardiovascular Disease	81.1 million adults	26.4%
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Heart Disease & Stroke Statistics, American Heart Association, 2010.  
[http://www.americanheart.org/downloadable/heart/1265665152970DS-3241%20HeartStrokeUpdate\\_2010.pdf](http://www.americanheart.org/downloadable/heart/1265665152970DS-3241%20HeartStrokeUpdate_2010.pdf)

Cancer	17.9 million adults	5.8%
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Center for Disease Control: <http://www.cdc.gov/nchs/fastats/cancer.htm>

Multiple Sclerosis	400,000 U.S. cases	0.1%
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National Multiple Sclerosis Society: <http://www.nationalmssociety.org/about-multiple-sclerosis/what-we-know-about-ms/FAQs-about-MS/index.aspx#howmany>

Hypertension	50 million U.S. cases	16.3%
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British Heart Foundation:

Diabetes	24 million Americans	7.8%
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Center for Disease Control Press Release, June 2008. <http://www.cdc.gov/media/pressrel/2008/r080624.htm>

Brain Tumor	600,000 cases	0.2%
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American Brain Tumor Association: [http://www.abta.org/News\\_Room/Brain\\_Tumor\\_Facts/113](http://www.abta.org/News_Room/Brain_Tumor_Facts/113)

4. "Over 30 million Americans over the age of 40 are at serious risk of blindness or visual impairment."

Age 40+	2004 Estimates* (in millions)	2020 Projections* (in millions)	2008 Estimates** (in millions)	% of U.S. Population	% of over 40 U.S. Population
Blind or Visually Impaired	3.3	5.5	3.6	1.2%	2.6%
Advanced Age-Related Macular Degeneration (with Associated Vision Loss)	1.8	2.9	2	0.7%	1.4%
Glaucoma	2.2	3.3	2.3	0.7%	1.6%
Diabetic Retinopathy	4.1	7.2	4.4	1.4%	3.1%
Cataract	20.5	30.1	22	7.2%	15.7%
<b>Total At Risk</b>	28.6	43.5	<b>30.7</b>	10.0%	21.9%

\*Archive of Ophthalmology, April 2004

<http://www.nei.nih.gov/news/pressreleases/041204.asp>

\*\* Vision Problems in the U.S., Update to Fourth Edition, 2008

[http://www.preventblindness.net/site/DocServer/VPU\\_2008\\_update.pdf?docID=1561](http://www.preventblindness.net/site/DocServer/VPU_2008_update.pdf?docID=1561)

5. "Roughly 30 million Americans who need vision correction are uncorrected."

	Total	≤ 7 years	8-17 years	18-44 years	≥ 45 years
Total Population (in millions)	306.0	26.3	32.5	108.7	139.6
% of Total Population with a visual correction need*	76%	14%	56%	73%	94%
Total Population with a visual correction need (in millions)	232.5	3.7	18.2	79.4	131.2
% of Total Population with a visual correction	66%	3%	43%	61%	87%
Total Population with a visual correction (in millions)	202.6	0.9	14.0	66.3	121.5
% of Total Population with need but not corrected	10%	11%	13%	12%	7%
Total Population with need but not corrected (in millions)	<b>29.9</b>	2.8	4.2	13.0	9.8

- ≤7 years group: 14% with a visual correction need is based on Kentucky study in 2007.  
3% with a visual correction is an estimate based on VSP study.  
11% with need but not corrected is calculated based on the percentages above (14%-3%).
- 8-17 years age group information is based on Consumer Study data 2008 by ACNielsen.
- 18+ years group is based on Consumer Study data 2008 by ACNielsen and verified by Vision Watch data.

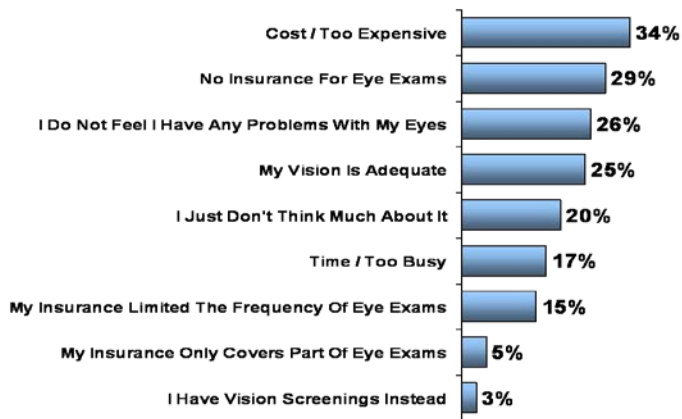
**The Foundation for Eye Health Awareness and the Think About Your Eyes Coalition, July 2010**

- 18-44 years group: 61% with a visual correction is the average of Consumer Study data 2008 by ACNielsen (58%) and Vision Watch data estimates (64%).

6. Quantitative Concept Testing among Prospective Patients, 2010 by Decision Analyst, Inc.

Q4A. What reasons prevent you from having comprehensive eye exams more frequently?

Base = Asked of those who had exams every two years or less often (n=370)



7. Preliminary Report, The Eye Health Summit, July 2009: <http://www.thevisioncouncil.org/coalition/>

8. The Foundation for Eye Health Awareness Board of Directors Meeting Summary, January 2010