Workplace Wellness Communications Toolkit
Campaign launching January 30, 2024
CONTENTS

Overview

- 2024 Workplace Wellness Campaign Overview
- How You Can Get Involved & Amplify the Message

Resources

- Report & Infographic
- Eye Health Guidance in the Workplace
- Key Messages
- Social Media – *Sharing Instructions, Campaign Images, Post Copy, & Social Guidance*
- Affiliates – *Press Release, Sample Pitch, Fact Sheet, Email/Web Banners*
- Members – *Patient Newsletter, Printable Poster and Stickers*
Overview
Thank you for partnering with the American Optometric Association (AOA) to help put optometry’s message at the forefront of national conversation.

This year, we’re reaching a population that spends extended hours on screens and may feel too busy to seek the care they deserve: those in the workplace. To empower Americans to prioritize annual visits with a doctor of optometry, we’ve developed a report that quantifies the true cost of unmanaged screentime and tells the story of the benefits of in-person care.
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.

With screen time levels rising almost 20% over the past 10 years, our campaign aims to reach the millions of working-age Americans to encourage healthy screen time habits in the workplace and in-person care from a doctor of optometry.

Impact of Unmanaged Excessive Screen Time

In partnership with Deloitte Economics Institute, the American Optometric Association is launching a report on January 30 that found excessive unmanaged screen time resulted in significant health system, productivity, and wellbeing costs – $151 billion per year. To reach consumers and employers and illustrate the individual and collective benefit of in-person care from a doctor of optometry, we’ll be:

- Releasing Eye Health Guidance in the Workplace to provide a digestible, go-to guide for people to use in the workplace to implement healthy eye health habits
- Teaming up with a corporate wellness influencer to share engaging content with their working followers on the impact of screen time on health
- Launching a partnership with a notable media outlet driving readers to our report and AOA’s Doctor Locator
- Spotlighting key findings from the report across our social media, website and in media interviews

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 anyone who has experienced an eye or vision-related issue that began or worsened due to their long hours on screens for work?
- Any tips that made a real difference to someone who works on their digital device?
- Do you have any inspiring patient stories that have helped people succeed in their careers and beyond?

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 January 30. Within this kit, you will find several customizable, creative materials to add to your 2024 public relations and communications efforts, including newsletter content, a template press release, 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 and/or collecting patient testimonials
- Share campaign creative on your association’s social media channels as a conversation starter
- Send pitch and press release to local media outlets to spread awareness about the campaign and garner media attention

For Your Members

- 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/3f5Qd5k

Follow AOA on Social Media

- Facebook: facebook.com/American.Optometric.Association/
- Instagram: @AmericanOptometricAssociation
- X/Twitter: @AOAConnect
- LinkedIn: linkedin.com/company/American-Optometric-Association/

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

- Report: The impact of unmanaged excessive screen time in the United States
- 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 January 30 – the official release of the report.
THE IMPACT OF UNMANAGED EXCESSIVE SCREEN TIME IN THE UNITED STATES

AOA partnered with Deloitte Economics Institute to develop a report on the impact of unmanaged screen time among American workers. The report found:

- About **104 million people** are exposed to excessive screen time, the impact of which is estimated at **$151 billion** in health system, productivity, and wellbeing costs in 2023.
- **31.8 million people** (31% of surveyed population) exposed to excessive screen time **did not see an optometrist in the last 12 months**.
- The potential benefits of regular optometric visits could equate to **$61.1 billion**.

To help share these findings with your audience, we developed an infographic to highlight some key takeaways from the report:

**Key Findings:**
- **104 million** Americans were exposed to excessive screen time, 30 million of which did not see an optometrist in the last year.
- The cost of symptoms related to excessive screen time exposure is estimated at **$702 per person**.
- Saving an optometrist visit a year could potentially help individuals save up to **$1,920**.

**Four Tips to Help Your Eyes Work Smarter, Not Harder:**
1. Get annual eye exams with an AOA doctor of optometry.
2. Set up an ergonomic workspace and keep your computer screen properly positioned from your eyes.
3. Rest your eyes for 20 minutes after 20 days of continuous device use and practice the 20-20-20 rule.
4. Blink frequently to increase the chance of preventing dry eye.

**EYE DESERVE MORE**

Download Report Infographic
EYE HEALTH GUIDANCE IN THE WORKPLACE

Based on the report findings, we developed this consumer guide which can be utilized across your social media channels and website to share key takeaways and encourage people to use AOA-approved tips for working on screens.

**Eye Health Guidance in the Workplace**

A User Guide Study Companion

With screen time being more than 80% over the last 15 years, it's no surprise that many work-related eye problems are on the rise. In a report, the American Optometric Association (AOA) identified an estimated 31.8 million people exposed to excessive screen time in the last 12 months, and half (55%) reported visual-related symptoms that may be improved or resolved from regular visits to the optometrist.

Seeing an optometrist once per year could potentially benefit individuals up to $1,920 each.

Download Companion Guide

Please feel free to utilize this infographic that provides tips to create an ergonomic-friendly workplace with your audience:

Download Workspace Infographic
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. Eye Deserve More wants to help Americans maintain their eye health while they spend their workdays on screens.

• In partnership with Deloitte Economics Institute, the American Optometric Association launched a report to better understand the implications of unmanaged screen time, particularly among American workers. Prolonged screen time can cause vision problems in the long run – problems that may affect your ability to do all the things you need to do online.
  • The report found that in 2023, symptoms related to excessive unmanaged screen time resulted in significant health system, productivity, and wellbeing costs – $151 billion per year.
  • The cost of symptoms relating to excessive screen time exposure is estimated to be $702 per person each year.

• As little as two hours of screen exposure per day can induce digital eye strain symptoms which can cause discomfort and take a toll on an individual’s quality of life. These symptoms can inhibit overall productivity at work due to severe symptoms or difficulty concentrating on screen-based tasks, lowering an individual’s capacity to work.

• Seeing a doctor of optometry annually may prevent and reduce the effects and symptoms caused by excessive screen time, ultimately improving an individual’s quality of life.
  • If the average American who is exposed to excessive screen time visited an optometrist once per year, businesses could benefit mostly through increased productivity and improved wellbeing with an annual gain of $45.5 billion in productivity, and up to $26.3 billion in wellbeing improvement.
  • An estimated 31.8 million people exposed to excessive screen time did not see an optometrist in the last 12 months, and half (55%) of this group reported vision-related symptoms (higher rates of eye pain, headache, back/neck pain and migraine) that may be improved or resolved from regular visits to the optometrist.
  • Seeing an optometrist once per year could potentially benefit individuals up to $1,920 each year.

• To learn how you can take better care of your eyes and vision while working on screens, visit AOA.org/EyeDeserveMore to read AOA’s Eye Health Guidance in the Workplace and book an appointment with your local AOA doctor of optometry.
Social

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

Commencing January 30, 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
SOCIAL IMAGES

Please post any of the following images after January 30 (not intended for carousel).

Logo-friendly versions have been created for each visual:

Download Images
Launch 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 released a new report to educate the public on the impact of prolonged screen time on eye health in the workplace. To learn more and find a local doctor of optometry, visit www.AOA.org/EyeDeserveMore.

Post-Launch Copy options:

- Did you know just two hours of screen time each day can lead to symptoms of digital eye strain, like headaches and dry eyes? Speak with your AOA optometrist to learn how you can prevent these symptoms.

- Dry eyes, blurred vision, headaches, back, and neck pain are all symptoms of digital eye strain. Set up your workspace to help prevent digital eye strain by following these tips: www.AOA.org/EyeDeserveMore.

- Over 31 million Americans exposed to excessive screen time didn’t see an optometrist in the past year, despite half reporting vision-related symptoms, according to AOA’s new report. To book an appointment with your AOA doctor of optometry go to www.AOA.org.

- Costs associated with digital eye strain symptoms relating to excessive time on screens at work is estimated to be about $702 per person per year. Visit a doctor of optometry to prevent these symptoms and potentially lower the costs. Find an AOA doctor at www.AOA.org.

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.
PRESS RELEASE

[AFFILIATE NAME HERE] Supports the American Optometric Association’s New Report That Reveals Cost of Unmanaged Screen Time Symptoms to be $151 Billion Per Year

Report examines implications of unmanaged screen time for Americans and how yearly exams with an optometrist can help

[LOCATION] – [DATE] – The American Optometric Association (AOA), the leading authority on and advocate for quality eye health care released a report – The impact of unmanaged excessive screen time in the United States – to understand the implications of unmanaged screen time in the United States and how doctors of optometry play an essential role in preventing further costs through annual comprehensive exams.

“The [AFFILIATE OR MEMBER NAME] is proud to support the AOA to advocate for patients as they cope with increased screen time in this digital age. Our profession is dedicated to improving patient care, which means advancing to meet the needs of individuals’ personal and professional lives as well as providing pathways for people to learn about the importance of eye care. This report will allow the vision community and the patients we serve to adjust their eye care as needed to maximize their well-being,” said [INSERT SPOKESPERSON HERE].

With screen time levels rising, there is an increased risk of device-related eye issues like myopia, or nearsightedness, and digital eye strain that can have an impact on an individual’s wellbeing and productivity. As little as two hours of screen exposure per day can induce digital eye strain symptoms which can cause discomfort and take a toll on an individual’s quality of life.

To understand the quantifiable impact of unmanaged screen time, The impact of unmanaged excessive screen time in the United States revealed that more than 104 million working age Americans spend more than seven hours of their day in front of screens, which resulted in an estimated $151 billion in health system, productivity, and wellbeing costs in 2023.

The report also found:

• In a typical month, nearly 3 in 5 (57%) employed Americans with eye conditions miss full or partial days of work because of their eye conditions or short-term related symptoms.
• Almost 70% of individuals working in office jobs are exposed to excessive screen time compared to 42% of individuals in other professions.
• 31.8 million people, or 31% of the population surveyed, exposed to excessive screen time did not see an optometrist in the last 12 months. Over half of this group (55%) reported the presence of vision-related symptoms that may be improved or resolved from regular visits to the optometrist.
• If the average American who is exposed to excessive screen time visited an optometrist once per year, it is estimated that there could be an annual gain of up to $45.5 billion in productivity, and up to $26.3 billion in wellbeing improvements.

To bridge this gap and help Americans prioritize their eye health in the workplace, the AOA developed Eye Health Guidance in the Workplace, a valuable resource for individuals and employers to learn and share healthy screen time habits and how to protect your eyes while working on screens.

“Up until now, we could see in our practices anecdotally that America’s excessive screen-time use had very real consequences for eye health,” said AOA President, Ronald L. Benner, O.D. “Through this report, we have even more data showing that not visiting a doctor of optometry can have notable cost implications and potentially reduce quality of life. These findings further underscore the importance of better screen time habits and receiving annual, in-person comprehensive eye exams with an AOA doctor of optometry to maintain your eye and overall health.”

The report was developed as part of Eye Deserve More, AOA’s national public awareness campaign, which 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. The campaign includes a suite of educational resources, including Blink Land, a mobile game that teaches users about prioritizing your eye health while on screens through minigames and trivia. The game is available for download on the Apple App Store or Google Play Store.

Visit AOA.org to learn more about the report’s findings, download Eye Health Guidance in the Workplace – A User Guide Study Companion and book an appointment with a local AOA doctor of optometry.

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PRESS RELEASE (continued)

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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 49,000 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

Eye Deserve More is a multi-faceted national campaign that takes the 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.

