



VISION HEALTH ALLIANCE

OVERVIEW

WHAT IS NEXT FOR THE THINK ABOUT YOUR EYES CAMPAIGN?

In an effort to broaden the scope and reach of The Vision Council's consumer education and awareness work, we are phasing out the Think About Your Eyes campaign in June 2021 and launching the **Vision Health Alliance** as a new program of the Better Vision Institute a 501(c)(3) charitable educational foundation of The Vision Council.

WHAT IS THE FOCUS OF THE VISION HEALTH ALLIANCE?

The Vision Health Alliance will serve as a multi-faceted consumer education initiative, featuring a new consumer education campaign supported by strategic partnerships and a robust digital marketing effort. The initiative will:

- Champion eye health as an important part of overall health and eye health exams as an essential component of healthcare;
- Educate consumers about categories of industry products that are solutions to eye health, eyecare, and lifestyle concerns; and
- Position the vision care industry as part of the solution to healthcare access and equity.

WHAT ARE THE ADVANTAGES OF BEING PART OF THE BETTER VISION INSTITUTE?

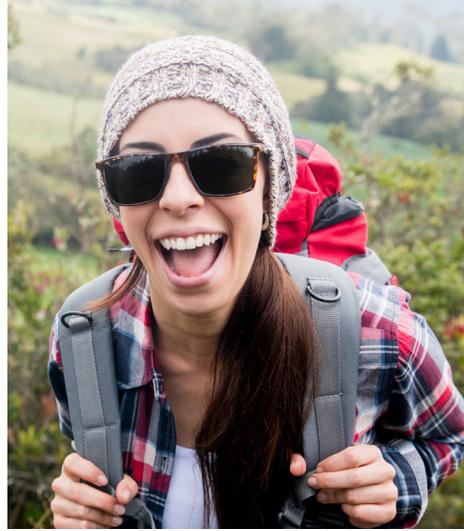
As a 501(c)(3), the Better Vision Institute can position the Vision Health Alliance as a non-profit partner for like-minded non-profits and associations, as well as a charitable partner for companies within and beyond the vision community. This provides more opportunities to build financial support and cultivate strategic partnerships that allow us to leverage new channels to reach people, and implement an updated, consumer-facing awareness and education campaign.

HOW WILL THE NEW DIRECTION TAKE SHAPE?

In our new efforts, we will be putting the consumer at the center of their own journey and meeting them where they are - helping them to navigate access points. We will empower the consumer with the knowledge and importance of their eye health, the close ties to overall health, and address barriers to seeking care. Our messages will be shared across digital and social channels, as well as leveraged by the resources of strategic partners to extend our reach.

IS THERE A NEW CONSUMER-FACING CAMPAIGN FOR 2021?

Yes! Our new campaign for 2021, "Let's Be Clear" is based on new consumer research and addresses the changing consumer healthcare behaviors caused by the pandemic. We will speak honestly, respectfully, and authoritatively about the essential role eyecare and eye health exams play in healthcare. The campaign will be seen across digital channels, display ads, streaming services and paid search. While increasing education and awareness around eyecare and eye health issues is central to our messaging, we will continue to encourage consumers to reschedule missed exams with their current eye doctor, or use our locator to find an eye doctor near them. Visionhealthalliance.org will provide new content including blogs, infographics, and quizzes, and we will continue to support ECP communications with our monthly social media calendar. Let's Be Clear launches this fall.



HOW WILL DOCTORS OF OPTOMETRY AND OTHER EYECARE PROVIDERS BE INVOLVED?

Doctors of Optometry and other eyecare providers are critical to any consumer awareness and education effort! Our new Ambassador program will give doctors and other eyecare providers an opportunity to have input on campaign messages and activities, as well as take an active role in building advocacy among peers.

The doctor locator will be upgraded to offer every doctor the option to create a more robust profile and link to turn-key campaign creative like social media posts and in-office education materials.

HOW CAN A COMPANY OR ORGANIZATION GET INVOLVED?

We want as many organizations and companies involved in the Vision Health Alliance as possible. This is about working together to create change. We have traditional **sponsorship options** as well as other opportunities to participate.

WHOM SHOULD I CONTACT?

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VISIONARY SUPPORTERS



SUPPORTERS

