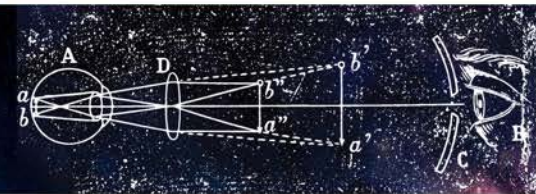


Health Promotion and Awareness Campaigns: What Works?



Panel moderator: Rajiv Rimal, PhD, MA,
George Washington University

THE GEORGE
WASHINGTON
UNIVERSITY

WASHINGTON, DC

A Wide Overview of Campaigns

What works?

Rajiv N Rimal

George Washington University

Improving public Information Campaign Effectiveness

- Tailored audience
 - Demographics
 - Psychographics
 - Communication activities

Improving public Information Campaign Effectiveness

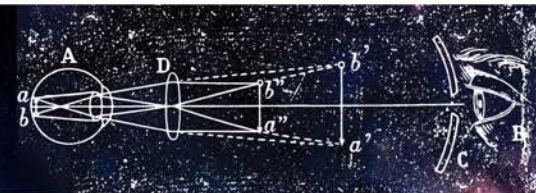
- Sufficient dose
 - Repeated exposure
 - Consider booster sessions
 - Consider new cohorts
 - Modalities/channels
 - Number
 - Type
 - Intensity

Improving public Information Campaign Effectiveness

- Specified program objective
 - Change behavior
 - Do something differently
 - Create a new behavior
 - Maintain a given behavior
 - Improve knowledge
 - Create a “buzz”
 - Promote information seeking
 - Provide a topic for discussion
 - Promote advocacy
 - Have the spot go viral

Focus on
Eye Health
National
Summit:

What's in Sight?



Renaldo Juanso,
American Academy of
Ophthalmology
(EyeSmart)

Jon Torrey, Think
About Your Eyes

Marcia Goddard,
McCann Torre Lazur,
a McCann Health
company
(Smoking Blind)

Nick Martin, Fred
Hollows Foundation
(See Now)



AMERICAN ACADEMY™
OF OPHTHALMOLOGY

Protecting Sight. Empowering Lives.™

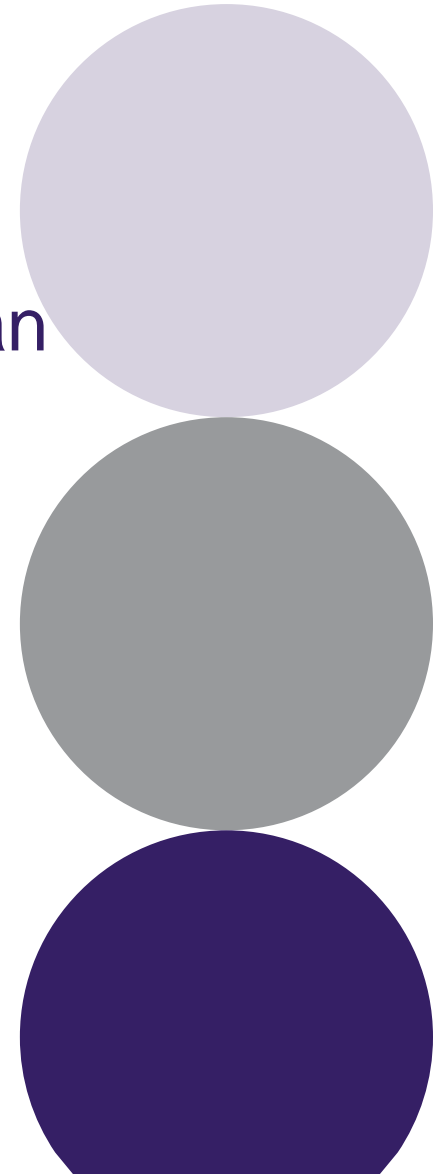
EyeSmart®

Eye Health Information from the American
Academy of Ophthalmology

Renaldo Juanso

Vice President, Communications & Marketing

June 28, 2017



About the Academy

- World's largest association of eye physicians and surgeons
 - 33,000 members globally
 - 20,000 U.S. members
 - 94 percent of U.S. ophthalmologists
- Protect sight and empower lives
- Advocate for patients and the public
- Leadership in ophthalmic education



