

# THANK YOU

Your support for **National Eye Health Week 2020** played a vital role in helping raise the profile of optics and encouraging millions of us to take better care of our eyes as we shone a light on vision and eye health for seven days this September.

More than **4,000 organisations** - large and small - came together to use our English and foreign language (inc. Hindi, Arabic and Polish) resources to share important eye health information.

A special digital-only edition of **Vista magazine**, featuring an interview with Match of the Day host Gary Lineker, plus handy lifestyle tips & eye care advice, was read by more than 1/4 million people.

Whilst our **podcast** hosted by DJ Dan Gasser with guests Minister for Prevention, Public Health and Primary Care, Jo Churchill; Eye Health UK's David Cartwright and Dr Louise Gow from RNIB provided a great opportunity for people to hear detailed, inspiring and accessible guidance on how to keep your eyes and vision healthy.

During the Week there were more than **300 million 'opportunities to see' positive eye health messages in the media**, with coverage across national and local print and broadcast media. A special eye health supplement was also published with **The Guardian** newspaper.

This year's National Eye Health Week **social conversation reached more than 27 million**. Top KOL tweeters incl. the Department of Health and Social Care, NHS UK, We Are Primary Care, Welsh Government Health and Care, and, NI's Public Health Agency.

More than **one hundred thousand** visitors to the vision matters website experienced life through the eyes of someone suffering vision impairment, used the online eye health calculator to assess their risk of future avoidable sight loss and accessed important advice and information on caring for their eyes.

Despite a media landscape and public health agenda filled with COVID this year's low-key campaign achieved excellent cut-through with more than **one in ten UK Adults** recalling NEHW messaging. These messages were effective in prompting behaviour change with **three quarters (74%) of those who saw our advice about eye health saying it had prompted them to take action** when it comes to looking after their vision and eye health.\*

Thank you again for your support in 2020. Together we really can make a difference to the nation's eye health.



**David Cartwright**  
Chair, Eye Health UK



National Eye  
Health Week is  
a public health  
campaign run by  
the charity Eye  
Health UK

Charity number  
1086146.

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