

**2024 AOA HOUSE OF DELEGATES**

**RESOLUTION (REVISING RESOLUTION 2015)**

LETTER ASSIGNED: B    TITLE: Eye Deserve More Awareness

SOURCE: AOA Board of Trustees

STATUS: Referred to House of Delegates

DATE: June 14, 2024    TIME: 2:00 PM CT

---

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

5  
6    WHEREAS, by sharing doctor-patient stories and eye health and vision education through  
7    digital advertising, traditional and social media, and influencers, the Eye Deserve More  
8    campaign illustrates the transformational and life-saving impact that optometric care  
9    provided by AOA doctors of optometry can have on patient lives; and

10  
11    WHEREAS, since April 2021, Eye Deserve More has garnered more than ~~2.5~~ 5.6 billion  
12    impressions and ~~3,000~~ 12,661 media placements; and

13  
14    WHEREAS, Eye Deserve More has driven more than ~~100,000~~ 556,000 users to the AOA  
15    doctor locator, which represents a 188% increase in clicks since the launch of the  
16    campaign; and

17  
18    WHEREAS, the Eye Deserve More campaign is creating additional focus on keeping  
19    Americans' eyes healthy in our increasingly screen-dominated lives while reinforcing the  
20    value our eyes play in our daily lives; and

21  
22  
23  
24  
25  
26  
27  
28  
29  
30  
31  
32  
33  
34  
35  
36  
37  
38  
39  
40  
41  
42

WHEREAS, through efforts directed at today’s employees and individuals who are impacted by excessive screen time, the Eye Deserve More campaign is increasing awareness of how comprehensive eye health and vision 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