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EyeSmart Overview

- Leading source for eye health information
- Educate the public and patients
- 4,000 pages of content
- Vetted by ophthalmologists

The screenshot shows the EyeSmart website interface. At the top, there is a navigation bar with links for Annual Meeting, Clinical Education, Practice Management, Member Services, Advocacy, Foundation, About, and Specialties & More. Below this is the American Academy of Ophthalmology logo and the EyeSmart logo. A search bar is present with the text 'Search AAO.org'. To the right, there are buttons for 'Find an Ophthalmologist' and 'Academy Store'. Below the navigation bar, there is a secondary menu with links for Eye Health A-Z, Symptoms, Glasses & Contacts, Tips & Prevention, News, Ask an Ophthalmologist, Patient Stories, and Español. The main content area features a large article titled 'Unregulated Stem Cell Treatments Can Be Dangerous' with a sub-headline 'The consequence for three women treated in Florida: Blindness. Here's what to ask if you're considering stem cell treatment for eye disease.' Below the article is a section titled 'COMMON EYE TOPICS' with a grid of links for various eye conditions such as AMD, Dry Eye, and Glaucoma. On the right side, there are additional widgets for 'Find an Ophthalmologist' (with a ZIP code search), 'Ask an Ophthalmologist' (with a search questions field), and a 'FREE NEWSLETTER' sign-up form.



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Key Features

- Diseases and conditions
- Video content
- Patient stories
- Tips and prevention
- News
- Ask an Ophthalmologist
- Spanish version

The screenshot displays the American Academy of Ophthalmology website. At the top, there is a navigation bar with links for Annual Meeting, Clinical Education, Practice Management, Member Services, Advocacy, Foundation, About, and Subspecialties & More. A search bar is located in the top right corner. Below the navigation bar, the main content area is divided into several sections. On the left, there is a 'Tips & Prevention Topics' section with a list of links including 'About Ophthalmologists', 'Eye Injuries', 'Eye Exams and Screening Guidelines', and 'Diabetes and Eye Health'. In the center, there are three featured articles: 'Babies, Children & Teenagers', 'Young Adults', and 'Adults 40 to 60'. On the right side, there are several interactive elements: a 'Find an Ophthalmologist' search box, an 'Ask an Ophthalmologist' search box, and a 'FREE NEWSLETTER' sign-up form. The website also features a Spanish language option and a 'Powered by Google Translate' notice.



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American Academy of Ophthalmology EyeSmart Video



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Patient Stories

- Patient stories featured monthly
- Powerful information and educational tool
- Demonstrates value of medical and surgical eye care
- Encourages readers to submit their stories

Patient Stories

Routine Eye Exam Saves Teenager's Life



More Patient Stories



Julissa: Knife Assault



Jackson: Fall Injury



Dana: Retinopathy of Prematurity



Terry: Retinitis Pigmentosa and



Video: Empowering Lives



Callie: Marfan Syndrome




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OF OPHTHALMOLOGY


Protecting Sight. Empowering Lives.™

Promotion

- Media relations
- Member outreach at Academy's annual meeting
- Newsletters
 - Public, 13,000 subscribers
 - Members, 32,000
- Outreach to state societies
- Social media



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OF OPHTHALMOLOGY



Send Your Patients to EyeSmart, Not to Dr. Google

EyeSmart® is the best prescription for trusted eye health information online.

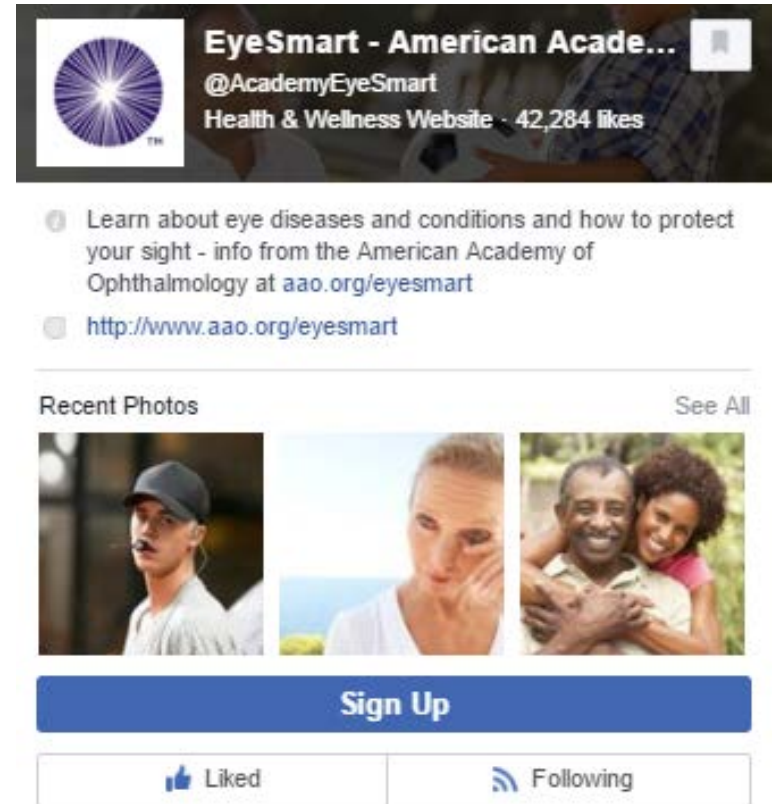
Each month, more than a million people visit the American Academy of Ophthalmology EyeSmart website to get trusted, ophthalmologist-approved, patient-friendly eye health information. Make sure your patients aren't led astray by Dr. Google. Prescribe EyeSmart today.

Get resources for your practice at aao.org/link-to-eyesmart.

Protecting Sight. Empowering Lives.™

Measuring EyeSmart's Success

- 2.7 million page views per month
- 1.3 million unique visitors per month
- 42,000 Facebook fans
- 12,000 Twitter followers
- Growing 25 to 50 percent annually for most audience metrics



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Jon Torrey
Executive Director
Think About Your Eyes



Current State of Vision Health

- 61% of the U.S. population needs vision correction, or around 152 million adults
- 1 in 4 elementary-age children have an undiagnosed vision problem

Sources: Vision Impact Institute, Jobson Medical Information, American Public Health Association, American Optometric Association



The Need for Public Awareness

- By age 75, approximately half of all Americans have cataracts
- Average exam cycle is 25 months
- Some major eye diseases show no symptoms until vision loss occurs
- 80% of all visual impairment can be prevented or cured

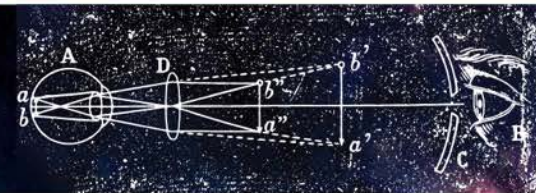
National Eye Institute, American Optometric Association, World Health Organization



What is Think About Your Eyes?

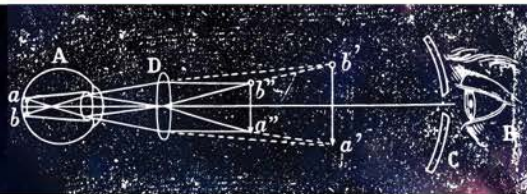
- National **public awareness campaign** educating the American public on the importance of an annual eye exam and overall vision health
- Promotion components
 - Prime-time TV advertising
 - Online radio advertising
 - Digital advertising
 - Social media promotion
 - Health and lifestyle media





