Communications Toolkit
2023
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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 gaming campaign, we created an eye-friendly mobile game called Blink Land to educate people about healthy eye habits and show that screen time feels better when your eyes are cared for by an AOA doctor of optometry.
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.

Screen time, including online gaming, sky-rocketed during the COVID-19 pandemic, as much as doubling for some age groups. With 84% of gamers saying gaming positively impacted their mental health in 2022, AOA doctors of optometry want to help patients enjoy their hobby in an eye-healthy way.

In 2023, our campaign expands upon what it means to keep your eyes healthy by providing gamers eye health tips right where they are – within a game. We want to show Americans that you can do all of the gaming, streaming, and scrolling you love, while keeping their eyes healthy IRL (in real life).

Safer Screen Time Through Play

In collaboration with existing Screen Time Alliance member Playcrafting, we’ve developed Blink Land, a single-player mobile game that teaches people about eye health as it relates to screen time.

- After rolling a dice, hero character “Blink” will lead players around a game board, stopping along the way to play mini games, master trivia, and learn tips and tricks to adopt healthy habits while playing video games.
- Blink Land will show audiences first-hand how screen time and eye health go hand-in-hand, share actionable eye health tips that players can implement while on-screen, and show that screen time feels better when their eyes are cared for by an AOA doctor of optometry.
- Blink Land can be downloaded on the Apple App Store and Google Play Store.

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 an inspiring patient story around screen time, gaming or computer vision syndrome?
- Do you have a noteworthy patient relationship with a gamer?
- Do you consider yourself a gamer?

If you have a great story to share, please submit to Yakesha Cooper (ycooper@aoa.org) or visit AOA.org/JoinEyeDeserveMore
HOW YOU CAN GET INVOLVED:
AMPLIFY THE MESSAGE

Use this toolkit to bring the Eye Deserve More campaign to life in your state on June 15th. Within this kit, you will find several customizable, creative materials to add to your 2023 public relations and communications efforts, including newsletter content, a template press release, social media posts and, more!

**Affiliates**
- Share the toolkit and information in your member newsletter and encourage members to participate by sharing content on social and/or collecting patient testimonials
- Share campaign creative on your association’s social media channels as a conversation jump-start
- Send pitch and press release to local media outlets to spread awareness about the campaign and garner media attention

**Doctors**
- Share campaign creative on your individual or practice-owned social media channels as a conversation starter.
- 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 patients to submit stories: https://bit.ly/3f56Q5k

**Follow AOA on Social Media**
- Facebook: facebook.com/American.Optometric.Association/
- Instagram: @AmericanOptometricAssociation
- Twitter: @AOAConnect

The AOA will provide additional communications materials to ensure you have content to share throughout the course of the year. 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](#)

*Please note that the materials included in this kit are to be distributed externally starting on or after June 15th — the official release of Blink Land.*
EYE DESERVE MORE KEY MESSAGES

Eye Deserve More, a multi-year national campaign from 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 eye health and overall health and wellbeing. With gaming and screen time on the rise, so is the risk of screen-related eye issues. Eye Deserve More wants to help Americans do all of the gaming, streaming and strolling they love – by keeping their eyes healthy IRL.

- In-person quality care is something we should all expect as an essential part of our health and wellbeing. Whether you’re a pro gamer, Twitch streamer, casual scroller, someone who spends all day working at the computer – it is critical that you see a doctor of optometry in person every year and adapt healthy gaming and screen time habits (e.g., 20-20-20 rule, changing device settings, etc.) to maintain optimal eye health.

- Doctors of optometry are the leaders in primary eye health care, helping patients and their families take the first step towards healthier eyes and bodies by examining, diagnosing, treating, and managing diseases and disorders of the eye.

- Long hours of screen time can cause vision problems in the long run – problems that may affect your ability to enjoy gaming or scrolling in the future – which is why it’s important to adapt healthy screen time habits.

- Through an eye exam, doctors of optometry can identify early warning signs and manifestations of more than 270 systemic and chronic conditions including diabetes, high blood pressure, autoimmune diseases, and cancers.

- Eye Deserve More: All Americans deserve more than computer-generated prescriptions or crowdsourced care. We deserve the human connection and care we get from the eye health and vision care that AOA doctors of optometry deliver.

- Blink Land is a mobile game to help people practice healthy habits for their eyes. Working alongside the Screen Time Alliance, this game gives tangible actions to help people with their eye health and encourages in-person exams with an AOA doctor.

Additional Talking Points About Online Vision Tests

- The [insert state affiliate], along with the American Optometric Association, have been consistent advocates in ensuring patients have access to medically recognized eye health care and to protect patients from companies, platforms or services that may put their health at risk.

