WHEREAS, in April 2021, the American Optometric Association Board of Trustees invested in and launched the Eye Deserve More public awareness campaign to bring attention to the critical role played by doctors of optometry in the eye care and overall health of Americans; and

WHEREAS, by sharing doctor-patient stories through digital advertising and social media, the Eye Deserve More campaign illustrates the transformational and life-saving impact that proper optometric care provided by AOA doctors of optometry can have on patient lives; and

WHEREAS, between the date of launch and May 2022, Eye Deserve More has garnered more than 2.5 billion impressions and 3,000 media placements; and

WHEREAS, during that time period Eye Deserve More has driven almost 100,000 users to the AOA doctor locator, more than thirteen times as many users as in the year prior to launch of the campaign; and

WHEREAS, the success of the Eye Deserve More campaign to date has positively impacted the lives of thousands of individual Americans; and

WHEREAS, in 2022, the Eye Deserve More campaign is adding additional focus on keeping Americans’ eyes healthy in our increasingly screen-dominated lives; and

WHEREAS, the Eye Deserve More campaign will continue to educate the public about the outstanding benefits of the care that doctors of optometry deliver daily; and
the importance of annual, in-person, comprehensive eye exams; now
therefore be it

RESOLVED, that the AOA expresses its gratitude to the inaugural partners of the Eye
Deserve More campaign, as well as to those AOA affiliates and doctors who
have participated and spread the initiative’s message; and be it further
RESOLVED, that the AOA encourages doctors of optometry and the public to continue to
share their inspirational stories about the life-changing impact of in-person
optometric care in their lives.

THE FOLLOWING IS PROVIDED AS SUPPLEMENTAL INFORMATION AS YOU
CONSIDER THE ADOPTION OF THIS RESOLUTION.

POSSIBLE FISCAL IMPLICATIONS: After consultation with the AOA Secretary/Treasurer,
the potential cost to the AOA of this resolution, if adopted, would be approximately: