WHEREAS, in April 2021, the American Optometric Association Board of Trustees invested in and launched the Eye Deserve More public campaign to bring awareness 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 on AOA’s first patient-facing campaign landing page and 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 (13) 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 inimitable benefits of the care doctors of optometry deliver every day and the importance of an annual, in-person, comprehensive eye exam; now therefore be it

RESOLVED, that the AOA expresses its gratitude to Allergan and the other inaugural partners of the Eye Deserve More campaign, as well as to those AOA affiliates and doctors who have actively participated in and spread the initiative 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: