



EYE DESERVE MORE

2026 Campaign Communications Toolkit



AMERICAN OPTOMETRIC ASSOCIATION



Edelman



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OVERVIEW





EYE DESERVE MORE

Thank you for partnering with the American Optometric Association (AOA) to help put optometry's message at the forefront of national conversation.

Building on last year's success, we're continuing to bring our message to life through a partnership with professional baseball player Kike (pronounced Key-kay) Hernández.

After vision issues affected his performance at the plate during spring training in 2024, Kike visited a doctor of optometry and was diagnosed with astigmatism and pterygiums. With the proper care, Kike was able to turn his season around and help his team win. Through his partnership with the AOA, he now advocates for comprehensive eye exams and prioritizes early eye care for his family.



Eye Deserve More:

CAMPAIGN BACKGROUND

Eye Deserve More isn't just a moment. Since its launch in 2021, this national, consumer-focused initiative by the American Optometric Association (AOA) takes a stand that every American deserves in-person comprehensive care from an AOA doctor of optometry as part of their overall health and wellbeing.

Last year, we catapulted our campaign message with a partnership with professional baseball player, Kike Hernández. By pairing Kike's story with our prototype, The Eye, we highlighted both the immense power of human vision and the critical role of comprehensive eye exams with a doctor of optometry — because no technology can replace the care and expertise needed to assess and protect these advanced visual functions.

This year, we're building on that momentum by resharing Kike's personal eye health story and highlighting how, through his partnership with AOA and as a growing father, he prioritizes regular eye exams for himself and his family.

Our 2026 campaign efforts include:

- **Creating compelling campaign assets** featuring professional baseball player Kike Hernández
- **Engaging in earned media outreach** to prominent lifestyle, sports, and health reporters
- **Dynamic social media activation** on AOA's channels.

We're Always Looking for Patient Stories

AOA is looking for doctors to join us in championing annual eye exams. We are looking for doctors and patients who would be interested in sharing their stories:

- Do you have a noteworthy patient relationship with someone who has a pediatric patient story they'd be willing to share?

If you have a great story to share, please submit to [Yakesha Cooper](mailto:ycooper@aoa.org) (ycooper@aoa.org) or visit AOA.org/JoinEyeDeserveMore

Our Partner:

KIKE HERNÁNDEZ

As a professional athlete, Kike Hernández relies on his eyes to compete at the highest level. But In 2024, he was struggling to perform at the plate. After visiting a doctor of optometry at a teammate's suggestion, he was diagnosed with astigmatism, which was affecting his ability to see the ball clearly. He was also diagnosed with pterygiums, which prevents him from wearing contacts. After getting his now-signature glasses, his season turned around and he was able to help his team win.

Kike's experience highlights why eye health should be prioritized both on and off the field. As a husband and a father to a 4-year-old daughter and a newborn son, Kike urges the importance of regular eye care, especially for children who may not realize there is anything wrong with their eyes. In partnership with the American Optometric Association, he's encouraging Americans to seek in-person, comprehensive care from a doctor of optometry so they and their families get the care they deserve.



How you can get involved:

AMPLIFY THE MESSAGE

Use this toolkit to bring the Eye Deserve More campaign to life in your state. Within this kit, you will find several customizable, creative materials to add to your 2026 public relations and communications efforts, including newsletter content, social media posts and more!

▶ FOR YOU

- Share the toolkit and information in your member newsletter and encourage members to participate by sharing content on social media and/or collecting patient testimonials
- Share campaign creative on your association's social media channels as a conversation starter

▶ FOR YOUR MEMBERS

- Share campaign creative on your individual or practice-owned social media channels
- Customize and share patient newsletter to educate them on the campaign
- Follow up on comments from patients who have an eye health story to share to help educate the public/other patients. Learn more about how to encourage your patients to share their stories:
 - Page for doctors to submit stories: <https://www.aoa.org/joineyeddeservemore>
 - Page for patients to submit stories: <https://www.aoa.org/healthy-eyes/share-your-story>

▶ FOLLOW AOA ON SOCIAL MEDIA

- Facebook: [facebook.com/American.Optometric.Association/](https://www.facebook.com/American.Optometric.Association/)
- Instagram (patients/public): [@AmericanOptometricAssociation](https://www.instagram.com/AmericanOptometricAssociation)
- Instagram (members): [@aoainsider](https://www.instagram.com/aoainsider)
- LinkedIn: [linkedin.com/company/American-Optometric-Association/](https://www.linkedin.com/company/American-Optometric-Association/)

Yakesha Cooper, Associate Director, Communications and PR (ycooper@aoa.org) is available to answer any questions you may have as you begin to roll-out your efforts.

▶ KEY CAMPAIGN RESOURCES

- [Eye Deserve More Campaign Landing Page](#)
- [Affiliate/Member Resource Page](#)
- [AOA Doctor Locator](#)



RESOURCES



EYE DESERVE MORE

2026 KEY MESSAGES

CORE CAMPAIGN MESSAGES:

Two years ago during spring training, Kike Hernández knew something wasn't right. He wasn't performing at his best, but the issue wasn't something he could easily see. As frustration grew, a teammate suggested he visit a doctor of optometry. That visit led to a diagnosis of astigmatism and pterygiums—conditions that were affecting how clearly he could see the ball. After getting glasses, Hernández says his season quickly turned around and he was able to help his team succeed.

- Before the diagnosis, Kike had tried everything to improve his performance in the cage—adjusting mechanics and increasing his training—but nothing translated on the field. Because players routinely receive vision screenings through their teams, it hadn't occurred to him that a comprehensive eye exam could reveal something different.
- For hitters, seeing the ball clearly is critical. Kike explains that recognizing the spin of the ball tells a hitter's brain what type of pitch is coming and whether to swing—all within a fraction of a second. Once a player can clearly recognize the spin, the ball appears to slow down. Before seeing a doctor of optometry, he wasn't seeing that spin properly, which made those split-second decisions much harder. What might seem like a small detail, he says, ultimately made a major difference in his performance.

As a professional athlete, Kike says taking care of his vision helps him perform at the highest level. As a husband and father, he believes prioritizing eye health is equally important for being present for his family. That perspective is one reason he continues his partnership with the American Optometric Association (AOA), helping raise awareness about the importance of annual comprehensive eye exams with a doctor of optometry for every member of the family.

- After addressing his vision issues, Kike's confidence returned as quickly as his performance improved. Seeing the ball clearly helped him feel like himself again—something he never expected would come from a visit to the optometrist.
- The experience also changed how he thinks about eye health at home. With a daughter and newborn son, he says making eye care a priority for his family has become even more important.



EYE DESERVE MORE

2026 KEY MESSAGES (CONTINUED)

CORE CAMPAIGN MESSAGES:

Through his partnership with the AOA, Kike has learned how critical early eye care is for children—even as young as six months old. As his son grows up and his daughter begins school, ensuring they receive comprehensive eye exams with an AOA doctor of optometry has become a top priority for the family.

- Kike encourages others to visit eyedeservemore.com to learn more and find a doctor of optometry nearby. When he encounters people struggling with their vision or families with young children, he says he often reminds them that an in-person comprehensive eye exam can make a meaningful difference.



KIKE HERNÁNDEZ CAMPAIGN VIDEO (2025)

Last year, we partnered with Kike Hernández to reach Americans tuned into the World Series and celebrate how care from a doctor of optometry can upgrade your game.

The campaign featured a dynamic hero video with Dr. Emily Benson, AOA member and volunteer, and Kike. The video shows how Kike's visual system works while he's at bat, analyzing the ball's path, depth, and spin to make split second decisions at the plate and demonstrating the remarkable power of the human visual system.



[DOWNLOAD VIDEO](#)



VISUAL ASSETS
& COPY FOR USE

SOCIAL



SHARING CONTENT & CREATIVE FROM AOA



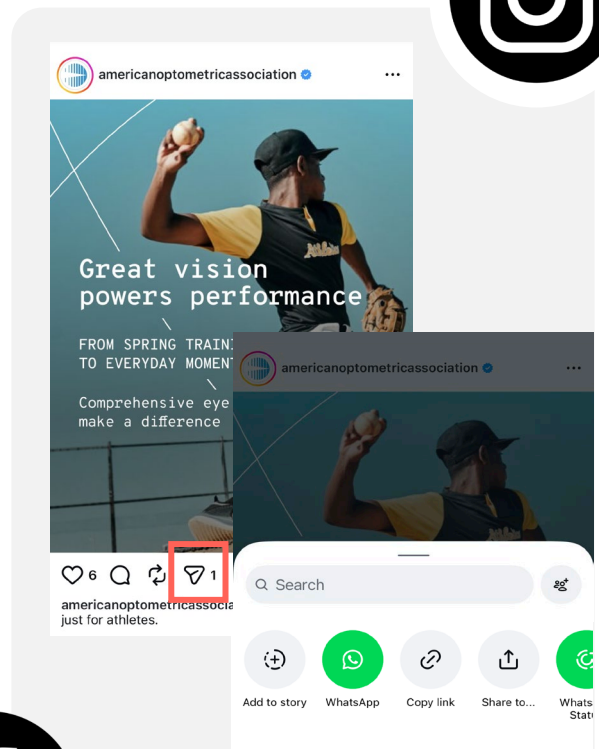
Commencing **mid-April** we're excited to start sharing our campaign content!

If there is content from the Eye Deserve More campaign that you wish to share on your own channels, we've included some tips to do so:

INSTAGRAM

1. Select the arrow icon underneath the photo/video post
2. Select "Add post to your story" to share the post to your Instagram story feed

Additionally, there are third-party "re-posting" phone apps that you may choose to install that enable sharing content directly to your main feed.

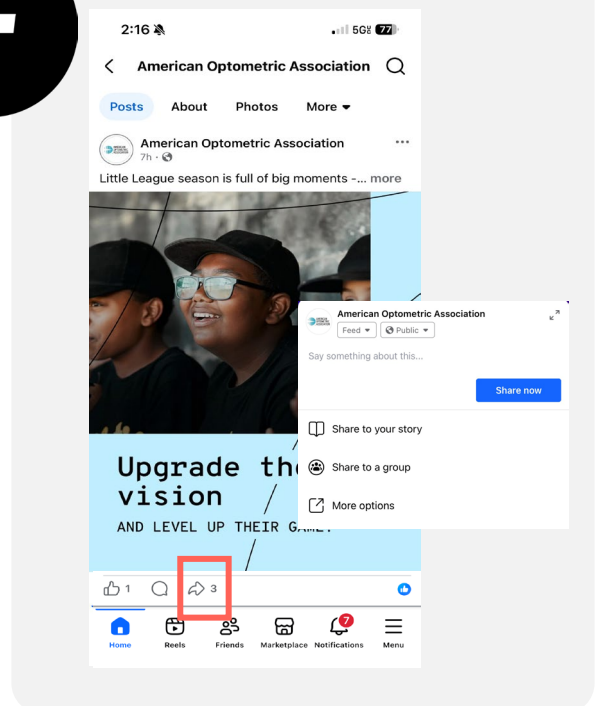


FACEBOOK

1. Select the "Share" icon underneath the photo/video post
2. You'll be given a few options like "Share to Page" or "Share to Group"; choose preferred option or select "copy link" to get a direct URL for the post

YOUTUBE

- To share videos from our YouTube channel, click desired video; underneath the player, select the "Share" icon for a shareable link for the video, embeddable code for your website, or link to share on social media



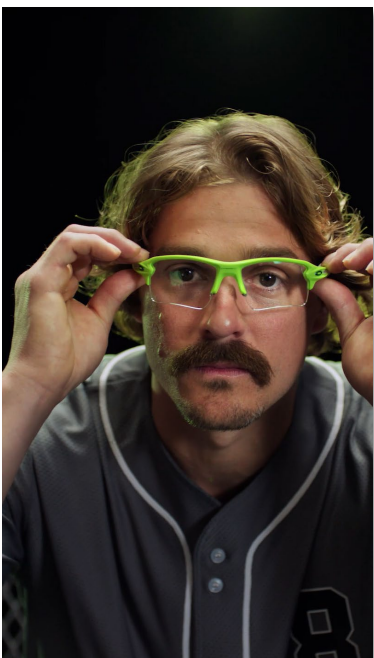
2026 SOCIAL



REEL #1 COPY OPTIONS:

- We're proud to support the [tag] American Optometric Association #EyeDeserveMore campaign with Kike Hernández. Kike's story is a reminder that eye health matters on and off the field, and for the whole family. Learn more at EyeDeserveMore.com. #EyeDeserveMore
- After learning his vision was affecting his performance, Kike Hernández began thinking about eye health in a whole new way, not just as an athlete, but as a parent too. Learn more at AOA.org/EyeDeserveMore. #EyeDeserveMore

DOWNLOAD VIDEO



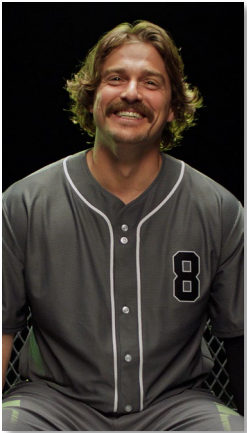
REEL #2 COPY OPTIONS:

- As a member of the [tag] American Optometric Association, we're proud to support the AOA's #EyeDeserveMore campaign with Kike Hernández. Eye health plays a big role in how you perform every day, and regular care from an optometrist can make all the difference. Learn more at AOA.org/EyeDeserveMore.
- For Kike Hernández, misses at the plate were about more than swing mechanics. With care from a doctor of optometry, his season got back on track. Learn more at AOA.org/EyeDeserveMore. #EyeDeserveMore

DOWNLOAD VIDEO

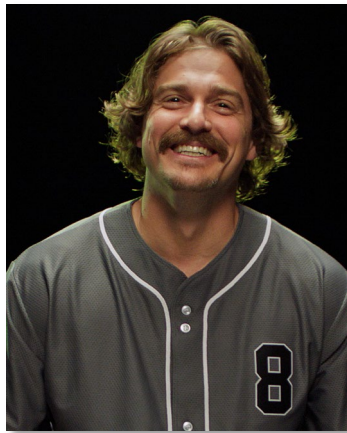
2025 SOCIAL

9x16 best suited for organic IG reel

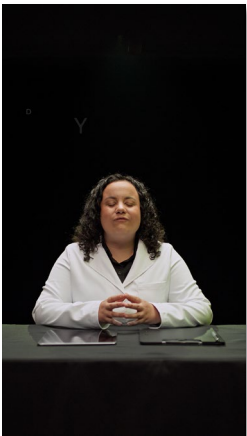


SHARE ON IG

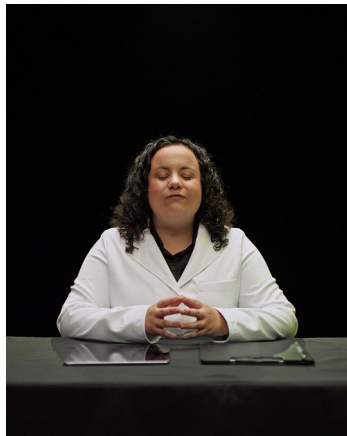
4x5 best suited for Facebook reel and paid promotion



SHARE ON FB



SHARE ON IG



SHARE ON FB



SHARE ON IG



SHARE ON FB

SOCIAL COPY OPTIONS:

- Not only can Kike's eyes expertly track a pitch, but they can alert his optometrist to over 270 health conditions. Prioritize your eye health with comprehensive care from a doctor of optometry. Learn more at AOA.org/EyeDeserveMore. #EyeDeserveMore
- Kike's game is only as good as his eye health. After passing a standard vision screening, an in-person visit to a doctor of optometry unveiled that he had astigmatism. Now, Kike's signature glasses let him see clearly on and off the field. Learn more at AOA.org/EyeDeserveMore. #EyeDeserveMore
- Kike's talents on the field are only as good as his eye health. Even before his swing starts, his eyes are analyzing the ball's path, depth, and spin to make split decisions at the plate. That's why he never misses a comprehensive eye exam. Learn more at AOA.org/EyeDeserveMore. #EyeDeserveMore

DOWNLOAD VIDEO 1

DOWNLOAD VIDEO 2

YOUR AOA-APPROVED CONTENT

AOA will create and provide affiliates with social content to post each month. The calendar, linked to the right, will be updated with 3 months of content at a time. Each post includes posting guidance per platform for your reference.

[SOCIAL CONTENT](#)

PATIENT NEWSLETTER

SUBJECT LINE: Upgrade Your Child's Game with Healthy Vision

Professional baseball player Kike Hernández learned about his astigmatism and pterygiums after a visit to his optometrist.

Read more: [From Blurred Vision to Game-Day Clarity: Kike Hernández's Story](#)

If a pro athlete like Kike didn't realize he wasn't seeing clearly, how many children could be facing the same challenge?

Kids rarely say when something is wrong with their vision. Instead, it can show up in subtle ways, like trouble in school, difficulty focusing, or a drop in confidence on the field or in the classroom. That's why yearly in-person, comprehensive eye exams for you and your family are so important. They can help detect vision issues early, often before you or your child notice a problem.

When you upgrade your child's eye health, you help upgrade their confidence, performance, and overall well-being.

Help give your child every advantage and make sure they're seeing and living at their full potential. Schedule an appointment: [\[link to practice or phone number\]](#)

Sincerely,

[\[Practice Name\]](#)

PRINTABLE POSTER



Your logo here!

