

ROUND UP...

...of some of the other great things that happened during the Week. Pharmacies across the UK promoted eye health as part of their NHS Health promotion programme... Digital road signs on the M4 and A470 displayed eye health messages... The Vision Van hit the road again... We worked with the *Royal Pharmaceutical Journal* and Reckitt Benkiser to develop an eye health learning resource centre... We published a 16 page eye health supplement in the *Sunday Telegraph*.

VISTA

We published a 52 page consumer lifestyle magazine, packed with advice and information on keeping your eyes and vision healthy.



SPORTS VISION

Championship football matches shared information about looking after your eyes during their half-time address, including the match between Birmingham City FC and Preston.



DOES IT MAKE A DIFFERENCE?

In a word....YES! 3.8 million people say what they saw, read or heard during the Week had inspired them to book an eye test for themselves or a loved one. 2.1 million people said they would now consider making changes to their lifestyle and one million said it had made them want to quit smoking.*

For information about the 2018 NEHW campaign and how you or your organisation can get involved visit www.visionmatters.org.uk or email the campaign team info@visionmatters.org.uk.

WITH THANKS TO OUR OFFICIAL PARTNERS IN 2017



National Eye Health Week is an annual public health campaign run by Eye Health UK (registered charity number 1086146) Office 216, 3 Edgar Buildings, George Street, Bath, BA1 2FJ

SPREADING THE WORD ON EYE HEALTH

www.visionmatters.org.uk
LOUDER, TOGETHER



NATIONAL EYE HEALTH WEEK
MONDAY 18 - SUNDAY 24 SEPTEMBER 2017
YOUR VISION MATTERS



There are one million people in the UK living with avoidable sight loss and three quarters of Brits say they have experienced poor eye health in the last year.^{1,2}

This is the story of how National Eye Health Week (NEHW) 18 – 24 September 2017 took a step towards reducing unnecessary sight loss and improving the state of the nation's eye health by educating the public about how to look after their eyes and inspire more of us to have regular eye tests.

SPECIAL DELIVERY

All stamped mail delivered by Royal Mail between 21 - 23 September carried a postmark reminding people about the importance of good eye health

AD CAMPAIGN

Billboard posters and digital cinema ads reached 5.4 million people with messages about the importance of good eye health and regular eye tests



90K WEB HITS

During the campaign there were 90K hits on the vision matters website where supporters downloaded resources and the public used our eye health calculator to assess their risk of sight loss.



PRESS COVERAGE

Our media campaign generated 986 pieces of coverage up 21% on 2016 and created 202 million 'opportunities to see' up 28% yoy.

Channel 4 and the RNIB proudly present
A very special ad break

Advertisement



AN ADVERTISING FIRST

In a TV first *Channel 4* screened an entire ad break through the eyes of people suffering five common eye conditions, including glaucoma and macular degeneration. The ad break was screened during *The Undateables*, the channel's 5th most popular TV show that week.

THE SOCIAL CONVERSATION

During NEHW the social conversation around eye health had a reach of more than 62 million with #EyeWeek trending throughout the first day of the campaign. Social media graphics and tweet sheets available to download from the vision matters website helped the social conversation speak with a collective voice.

DEBATE

Scottish Parliament held a NEHW debate highlighting the importance of vision screening for diabetics.

ANIMATED INFOMERCIAL

Working with Local Eye Health Networks and the NHS we created an animation with advice about looking after your eyes. The animation is also available with minority language subtitles.



SUPPORTER TOOLKIT

We provided our network of 2.6K supporters with FREE resources designed to positively reinforce key public health messages and inspire people to take better care of their eyes and vision.