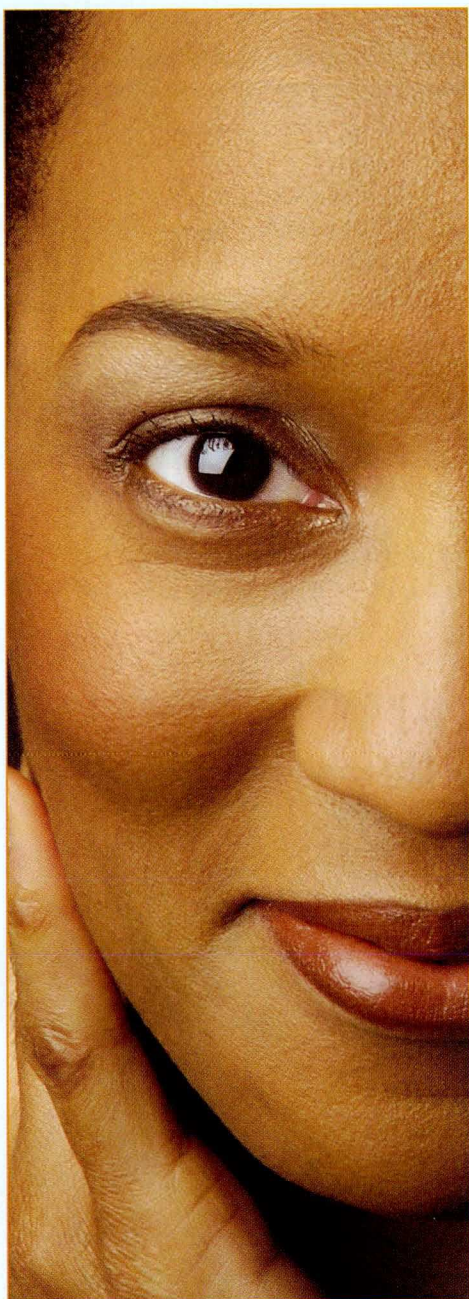


Media Gratis



Media doesn't come free, ... or does it? To some extent, there are possibilities that are available for not-for-profit organisations, such as the Canadian Association of Optometrists (CAO). With ready media tools in one hand and a creative approach in the other, the National Public Education Committee (NPEC) has devised a number of different strategies to carry the momentum of the national paid media.

There is not a simple instruction manual that can address all the different opportunities and possibilities for getting an extended and 'free' eye health message in the public realm. It involves a number of different strategies, including negotiating 'value-added' to the national paid media, providing ready Public Service Announcements (PSAs) to TV stations, preparing print PSAs that target the public as well as health care professionals, and leveraging potentials with the Eye Health Council of Canada (EHCC) to coordinate a concerted effort regarding eye health awareness.

Before listing the '*gratis*' opportunities and potentials, it is equally important to know what sustains this effort. As you may know, this year the paid media is being exclusively invested in television using a combination of 30-second and 10-second TV ads. The video format for the eye health message is a powerful unit that speaks directly to the unique challenge of changing public attitude regarding eye health.

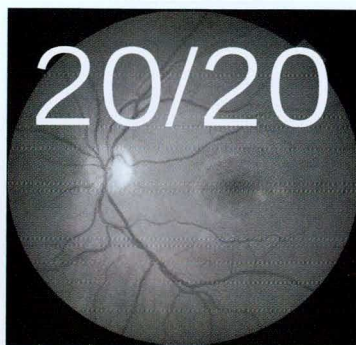
One gentleman from Quebec saw the ad last year and was encouraged to make an appointment for him and his son. The eye examination revealed that Mr Holtzman's son,

Doris Mirella
CAO, Director of
Communications

Quick Facts:

The National Public Education Committee (NPEC) is responsible for the operation of the Eye Health Council of Canada (EHCC), which is the public relations division for CAO. NPEC delivers a national public awareness campaign through the purchase of advertising and the co-ordination of member activities including the Eye Health Canada Month. NPEC is also responsible for maintaining contact with the ophthalmic supplier community, to establish industry partnerships in the EHCC and to coordinate partner activities.

ARTICLE ARTICLE



DOESN'T EQUAL PERFECT VISION

This person is seeing 20/20 but her retina is showing early signs of Macular Degeneration (AMD) - she is one of over 72,000 Canadians who will lose their sight to AMD this year alone. In a recent study, 15% of asymptomatic patients who went for an eye health exam in Canada had eye disease. To find out more, request a copy of "A guide to an optometrist's role in caring for your patient", at info@opto.ca.

Please, for patients of all ages, ASK: "When was the last time you had your eyes checked?" - The question is simple. The outcome is profound.

YOUR EYES deserve
AN OPTOMETRIST

www.opto.ca



The Canadian
Association of
Optometrists

FAMILY PHYSICIANS (left): Bilingual Public Service Announcements were developed and provided to the Canadian Family Physician's for its national publication, "Family Medicine Journal". The PSA appeared in the May issue of the journal and is expected to be picked up for future issues. A special thank you goes to Melissa Secord, Assistant Executive Director of the Ontario Association of Optometrists, for making this possible.



CO-OP ADVERTISING: CAO / CIBA ad has a total of 15 placements in *Chatelaine*, *Homemakers* and *Today's Parent* in a Spring and Fall flight schedule. The ads prominently advocate the CAO brand, "Your eyes deserve an optometrist".

Eric, had a swollen optic nerve head. After MRIs and other tests, it was discovered the boy had a mass in his sinus cavity that needed to be removed immediately:

"I am writing to you to say thank you for getting the message across to Canadians on how important it is to have your eyes checked. ... I kept on seeing the commercial which you run on CTV regarding regular health care of your eyes and visiting an Optometrist. My son could have lost his eyesight and possibly something worse could have developed. ... I wish you all the very best and thank you again for a brilliant marketing campaign which helped my family!"

The national campaign has also received encouraging feedback from its members, including Dr Neepun Sharma from Sherwood Park Alberta:

"This is the most feedback I've gotten on an NPEC ad. Patients that have not had their eyes examined in over 10

years are coming in. In the last two weeks, I've had 10 new patients that saw the ad and thought they should come in."

While the national paid media is the necessary starting point for promoting guaranteed exposure and comprehensive awareness, NPEC continues with its efforts to further extend the message in non-paid media venues. An excellent example of this is shown through its use of video format PSAs. These are no-charge airings of commercials that satisfy specific Canadian Radio-television and Telecommunications Commission (CRTC) criteria. To meet the criteria you will notice that the 30 second PSA uses the COETF logo (versus the CAO logo). This is because the COETF is a registered charity, a key requirement to qualify as an official PSA.

The national PSA was submitted to various stations. Qualifying ads are run in unsold inventory but are not guaranteed to air; however, the CAO PSA has been approved for free national airplay on the CBC English Network, CBC Newsworld and Country Canada for a one-year period. The CAO PSA has also been scheduled for airing from January 23, 2006 to January 21, 2007 on Report on Business Television. OMNI Television has responded and will likely air the spot. A PSA tracking is in place to monitor the reach and a post analysis on PSA airings will be available at the end of the year.

While NPEC has worked hard in negotiating free air time at a national level, it has also thought to provide members with the tools to approach local TV stations encouraging them to air the PSAs at a community level. Members can access the 30- and 10-second PSAs from the CAO order form, or they can be uploaded at no charge to a dedicated FTP site. As well, a letter that asks TV stations to air the PSA can be downloaded from the CAO member website.

CAO and NPEC encourage members to use these materials and to explore the possibilities in getting this important message out at a community level.


While video is a powerful medium, PSAs in print format have exceptional potential, especially as it is an intelligent echo to the video format of the national message. While the national paid media buy is exclusively invested in TV, NPEC has ensured that the eye health message gets exposure in print.

At the end of 2005, immediately after the EHCC November partner meetings, CIBA approached CAO/

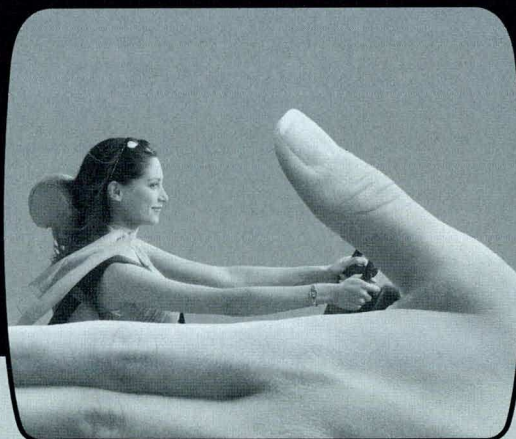
NPEC regarding co-op print advertising opportunities. With an agreement to pursue this effort, NPEC and CIBA collaborated on ad formats and a programming schedule. The co-op ad, shown on page 116, will appear in women's magazines that target the NPEC audience, and, of distinct importance, the ads prominently advocate, "Your eyes deserve an optometrist". As with the TV programming, the co-op ads have a total of 15 placements in *Chatelaine*, *Homemakers* and *Today's Parent*, in a Spring and Fall flight schedule.

Thanks in large part to CIBA's leadership and example, EHCC partners signaled great interest at the 2006 Roundtable in learning more regarding co-op advertising opportunities with CAO. Getting industry dollars to promote preventive eye health examinations to Canadians is a noteworthy achievement for optometry. Dr Lillian Linton, chair of the NPEC, is to be thanked in for realizing this project and the potentials it carries for the profession.

With great effort directed towards the target audience, NPEC also used its resources to connect to family physicians. In tune with the new CAO brochure for health care professionals "A guide to an optometrist's role in caring for your patient", bilingual PSAs were developed and provided to the Canadian Family Physician's for its national publication, "Family Medicine Journal" (see page 116). The PSA appeared in the May issue of the journal and is expected to be picked up for future issues. A special thank you goes to Melissa Secord, Assistant Executive Director of the Ontario Association of Optometrists, who made this possible.

While paid media and non-paid media continues to be a priority for NPEC, the greatest resource it has available is the membership base. NPEC continues to encourage members to tie into the national communications program and resources, which reinforce the tone and message of the national media buy and core message regarding preventive eye health. 

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