Media contacts:

Yakesha Cooper
American Optometric Association
Ycooper@aoa.org
SAMPLE MEDIA PITCH

With screen time levels rising, there is an increased risk of device-related eye issues that can have an impact on an individual’s wellbeing and productivity.

The American Optometric Association (AOA), in partnership with Deloitte Economics Institute, recently released a report – *The impact of unmanaged excessive screen time in the United States* – revealing that more than 104 million working age Americans spend more than seven hours of their day in front of screens, which resulted in an estimated $151 billion in health system, productivity, and wellbeing costs in 2023.

The report provides insight that seeing a doctor of optometry annually may prevent and reduce the effects and symptoms caused by excessive screen time, ultimately improving an individual’s quality of life. Through annual comprehensive exams, optometrists can safeguard precise and healthy vision as well as detect more than 270 serious health conditions.

Would you be interested in viewing the full report and learning how doctors of optometry in our state are working to improve eye health and vision care across [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]
FACT SHEET

FACT SHEET

Effects of Exposure to Screen Time on Children

As technology and the way people use it change, so does the impact on children. A new study links eye injuries to screen time, especially among children under the age of five.

The study, published in the American Journal of Ophthalmology, found that children who spent more than two hours a day looking at screens were at higher risk for developing eye injuries. The researchers suggest that parents should limit their children's screen time to no more than one hour a day.

To learn more about the impact of screen time on children's eye health, visit the American Optometric Association's website at www.aoa.org.

What are the symptoms of eye injuries caused by screen time?

Symptoms of eye injuries caused by screen time may include:

- Blurred vision
- Soreness or redness of the eyes
- Headaches or eye strain
- Difficulty seeing or focusing
- Squinting or crossed eyes
-光ire or light sensitivity
- Difficulty concentrating or paying attention

What can parents do to prevent these symptoms?

To help reduce the risk of eye injuries:

- Limit screen time to no more than one hour a day for children under the age of five.
- Encourage regular breaks from screen time.
- Adjust the brightness of screens to reduce glare.
- Keep screens at an appropriate distance.
- Encourage children to take breaks from screens.

Download Fact Sheet
EMAIL & WEB BANNERS

The below banners can be used on websites and in emails to encourage people to learn more about our campaign and the report findings. Please link these images to aoa.org/eyedeservemore.

Logo-friendly versions have been created for each banner:

Download Banners
PATIENT NEWSLETTER

Spending a lot of quality time on screens? Check out 5 easy ways to keep your eyes healthy in the new year.

It’s no secret that screens aren’t great for our eyes. From time on the computer at work or school, scrolling on social media, gaming, or even video calling family and friends. Prolonged screen time can cause vision problems in the long run – problems like dry eyes, blurred vision, back and neck pain, and even headaches that may affect your ability to do all the things you need to do online.

We understand cutting down the amount of time you spend on screens for work and play isn’t always realistic, especially when you rely on it for your day-to-day routines. Fortunately, we have 5 quick tips to help your eyes work smarter, not harder!

1. Schedule your 2024 annual eye exam with your optometrist today.
2. Set up an ergonomic workspace and angle your computer so it is properly distanced from your eyes.
3. Practice the 20-20-20 rule: for every 20 minutes, gaze at something 20 feet away for 20 seconds to give your eyes a much-needed break.
4. Blink frequently to reduce the chances of developing dry eye.
5. Learn more fun eye health tips and tricks with Blink Land on Apple App Store or Google Play Store.

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].
PRINTABLE POSTER

Approximately 104 million Americans are exposed to excessive screen time, including almost 78% of individuals working in office jobs.

AOA released a report in partnership with Deloitte Economics Institute that found symptoms relating to excessive screen time exposure is estimated to cost each person $702 per year. Curbing screen time isn’t realistic for many who work on their digital devices, but the good news is that seeing an AOA doctor of optometry annually may prevent and reduce the effects of excessive screen time. Learn more about how you can protect your eye health.

AOA.org/EyeDeserveMore
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.