

The Foundation for Eye Health Awareness

2010 Goals

- To create an integrated vision community.
- **To increase the number of people, especially those at risk, who schedule comprehensive eye exams via the *Think About Your Eyes* campaign.**
- To consolidate resources that support the public message and grow the vision community.



Eye Health Summit | July 20-21, 2010

Increase Eye Exams

Criteria Used To Select Campaign

- Position eye exams as a pathway to improve eye health and overall wellness.
- Be true to The Foundation for Eye Health Awareness Mission.
- Impact the beliefs and behaviors of the public.
- Inspire eye care professionals to reinforce the message.
- Intend to raise awareness about eye health, rather than promoting specific products.
- Defer to the judgment of the eye care professional about the appropriate frequency of care for patients.
- Continue to refer to the Eye Health Summit output.



Eye Health Summit | July 20-21, 2010

Increase Eye Exams

The Partnership



Foundation for
eye health
Awareness



Messenger

Public
Message



Foundation for
eye health
Awareness

Eye Health Summit | July 20-21, 2010

Increase Eye Exams

Think About Your Eyes Partnership Arrangement

- Coalition Members: Essilor, Luxottica, VSP
- Letter of Intent – March 2010
- Agreement – July 2010
- Organizations will work together to:
 - Examine current messages to align with Foundation mission
 - Develop new television commercial to air Jan 2011
 - Determine metrics of success for campaign
 - Fundraise throughout vision community
 - Transfer direction of *Think About Your Eyes* campaign assets to the Foundation for Eye Health Awareness

