

## ROUND UP...

...of some of the other great things that happened during the Week. Championship football matches shared information about looking after your eyes during their half-time address... Digital road signs on the M4 and A470 displayed eye health messages... The Vision Van hit the road again... A digital calculator assessed people's risk of suffering poor eye health... TV ads promoted the importance of regular eye tests... Recipe cards inspired people to eat a healthy diet rich in eye-friendly nutrients.



## VISTA

We published a 56-page consumer lifestyle magazine, packed with advice and information on keeping your eyes and vision healthy.



## STARS & THEIR EYES

Hairy Biker, Dave Myers shared his experience of being diagnosed with glaucoma. Countdown's Rachel Riley and This Morning's Dr Ranj also got involved and helped spread the word on eye health.

## DOES IT MAKE A DIFFERENCE?

More than 1 in 4 people (27%) say they remember seeing, hearing or reading something about eye health during the Week and of these three quarters (76%) said it had encouraged them to take better care of their eyes.

63 per cent of opticians responding to our supporter survey reported an increase in eye test bookings in and around the Week.\*

For information about the 2019 NEHW campaign and how you or your organisation can get involved visit [www.visionmatters.org.uk](http://www.visionmatters.org.uk) or email [info@visionmatters.org.uk](mailto:info@visionmatters.org.uk).

### WITH THANKS TO OUR PARTNERS IN 2018



plus special thanks to Association of British Dispensing Opticians (ABDO) and Federation of (Ophthalmic and Dispensing) Opticians (FODO) for their generous support

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

# SEVEN DAYS FOCUSED ON EYE HEALTH



## the story of National Eye Health Week 2018



**NATIONAL EYE HEALTH WEEK**  
MONDAY 24 – SUNDAY 30 SEPTEMBER 2018  
**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.**<sup>1,2</sup>

This is the story of how National Eye Health Week (NEHW) 24 – 30 September 2018 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.

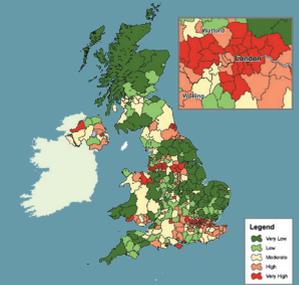
## EYE SUPPLEMENTS

Eight-page supplements were published in *The Sunday Times* and *The Guardian* newspapers to educate readers about the importance of regular eye tests and good eye health.

## MAPPING POOR EYE HEALTH

A media campaign supported the launch of a map highlighting 'blind spots' of the UK where poor lifestyle habits and inadequate health screening are putting residents at increased risk of sight loss.

Areas identified as being at increased risk included Newham, Bristol, Liverpool, Luton and Manchester.



## COUNTDOWN

A digital counter recorded each new case of macular degeneration (the UK's leading cause of blindness) diagnosed during the Week – that's one every seven minutes or more than 200 a day.

## PRESS COVERAGE

Our media campaign generated over 1,000 pieces of coverage and 200 million+ 'opportunities to see' important information about eye health.



## ANIMATED EYE CARE

An animated 'infomercial' highlighted why good eye health and regular eye tests are vital for everyone and provided advice on the simple steps we can all take to keep our eyes and vision healthy.

## 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

An annual NEHW debate was held in Scottish parliament and MSPs took the opportunity to visit their local optical practices.

## IT'S A WRAP!

A wrap around *The Sun* newspaper highlighted the possible consequences of poor eye health and encouraged people to book a free eye test.



## 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.