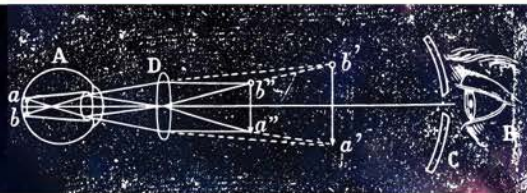
Target Audience

- Men and women age 30-39
- Average HHI \$60,000+
- High rate of conversion to Think About Your Eyes messaging



Think About Your Eyes Goal

- Eye exam for every American at clinically-appropriate frequency
- Measured by VisionWatch survey data
- Additional measurement by model that assesses vision health messaging across entire media landscape – as well as non-media factors

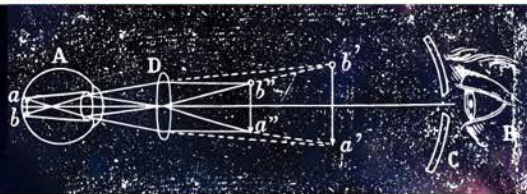


Results

- 2015 Eye Exams Attributed to Campaign:
828,000
- 2016 Eye Exams Attributed to Campaign:
1,153,000
- Exam cycle shortened by 45% in 2016



Think About Your Eyes Video

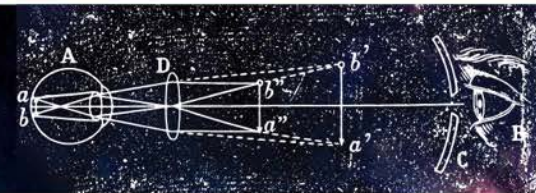


The Future of Think About Your Eyes

- New commercials launching in August
- Increased support from vision industry
- Broaden support to include managed health care and government agencies

Focus on
Eye Health
National
Summit:

What's in Sight?



 **Prevent
Blindness**[®]
Bringing Americans to Eye Care

Think About Your Eyes Industry Support



a Novartis company



SHAMIR





Thank you! Questions?

Jon Torrey

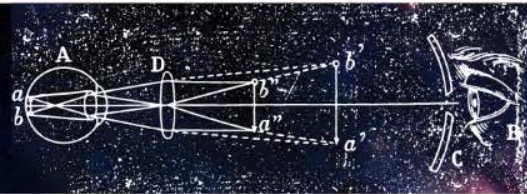
Executive Director

703-548-6736

jtorrey@thinkaboutyoureyes.com

Focus on
Eye Health
National
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What's in Sight?



 **Prevent
Blindness[®]**
Bringing Americans to Eye Care



**Marcia Goddard,
Chief Creative Officer**

McCANN
TORRE LAZUR

A McCANN HEALTH COMPANY

BRINGING PEOPLE
EYE-TO-EYE
WITH THE TRUTH



McCANN HEALTH

A global healthcare communications company

1600

Health & wellness experts

20

Countries

60

Offices

#1

Awarded network
for creative globally

6

Continents

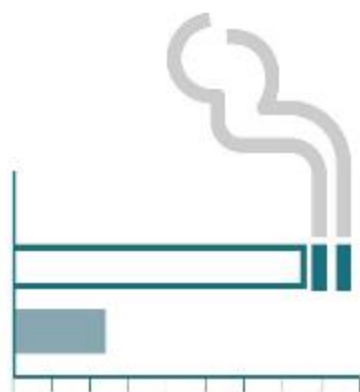


7 PEOPLE MAKING AN IMPACT



ARE WE SMOKING BLIND TO THE TRUTH?

Next to aging, smoking is the number 1 risk factor for macular degeneration leading to irreversible vision loss and blindness.



76%
of Americans are unaware of this

WHY ISN'T ANYONE TALKING ABOUT THIS?



<30%

of eye care professionals talk
to their patients about the risks

DRIVING THE MESSAGE HOME

We reimagined well-known icons of smoking, to spread the word about the risk of blindness caused by smoking.



A FEW BUMPS ALONG THE WAY

VIDEO

BRINGING PEOPLE EYE-TO-EYE WITH THE TRUTH

Our goal was to share this message where it mattered most:
in eye care offices and with smokers and their loved ones.



BRaille POSTER



PATIENT BROCHURE

EXPERIENTIAL GLASSES



BRaille BOX & BROCHURES

IN-OFFICE EDUCATION KIT



PACKAGING

THE SMOKING BLIND CAMPAIGN

VIDEO

SAVING PEOPLE'S SIGHT

14,000 impressions in our first month



TOGETHER, WE CAN SET OUR SIGHTS HIGHER

ARE WE  SMOKING
BLIND TO THE TRUTH?

SEARCH: SMOKINGBLIND



THANK YOU

An elderly woman with a joyful expression, wearing a blue knitted headscarf and a dark blue jacket over a patterned scarf. She is holding a string of prayer beads in her hands. The background consists of vast, hazy mountain ranges under a cloudy sky.

SEE NOW

Nick Martin | Director of Public Affairs

THE REALITY



Globally, **39m** people are blind and **191m** are visually impaired



1 in 4 American children have a vision problem



But **4 out of 5** people who are blind don't need to be

THE CHALLENGE

**LACK OF
AWARENESS**



**LOW
SALIENCE**



**INADEQUATE
FUNDING**



THE SOLUTION



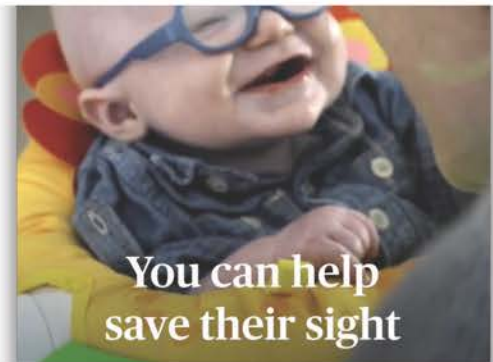
**Create a movement of millions taking
actions to end avoidable blindness**

THE PATHWAY TO UNLOCK FUNDING



SEE NOW, A MOVEMENT WITH THE POWER TO:

AMPLIFY



ENGAGE

Rank	Page	Interactions	Interaction Rate
Averages Totals		12,263	0.47%
1st	See Now	95,852	3.08%
2nd	The Fred Hollows Foundation	37,971	0.27%
3rd	Foundation Fighting Blindness	16,515	0.7%
4th	PATH	11,720	0.25%
5th	American Foundation for the	11,244	1.16%

MOBILIZE



WHO IS SEE NOW?

SEE NOW



PURPOSE

- Expert movement consultants
- Created Walk Free
- Created All Out
- Worked for Oxfam, Obama, Gates
- Worked on the Nobel Prize-nominated and Oscar-winning White Helmets



The Fred Hollows Foundation

- Restored sight to more than 2 million people around the world, in more than 25 countries
- One of Australia's all-time most respected charities
- Launched See Now
- Celebrity ambassadors



- Founded in 1908, one of America's oldest and most respected eye health organisations
- Has helped millions around the US with sight related issues
- Strong access to US congress for advocacy efforts

THE PILOT PROGRAM

3 MONTHS

How long it took SEE NOW to become the leading eye health campaign on social media

Secured congressional champions

OVER 8 MILLION

views of See Now original video content

15+ news stories earned, reaching millions

Over **20m**

people reached globally in just 6 weeks

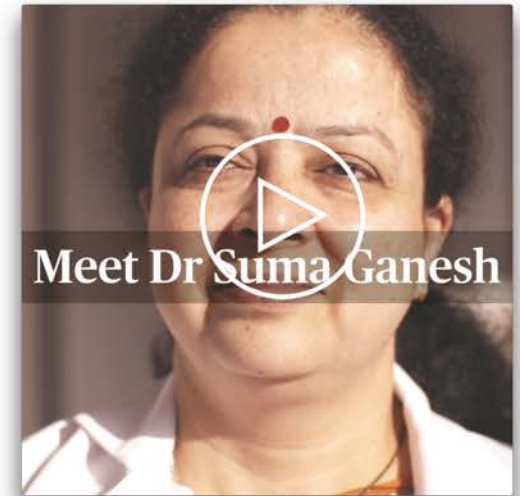
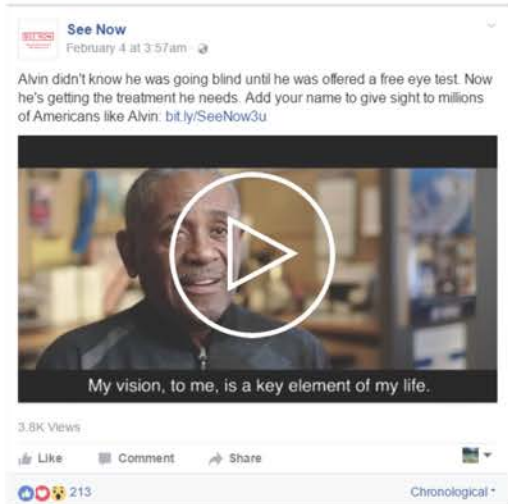
Sight Simulator crashed Google API with **100,000** visitors in just 4 hours

A man in a grey jacket is examining a woman's eye with a small device. The woman has a white bandage over her eye. In the background, several other people have white bandages over their eyes, suggesting a large-scale eye health intervention. The scene is outdoors, possibly in a public square or a community center.

In under a month, **See Now** became the largest and most viral eye health movement in the world, with a reach of more than **5 million** in India and the US

COMPELLING CONTENT WAS CRITICAL

See Now had success engaging the general public through the stories of ordinary Americans as well as people from around the world dealing with sight loss.



COMBINED WITH INNOVATIVE TACTICS

Our Sight Simulator exceeded our Google API limit with more than 100,000 visitors in just 4 hours.



TARGETING CONGRESS

The campaign has revealed a huge appetite for action on avoidable blindness.

OUR PETITION

- From 0 to **70k in months**
- In 24 hours, more than 25k people signed up to the campaign
- An unusually active supporter list

ESCALATION

- SEE NOW receives comments and emails from supporters asking how to donate, and wanting to get more involved
- CPA is bucking the trend and falling with time
- Supporter personal stories were delivered to the new Department of Health and Human Services Secretary, Dr. Thomas E. Price.
- See Now's social media activity, email list engagement and growth are all well above 2016 industry averages

Ask Congress to unlock eye care for 15 million Americans who need it the most

FIRST NAME

LAST NAME

EMAIL ADDRESS*

UNITED STATES ▾

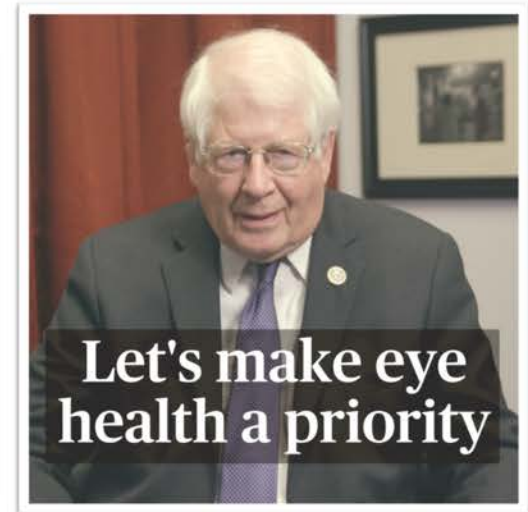
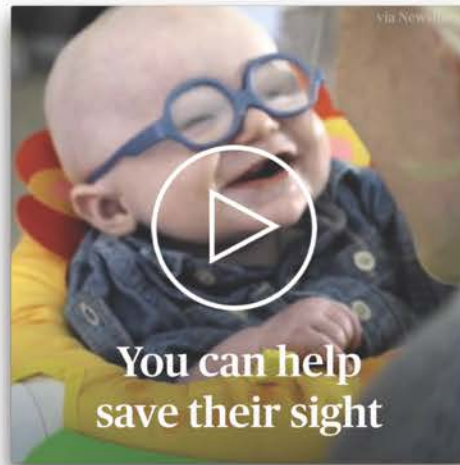
ZIP CODE

[CLICK HERE](#)

Signed: 47,289 actions Goal: 50,000

REACHING NEW AUDIENCES ON AND OFF LINE

SEE NOW received bipartisan support championing our ask from both Republicans and Democrats in Congress



THE OPPORTUNITY

MAKE A DIFFERENCE. CHANGE LIVES. LEAVE A LEGACY.



**JOIN GLOBAL
LEADERS IN EYE
HEALTH ADVOCACY**



**BE PART OF ONE
LARGE CAMPAIGN
THAT ADVOCATES
FOR EVERYONE**



**BECOME A
FOUNDING MEMBER
AND DRIVE THE
STRATEGY AND
DIRECTION OF THIS
GLOBAL CAMPAIGN**



**BE PART OF
SOMETHING THAT
SEES REAL CHANGE
IN THIS
GENERATION**

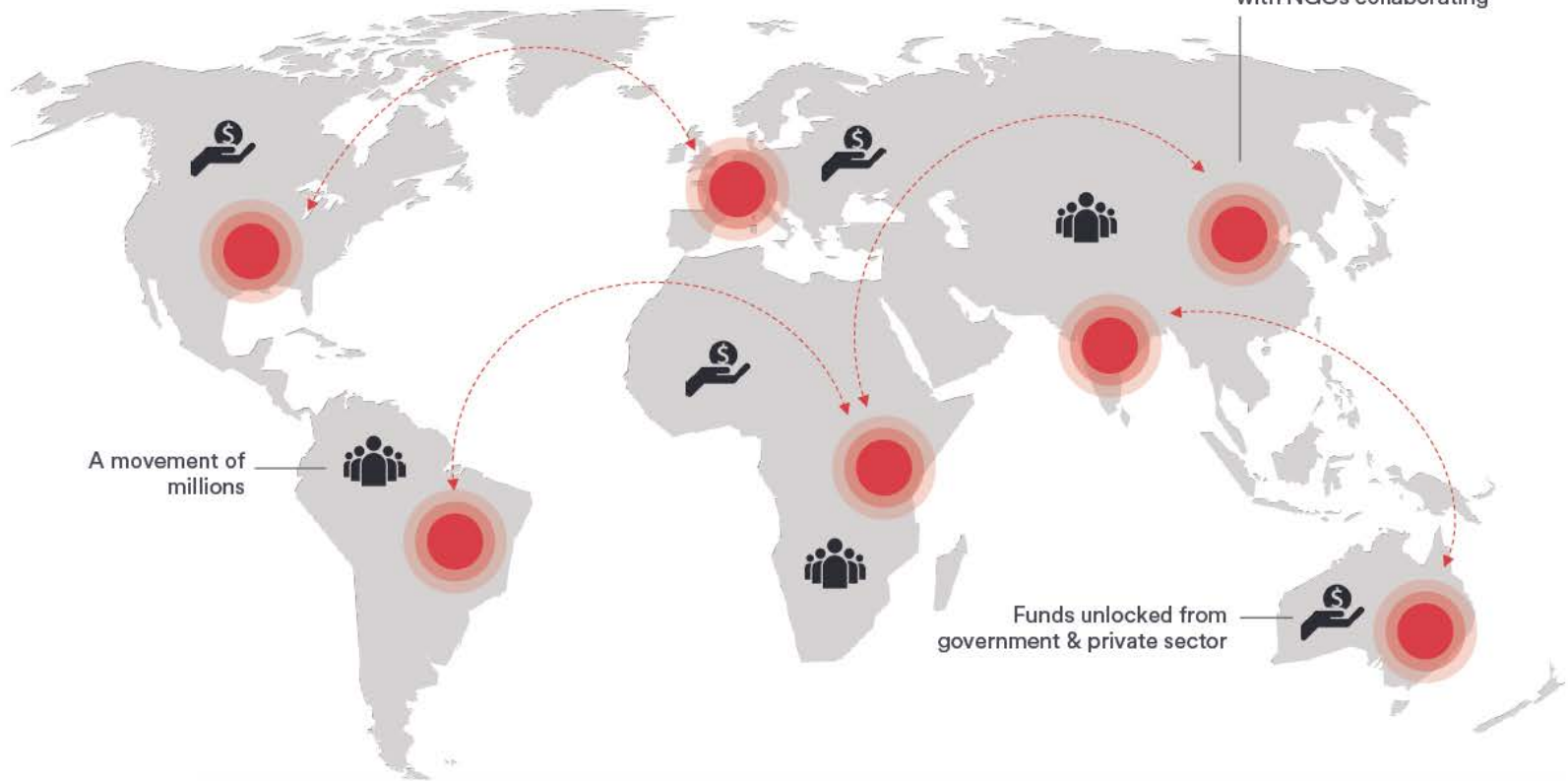
A background image showing a large crowd of people with their hands raised in a gesture of support or prayer. The image is dimmed and serves as a backdrop for the text.

A Global Movement to Restore Sight and End Avoidable Blindness



CAN YOU SEE WHAT WE SEE?

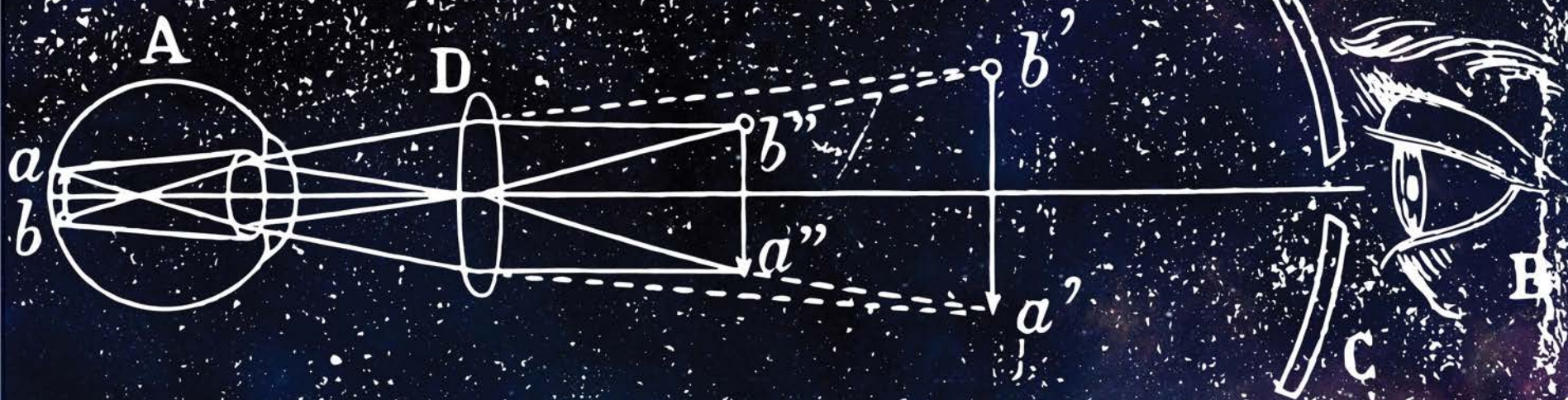
Campaigns around the world
with NGOs collaborating

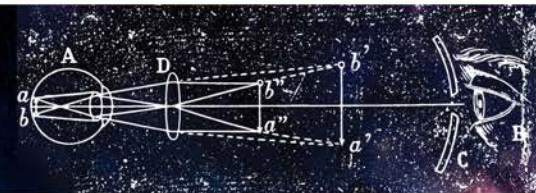


THANK YOU



WWW.SEENOW.ORG





LUNCH BREAK
(Webcast will resume at 1:05 pm)