- Online vision tests attempt to replace one element of an eye examination, the refraction, to yield a prescription for glasses or contacts. The refraction performed by online vision tests is only one of many tests performed during an eye examination, and taken by itself, does not provide sufficient information regarding the treatment of a patient, including the prescription of glasses or contact lenses.

- Online vision tests may give inaccurate or misleading information and can give patients a false sense of security. In fact, patients may delay essential, sight-saving treatment.
Blink Land Infographic

This graphic can be utilized across your social media channels and website to teach people how to play the game and encourage them to download.

Link to Download
Blink Land Promotion Video

This hero video showcases our Blink Land mobile game, capturing the details of the game to generate excitement and encourage viewers to download and play.

Ways to Use this Video
- Reshare/Repost this video onto your social channels from AOA’s Instagram and Facebook on or after June 15th.
- Play this video within your doctor offices on a TV/digital screen.
- Include this video in your patient newsletter.

If you have any questions about video usage, please reach out.

[Image of a video game scene with characters and the word "VICTORY!"

Link to Download For Web/TV (16x9)

Link to Download For Social (4x5)
Social

Visual assets & copy for use
SHARING CONTENT & CREATIVE FROM AOA

Commencing June 15th, we’re excited to start sharing our campaign content with you! 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
SOCIAL IMAGES

Post **ONE** of the following images after **June 15th** (*not intended for carousel*).

Logo-friendly versions have been created for each visual:
Introduction Post Copy Options:

- We are excited to partner with [tag] the American Optometric Association’s #EyeDeserveMore campaign to raise awareness that every American deserves the in-person comprehensive care from a doctor of optometry as part of their overall health and wellbeing.

- AOA has launched a mobile game, Blink Land, to educate players on eye health. To learn more, download Blink Land, and to find a local doctor of optometry, visit www.AOA.org/EyeDeserveMore

Post-Launch Post Copy options:

- You deserve to be seen. How? Skip online screenings and go straight to your AOA optometrist for accurate, in-person care IRL. #EyeDeserveMore

- Headaches, itchy or tired eyes, loss of focus, and blurred vision are all symptoms of digital eye strain. Play AOA’s mobile game, Blink Land, to learn eye health tips and tricks and even find an AOA doctor in your area. #EyeDeserveMore

- Gaming and screen time are on the rise and so is the risk of digital eye strain. That’s why AOA developed Blink Land, a mobile game that teaches you about eye health, to reach players right where they are. To learn more, go to www.AOA.org.

- We all love our digital devices, whether you’re a pro gamer, casual scroller, or work from a computer. None of this would be possible without healthy vision. Go to www.AOA.org to learn more about healthy screen time habits and book an appointment with an AOA doctor of optometry.

- Some people struggle with digital eye strain, which can include headaches, itchy or tired eyes, loss of focus, and blurred vision. There are a ton of ways to alleviate these symptoms. Play AOA’s mobile game Blink Land to learn how to keep your eyes healthy while gaming. Level up your eye health and learn more at www.AOA.org.

- Although there isn’t an app to replace an in-person eye exam, there is now a game to help promote eye health! Play Blink Land to learn healthy eye habits while having fun. Play to win the biggest prize of all: better eye health. To learn more, go to www.AOA.org. #EyeDeserveMore
SOCIAL GUIDANCE & HASHTAGS

To accompany all assets, we've developed a few hashtags for your use across social media platforms. The hashtags, and how to use them, are detailed below:

<table>
<thead>
<tr>
<th>Content</th>
<th>Related Hashtag</th>
</tr>
</thead>
<tbody>
<tr>
<td>All content related to Blink Land.</td>
<td>#BlinkLand</td>
</tr>
<tr>
<td>All content that is part of the Eye Deserve More campaign.</td>
<td>#EyeDeserveMore</td>
</tr>
<tr>
<td>Content specific to the work of the Screen Time Alliance, including</td>
<td></td>
</tr>
<tr>
<td>content that includes Screen Time Eye Health Recommendations or Gamer</td>
<td></td>
</tr>
<tr>
<td>Survey Stats.</td>
<td>#ScreenTimeAlliance</td>
</tr>
</tbody>
</table>

Hashtag Use by Platform

Always leverage these hashtags on platforms where hashtags are most effective – Instagram, Twitter, TikTok, and LinkedIn, in particular. Hashtags may be used on Facebook to further the visibility of the campaign, but they are not essential. This guidance applies to posts, whether they are organic or promoted.

AOA-Approved Affiliate Content

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

[AFFILIATE NAME HERE] Supports the American Optometric Association’s Launch of the First-Ever Eye-Friendly Mobile Game, Blink Land

Blink Land teaches players about better screen time habits, how to ease common symptoms of digital eye strain and the importance of in-person care with an AOA doctor of optometry

[LOCATION] – [DATE] – The American Optometric Association (AOA), the leading authority on quality eye care and an advocate for our nation’s health, recently launched Blink Land, a single-player mobile game that teaches players about eye health and its relation to screen time. The [AFFILIATE OR MEMBER NAME] is pleased to support the launch of Blink Land and the importance of in-person, comprehensive care with an AOA doctor of optometry.

Over 227 million Americans play video games¹, and AOA’s 2022 Gamer Survey results revealed that the average gamer has experienced various eye-related symptoms from gaming, including eye strain, headaches, dry eyes and blurred vision. Prolonged screen time also can increase your risk of developing eye infections due to decreased blink rate while viewing screens. Blinking spreads tears across the eye, and when eyes don’t have enough tears to rinse away foreign matter, they become more prone to infection. To solve for this, Blink Land will educate gamers how screen time and eye health are connected through minigames, facts, and trivia throughout the game.

"Many gamers are aware of the eye health implications for long-term screen time usage, but more than half, or 54 percent do not visit a health care professional for a comprehensive eye exam every year," said [INSERT SPOKESPERSON HERE]. "Blink Land helps share tangible actions players can take to protect their eyes while on screens, such as using the 20-20-20 rule, blinking frequently, and setting up your screens properly, along with players to book in-person yearly exams with an AOA doctor of optometry."

Blink Land provides gamers with the opportunity to learn about eye health and adopt healthy eye habits alongside the hero character “Blink.” The game was developed as part of Eye Deserve More, AOA’s national public awareness campaign, now in its third year, that takes a stand that every American deserves in-person comprehensive eye care from a doctor of optometry as part of their eye health and overall wellbeing.

Download Blink Land on Apple App Store and Google Play Store. To book an appointment with a local AOA doctor of optometry, visit AOA.org/EyeDeserveMore.

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About [Affiliate Name]

[INSERT BOILERPLATE OR GENERAL CONTACT INFORMATION]

About The American Optometric Association (AOA)
The American Optometric Association (AOA) is the leading authority on and advocate for quality eye health care, representing more than 48,000 doctors of optometry, optometry students and optometric professionals. As the sole primary eye care provider in many communities across America, doctors of optometry are often a patient’s first entry point into the health care system, and have extensive, ongoing training to examine, diagnose, treat and manage disorders, diseases and injuries that affect the eye and visual system. Through a nationwide public health initiative, AOA’s Eye Deserve More campaign is fostering awareness of the importance of eye health and vision care and the overall health benefits of in-person, comprehensive eye examinations with AOA doctors of optometry for all Americans.

About Eye Deserve More & Screen Time Alliance
Eye Deserve More is a multi-faceted national campaign to take a stand that every American deserves in-person comprehensive care from an AOA doctor of optometry as part of their eye health and overall health and wellbeing. The Screen Time Alliance, a first-of-its-kind alliance between the American Optometric Association and gaming industry partners, is a call to action to prioritize eye health across screens, devices and platforms. The Alliance aims to educate Americans about healthy screen time, especially the 227 million who play video games.

Media contacts:
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References:
SAMPLE PITCH

There are more than 227 million Americans who play video games¹ and with gaming and screen time on the rise, so is the risk for long-term implications for people’s eye health. The American Optometric Association’s (AOA) 2022 Gamer Survey results revealed:

- The average gamer spends more than 8 hours a day on screens and has experienced various eye-related symptoms from gaming, including eye strain, headaches, dry eyes and blurred vision.

- Many gamers are aware of the eye health implications for long-term screen time usage, but less than half (46%) visit a health care professional for a comprehensive eye exam every year.

Eye health and vision problems may develop without any obvious signs or symptoms. Through these exams, doctors of optometry can identify early signs of more than 270 different diseases – such as diabetes, high blood pressure, autoimmune diseases and certain kinds of cancer. To help patients enjoy all the gaming, streaming and scrolling they love, [Affiliate name here] is partnering with AOA’s national public awareness campaign, Eye Deserve More, to reinforce healthy gaming and screen time habits and the importance of in-person care.

Would you be interested in learning more about how doctors of optometry in [state] are working to improve the eye health and vision care across the state? I’m happy to coordinate an interview with a spokesperson from [Affiliate name here].

For more information about the campaign, visit AOA.org/EyeDeserveMore

Thank you for your consideration,

[Name]
[Organization]
[Contact Information]
Eye Health Fact Sheet

Comprehensive Eye Exams

19% of Americans say they worry more about losing their vision than their money, tooth, or ability to walk, making it the leading health worry, according to AOA’s 2023 Eye Care Survey. However, only 1 in 3 (34%) Americans say they’ve visited a doctor in the last year while 9 in 10 saw a dentist. Annual comprehensive eye examinations with a doctor of optometry are an important part of preventive health care. Many eye and vision problems have no obvious signs or symptoms, so you might not know a problem exists. Early diagnosis and treatment of eye and vision problems can help prevent vision loss. Comprehensive eye exams can also tell you much more about your whole body health and indicate other conditions. A full examination can be found at AOA.org.

What’s the difference between a comprehensive eye exam and vision screening programs commonly conducted in schools?

- A vision screening only indicates a potential need for further evaluation. Even the most sophisticated vision screening tests miss about 1 in 3 children with eye or vision disorders, according to the AOA’s Evidence-Based Clinical Practice Guidelines: Comprehensive Pediatric Eye and Vision Examination.
- Only a doctor of optometry or ophthalmologist can conduct a comprehensive eye and vision examination, where the doctor has the specialized training necessary to make a definitive diagnosis and appropriate treatment. Comprehensive eye examinations are the only effective way to confirm or rule out any eye disease or vision problem.

Are online vision tests or apps accurate?

- Online vision testing gives basic results or misleading information and can give patients a false sense of security. In fact, patients may miss essential, sight-saving treatments. In-person, comprehensive eye exams are one of the most important steps in determining where you might need to schedule a visit for a vision, eye health, diagnose an eye disorder or disease, and determine the need for corrective lenses.
- You may have seen apps advertised that say “experts say it’s the new vision test.” However, online vision tests attempt to replace one element of an eye examination — the refraction — by邮递 prescription for glasses or contact lenses. It is taking a brief pressure reading at a desk and expecting a prescription — this reading does not provide sufficient information to determine a patient’s needed course of therapy, including the prescription of glasses or contact lenses.

What are common or surprising health conditions that can be found during an exam?

- A doctor of optometry can detect over 130 diseases such as high blood pressure, high cholesterol, diabetes, glaucoma, macular degeneration, thyroid disease, osteoporosis disorders, and cancer! In fact, getting a comprehensive eye exam is the only way to visualize the blood vessels behind the eye for issues without any pain, 17 even on treating surgery.

- Nearly a quarter of Americans have had a history of diabetes-related vision conditions. One of the most common is diabetic retinopathy. Diabetic retinopathy involves the growth of new blood vessels that can cause blindness.

Effects of Screen Time on Eye Health

Americans spend more time on screens than ever before and its leading to a substantial decrease in eye and vision-related issues compared to 2 decades ago. The average American spends about 7 hours and 4 minutes looking at a screen every day (source: Computer Vision), and workers are spending over 12 hours a day on the computer.
EMAIL / WEB BANNERS

Your logo here!

Download
Members
PATIENT NEWSLETTER

Have you downloaded the first-ever, eye-friendly mobile game – Blink Land? Download and learn screen time habits & how to ease common symptoms of digital eye strain.

Hello,

Did you know that with gaming and screen time on the rise, so is the risk of screen-related eye issues like digital eye strain? Prolonged screen time can increase your risk of developing eye infections due to decreased blink rate while viewing screens. Blinking spreads tears across the eye, and when eyes don’t have enough tears to rinse away foreign matter, they become more prone to infection.

Now there’s a way to continue doing what you love and learn healthy eye habits. The new mobile game, Blink Land, teaches players how screen time and eye health are connected through exciting minigames, facts, and trivia!

Download Blink Land on Apple App Store and Google Play Store.

Follow the hero character “Blink” and learn how to take proper care of your eye health so you can continue doing all that you love on screens for years to come.

Learn more about why your eyes deserve more.

We look forward to seeing you at your next appointment and are happy to answer any questions. To schedule your next visit, please call our office at [XXX-XXX-XXXX] or visit our website at [XXX].

Sincerely,

[NAME]
PRINTABLE POSTER

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

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

Your logo here!

EYE DESERVE MORE
The American Optometric Association is leveling up with you!

Blink Land
Play the game your eyes deserve

Download Poster
PRINTABLE STICKERS

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

- Avery22814
  Print to the Edge Oval Labels
- Avery8293
  High Visibility Round Labels
- PNG files of lockups

Download Stickers
Thank you.