Health Promotion and Awareness Campaigns: What Works?
Panel moderator: Rajiv Rimal, PhD, MA, 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
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
EyeSmart Overview

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

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

• Media relations

• Member outreach at Academy's annual meeting

• Newsletters
  o Public, 13,000 subscribers
  o Members, 32,000

• Outreach to state societies

• Social media
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
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
Think About Your Eyes Industry Support

THE VISION COUNCIL

AMERICAN OPTOMETRIC ASSOCIATION

CHEMISTRIE
EYEWEAR THAT CLICKS

LUXOTTICA

NATIONAL VISION

Alcon
a Novartis company

ESCHENBACH

specialeyes

WALMAN
Transitions
Healthy sight in every light

WestGroup

HILCO VISION

Johnson & Johnson VISION

SPY+

INTERNATIONAL VISION EXPO & CONFERENCE

ALL ABOUT VISION

Jobson Optical Group

GUNNAR
ADVANCED COMPUTER EYEWEAR
Thank you! Questions?

Jon Torrey
Executive Director
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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

6 Continents

#1 Awarded network for creative globally
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.
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.
THE SMOKING BLIND CAMPAIGN

VIDEO
SAVING PEOPLE’S SIGHT

14,000 impressions in our first month

ARE WE SMOKING BLIND TO THE TRUTH?

Smoking is the second highest risk factor for a leading...
TOGETHER, WE CAN SET OUR SIGHTS HIGHER

ARE WE SMOKING BLIND TO THE TRUTH?

SEARCH: SMOKINGBLIND

THANK YOU
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

CONSTITUENCY
- Engage partners
- Identify supporters

PARTICIPATION
- Participate
- Drive new actions

SEE NOW
- Consumers
- People
- Corporates

DECISION-MAKERS
- Governments
- Foundations
- International Orgs
- Businesses

Direct Outcomes

Indirect Outcomes

LIFT AMBITION FOR FUTURE TARGETS

SECURE FINANCING FOR EYE HEALTH

SUSTAINED DELIVERY OF EYE CARE

STORY
- Increase salience
- Change perceptions

>
SEE NOW, A MOVEMENT WITH THE POWER TO:

AMPLIFY

You can help save their sight

ENGAGE

MOBILIZE

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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

Prevent Blindness
- 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

Over 20m
people reached globally in just 6 weeks

15+ news stories earned, reaching millions

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

Signed: 47,289 actions  Goal: 50,000

CLICK HERE
REACHING NEW AUDIENCES ON AND OFF LINE

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

You can help make eye health a priority

Let's make eye health a priority
THE OPPORTUNITY
MAKE A DIFFERENCE. CHANGE LIVES. LEAVE A LEGACY.

JOIN GLOBAL LEADERS IN EYE HEALTH ADVOCASY

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 Global Movement to Restore Sight and End Avoidable Blindness
CAN YOU SEE WHAT WE SEE?

Campaigns around the world with NGOs collaborating

A movement of millions

Funds unlocked from government & private sector
LUNCH BREAK
(Webcast will resume at 1:05 pm)