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 and eye health and vision education through digital advertising, traditional and social media, and influencers, the Eye Deserve More campaign illustrates the transformational and life-saving impact that optometric care provided by AOA doctors of optometry can have on patient lives; and

WHEREAS, from April 2021 and May 2022 through the end of 2023, 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 more than 556,000 users to the AOA doctor locator, and has seen a 188% increase in clicks since the 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 2023 and 2024, the Eye Deserve More campaign is creating additional focus on keeping Americans’ eyes healthy in our increasingly screen-dominated lives while reinforcing the value our eyes play in our daily lives; and

WHEREAS, through efforts directed at today’s employees and individuals who are increasingly impacted by unmanaged excessive screen time, the Eye Deserve More campaign is increasing awareness of how regular eye health care can contribute to greater well-being and is providing actionable advice from the AOA to keep patients’ eyes healthy between visits to the eye doctor; 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; and be it further

RESOLVED, that the AOA encourages doctors of optometry to share information about the Eye Deserve More campaign with patients and the public in order to increase awareness of the important connection between screen time and eye health.

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: NONE.