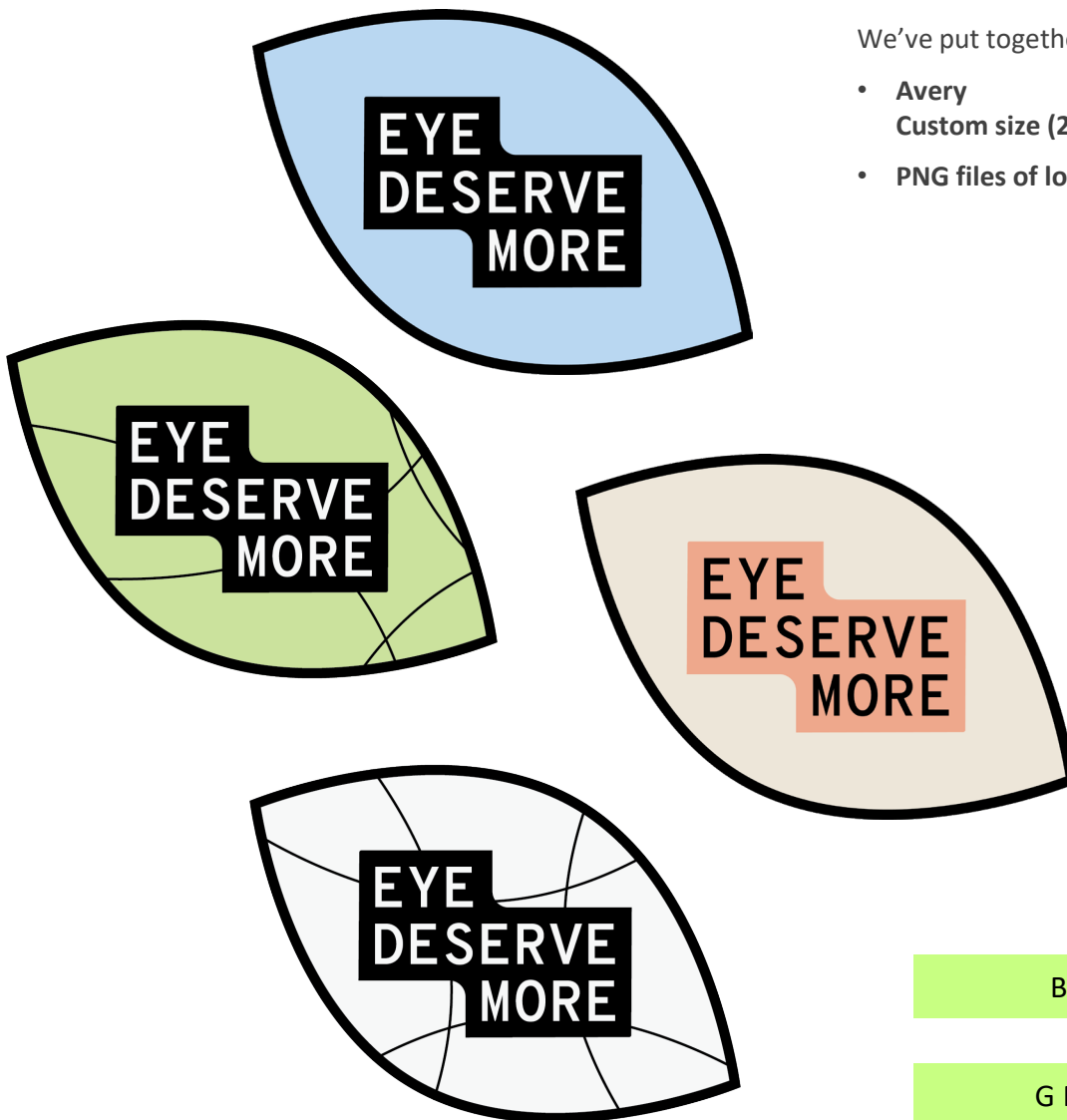
DOWNLOAD POSTER

We've put together poster files to print or order.

- 8.5 x 11 (Letter-sized)
- 11 x 17 (Tabloid-sized)
- With logo zone
- With and without crop marks and bleed



PRINTABLE STICKERS



We've put together sticker files to print or order.

- Avery Custom size (2.276" x 3"), custom die-cut stickers
- PNG files of lockups

BLUE STICKER

GREEN STICKER

ORANGE STICKER

BLACK/WHITE STICKER



THANK YOU



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