

## 2022 AOA HOUSE OF DELEGATES

### SUBMITTED RESOLUTION

LETTER ASSIGNED: C TITLE: Eye Deserve More Awareness

SOURCE: AOA Board of Trustees

STATUS: Referred to House of Delegates

DATE: June 15, 2022 TIME: 2:30 PM

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1 WHEREAS, in April 2021, the American Optometric Association Board of Trustees  
2 invested in and launched the Eye Deserve More public awareness campaign to  
3 bring attention to the critical role played by doctors of optometry in the eye  
4 care and overall health of Americans; and  
5 WHEREAS, by sharing doctor-patient stories through digital advertising and social media,  
6 the Eye Deserve More campaign illustrates the transformational and life-  
7 saving impact that proper optometric care provided by AOA doctors of  
8 optometry can have on patient lives; and  
9 WHEREAS, between the date of launch and May 2022, Eye Deserve More has garnered  
10 more than 2.5 billion impressions and 3,000 media placements; and  
11 WHEREAS, during that time period Eye Deserve More has driven almost 100,000 users to  
12 the AOA doctor locator, more than thirteen times as many users as in the  
13 year prior to launch of the campaign; and  
14 WHEREAS, the success of the Eye Deserve More campaign to date has positively  
15 impacted the lives of thousands of individual Americans; and  
16 WHEREAS, in 2022, the Eye Deserve More campaign is adding additional focus on  
17 keeping Americans' eyes healthy in our increasingly screen-dominated lives;  
18 and  
19 WHEREAS, the Eye Deserve More campaign will continue to educate the public about the  
20 outstanding benefits of the care that doctors of optometry deliver daily; and

21 the importance of annual, in-person, comprehensive eye exams; now  
22 therefore be it  
23 RESOLVED, that the AOA expresses its gratitude to the inaugural partners of the Eye  
24 Deserve More campaign, as well as to those AOA affiliates and doctors who  
25 have participated and spread the initiative's message; and be it further  
26 RESOLVED, that the AOA encourages doctors of optometry and the public to continue to  
27 share their inspirational stories about the life-changing impact of in-person  
28 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: