

# Eye Health Month 2010 -WRAP-UP REPORT

**S**eeing Smart – Make Your Child's First Test an Eye Exam was the theme of the October 2010, Eye Health Month (EHM) campaign. The Canadian Association of Optometrists (CAO) enlisted Fleishman-Hillard to conduct a PR campaign with the objective of making as many parents as possible, aware of how critical early eye exams are for their children. Recent research found that Canadian parents rank their children's nutrition and socialization as higher priorities than their vision and eye health. EHM focused on eye health issues including amblyopia and farsightedness, as well as the potential impact that undetected vision strain can have on academic performance, specifically learning and reading.

Matte stories, audio and video news releases, including interviews with Dr. Joseph Chan and a young patient diagnosed with retinoblastoma, were distributed nationally to traditional media outlets, as well as to popular websites, resulting in 137 different pieces of coverage. Dr. Carol Doman was interviewed for an article in the November edition of *Canadian Living*. While the results from the campaign did not provide the incredible media pick up that the *Canadians & Screen Time* theme did last year, it did increase almost three-fold, from 15 million media impressions in 2008 to over 40 million.

During October, a partnership with Urbanmoms.ca was established. "It hasn't occurred to me to take the girls yet... now I will. Thanks" and, "I should make appointments for myself and for my first-grader. It's so silly how



Eye Health Month advertisement featured on urbanmoms.ca homepage for the entire month of October

this kind of care can get off track. Thanks for the reminder!" were examples of feedback from mothers, to the Jen Maier's story, *Mom's the Word*, about her daughter's amblyopia, on the Urbanmoms site. This site has over 100,000 readers monthly, and engaged a key audience.

CAO members and provincial associations played a crucial role in generating tremendous awareness and response across the country.

## EYE DARE YOU 2010 WINNERS

Congratulations to this year's winner, **Dr. Sue Burbine**, from New Brunswick. She won an iPad.

**NBAO** won for the second year in a row, for promoting more activity in conjunction with Eye Health Month than any other province. Dr. Rachele Savoie spearheaded a project whereby 34 members donated 10% of office revenue on October 14<sup>th</sup> to help two children with congenital blindness.

## THANK YOU TO THE MEDIA SPOKESPEOPLE

The following CAO members volunteered as spokespeople during EHM.

### Alberta

Dr. Diana Monea  
Dr. Riaz Ahmed  
Dr. Neepun Sharma  
Dr. Kim Bugera  
Dr. Tanya Sitter

### British Columbia

Dr. Antoinette Dumalo  
Dr. Michael Kellam  
Dr. Manbir Randhawa

### Manitoba

Dr. Scott Mundle  
Dr. Don Williamson

### New Brunswick

Dr. Lillian Linton

### Nova Scotia

Dr. Carol Doman  
Dr. Allison Scott

### Ontario

Dr. Mira Acs  
Dr. Joseph Chan

Dr. Thomas Noël  
Dr. Kirsten North

### PEI

Dr. Susan Judson  
Dr. Bonnie Gallant

### Quebec

Dr. Langis Michaud

### Saskatchewan

Dr. Leland Kolbenson  
Dr. Mike York