

The Vision Council Announces Evolution of Consumer Education Campaign

Think About Your Eyes to Phase Out in June 2021; New Consumer Education Initiative, The Vision Health Alliance, to Launch in August 2021 as part of The Vision Councils' Better Vision Institute

The Vision Council today shares details on the evolution of the organization's consumer education campaign. In an effort to broaden the scope and reach of The Vision Council's consumer education and awareness work, The Vision Council will phase out its Think About Your Eyes campaign in June 2021 and will officially launch the **Vision Health Alliance**. The updated consumer campaign will debut in August 2021.



A new program of the Better Vision Institute, the related educational foundation of The Vision Council, the Vision Health Alliance will serve as a **multi-faceted consumer education initiative**, featuring a new consumer education campaign and supported by strategic professional and industry 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.

Vision Health Alliance efforts will focus on increasing consumer awareness of the relationship between comprehensive eye exams and overall eye health and influencing comprehensive eye exams among those who never or rarely get them. In addition, messages will spotlight the categories of products and services in the vision industry that help people have the best quality of life possible.

Core Campaign Messages

Core consumer messages of the new campaign will include: eye health exams as an essential part of healthcare; how lives and livelihoods are improved by the products and services of the vision care industry; why improving access and equity to care and products is vital; and how the vision community can help address access and equity in healthcare through strategic partnerships and investment.

How to Support the New Initiative

Over the next few months, The Vision Council will examine consumer trends and gather new data with the help of a research partners mdg and VisionWatch and recruit new partners among like-minded organizations. The Vision Health Alliance's designation as 501c(3) allows for multi-faceted opportunities for funding, stakeholder engagement and partnerships. Ahead of the initiative's August 2021 launch, The Vision Council seeks to broaden support from the industry.

In addition to industry support, the Vision Health Alliance will continue its partnership efforts to spotlight the importance of eye healthcare and annual comprehensive eye exams with the American Optometric Association (AOA), the professional organization representing the nation's doctors of optometry, paraoptometric professionals and future doctors. As the primary eye health and vision care providers in communities across the country, doctors of optometry are recognized for their essential and expanding role in health care and commitment to the delivery of personalized, family-focused care in support of overall health.