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Think About Your Eyes' Educational Plan

The Foundation for Eye Health Awareness wants people across the country thinking about their eyes – and for good reason. The following statistics represent the need for people to put more importance on their eye health and care:

- **61 million Americans** are at risk for serious vision loss, but only half of these individuals had an eye exam in the past year.
- **11 million Americans** have an uncorrected refractive error (need glasses/contacts but don't have them)
- **More than 100 million Americans** suffer from life-threatening conditions that could be detected early from a comprehensive eye exam.

These numbers, if nothing else, demonstrate the need for education. Which is why we strongly recommend every visit www.thinkaboutyoureyes.com and educate yourselves on the necessity of regular comprehensive eye exams.

Here is the Think About Your Eyes Educational plan:

They focus on four aspects to move people from knowledge to action, including RELEVANCE, AWARENESS, ATTITUDE, ACTION.

1. **Relevance:** Develop persuasive, relevant message in an integrated, executable plan.
2. **Awareness:** After repeated exposure, a message is noticed and recalled.
3. **Attitude:** Contemplation leads to internalizing message and intent.
4. **Action:** People go online or call an eye doctor for an appointment.