



Communications for behaviour change

Love Your Lenses Week 2019 - Evaluation

8th May 2019 DRAFT v1



Heightened stakeholder support?

Definitely: increased longevity

**We think: increased potential
behavioural impact**

OBJECTIVES

Increase contact lens wearers' awareness of and compliance with aftercare advice

1. To help practitioners to 'land the message' around aftercare more effectively among contact lens wearers.
2. To encourage involvement with the profession's efforts to increase the number of contact lens wearers complying with aftercare advice.



Report



Toolkit



Prototype tools for use in the field



New pages on LYL website



LOVE YOUR LENSES

Contact lenses are enjoyed safely by millions of people

How do we improve patients' compliance with our advice so that they can continue to enjoy the benefits of safe contact lens wear?

Love Your Lenses & Land The Message Training plan		
Time	Slides	Key points
0-2 mins (2 mins)	1	Welcome & Objectives Welcome the team and outline session is to think about how we drive up compliance with CL aftercare advice 'we don't need to be ill to get better' etc
2-4 mins (2 mins)	2	Remind the team about why CL wearers are so important to our practice <i>Top tip</i> <i>Feel free to add in statistics about numbers of wearers / % of turnover etc</i>
4-6 mins (2 mins)	3	Context 2015 GOC commissioned research around contact lens wearer behaviour. BMG ran a large sample survey of contact lens wearers This gave us valuable insights around wearer behaviours vs what they report in the chair Even allowing us to see the difference in compliance by geography/socio economic factors Lets look at some of the key findings.....
6-10 mins (4 mins)	4-6	Talk through the key statistics feel free to emphasise stats that you believe are particularly noteworthy
10-15 mins (5 mins)	7	Group Discussion Discuss the questions on the slide <i>Top Tip-Q2 just get brief outline of thoughts as we will revisit this in more detail later</i>
15-17 mins (2 mins)	8-10	Talk through.... GOC established Love Your Lenses campaign with GOC as a catalyst for the industry to focus on key issues. Professional bodies/employers/lens manufacturer/ government bodies all got together to drive the messages Website with resources created www.loveyourlenses.com Slide 9 is screen grab of website Slide 10 showcases the THUMB mnemonic about hand hygiene-the primary focus for 2018 campaign 'wash hands and dry before touching your eye'
17-20 mins (2 mins)	11	This year we are adding in a component (Land The Message) to challenge ourselves to take ownership for driving compliance-the GOC research is quite sobering about how little wearers recall of what we think we have told them. GOC have appointed Claremont to create campaign & facilitated the development of three generic tools to help

Training resources



LOVE YOUR LENSES

Relationship with eye care practitioner is cited as the primary driver of Lens wearer loyalty to a practice.

95% of those who recall being given advice about how to look after their lenses rate the advice either useful or very useful.

Only 48% of lens wearers recall any advice at aftercare about how to look after their lenses.

Brought to you by
 General Optical Council

loveyourlenses.com

twitter.com/yourlenses
facebook.com/loveyourlensesuk



Conference resources



**WHY DO WE NEED TO
LAND THE MESSAGE?**

A video frame featuring a man, Keith Tempany, a Contact Lens Optician. He is bald, has a light complexion, and is wearing a white button-down shirt under a dark blue vest. He is looking slightly to his right with a neutral expression. In the background, to the right, is a piece of optical equipment, likely a phoropter or a similar device used in optometry, mounted on a stand. The background is a plain, light-colored wall.

Keith Tempany
Contact Lens Optician

▶ ⏮ 🔊 0:09 / 3:05





LAND THE MESSAGE

A pilot project for eye care practitioners to increase the effectiveness of aftercare information given to contact lens wearers



twitter.com/yourlenses

loveyourlenses.com

Land The Message aims to help eye care practitioners improve the way they present aftercare information to contact lens wearers during contact lens fittings and aftercare appointments. Three simple tools have been designed in order to help eye care practitioners to 'land the message' more effectively:



- ▶ 1. Visual aid
.....
- ▶ 2. Pre-appointment questionnaire
.....
- ▶ 3. Lifestyle-based questions

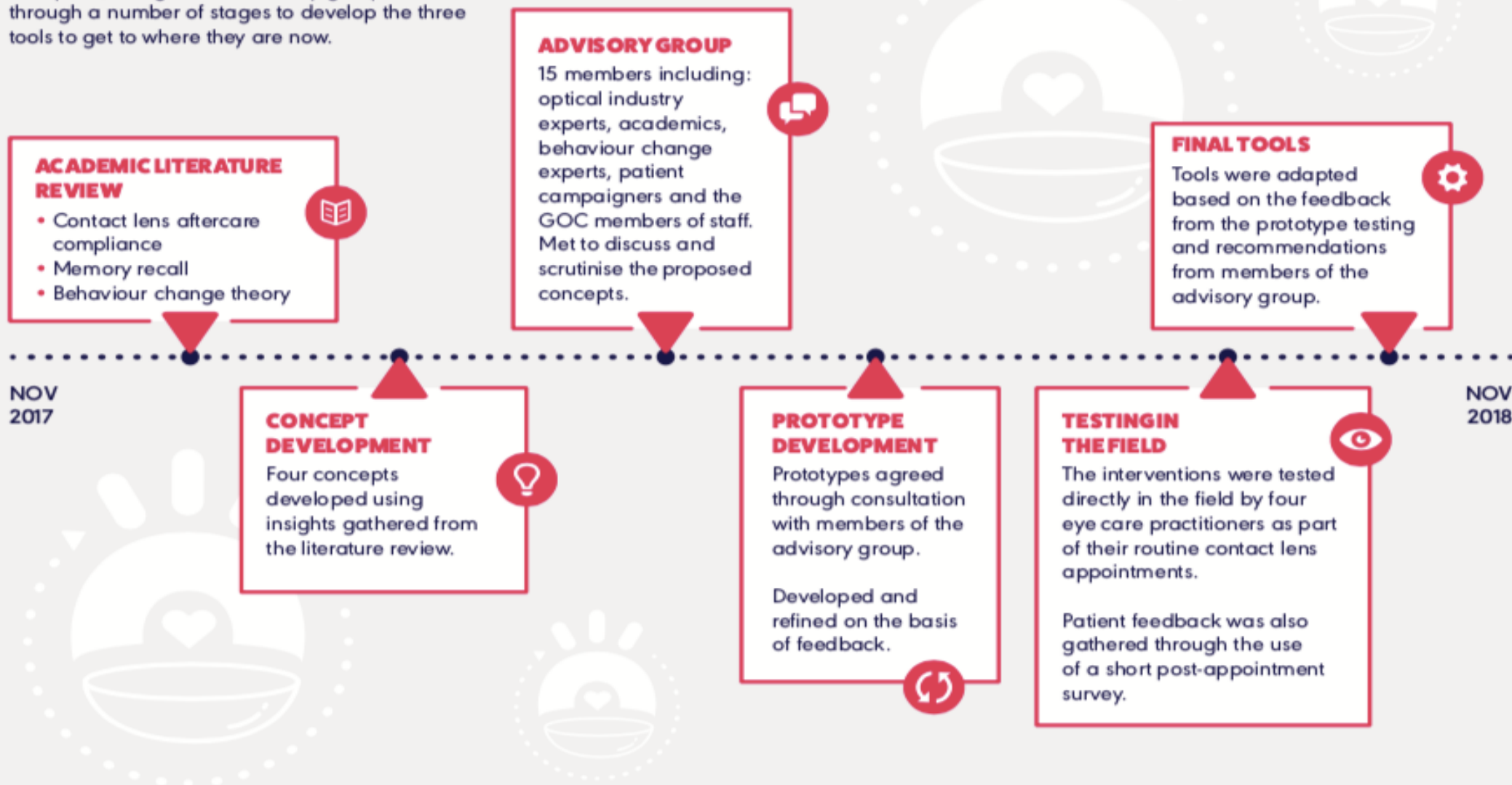


The General Optical Council's mission is to protect and promote the health of the public. Land The Message intends to help registrants help their patients to wear their contact lenses safely.

optical.org

DEVELOPMENT OF THE TOOLS

From November 2017 to November 2018, a group of experts, alongside an advisory group worked through a number of stages to develop the three tools to get to where they are now.



THE INTERVENTIONS

The Land The Message interventions are three simple tools that eye care practitioners can use during appointments to help present aftercare information to patients in a way that they are more likely to remember.

- ▶ 1. Visual aid
- ▶ 2. Pre-appointment questionnaire
- ▶ 3. Lifestyle-based questions



INTERVENTION 1: VISUAL AID

WHAT? A visually engaging A4 poster that displays the key steps to contact lens aftercare. Initially, this was produced on sturdy polyboard with a stand or Velcro fastenings to attach it to a wall.

WHEN? Used by the eye care practitioners during their conversation with the patient to prompt and illustrate discussion about aftercare.

WHY?

- Pictures closely linked to information, when compared to information alone, increases attention to and recall of health education information.⁷
- Chunking information into small memorable groups, and using simple, patient-centred language and messaging improves recall.⁸



INTERVENTION 2: PRE-APPOINTMENT QUESTIONNAIRE

WHAT? A simple questionnaire for patients asking them about their care regimen and awareness of the 'dos and don'ts'.

WHEN? Patients complete it just before their aftercare appointment (e.g. in the waiting room) and then eye care practitioners can use it as a device within the session to get patients to cognitively engage with the issue.

WHY?

- Eye care practitioners can easily identify areas of aftercare that patients are not compliant with.
- Encourages effective patient-practitioner communication, which is known to be a good way to improve patient health outcomes.
- The 'testing effect' suggests that testing is a better method of improving memory, rather than just presenting information alone.¹⁰
- Including some open-ended questions encourage patients to think about the emotional tie to wearing contact lenses.



5

SIMPLE STEPS TO LOOK AFTER YOUR LENSES

RE-USABLE LENS WEARERS

loveyourlenses.com



1 Wash hands and dry before touching your eye



2 Rub and rinse reusable lenses



3 Store your lenses in fresh solution every time



4 Wipe out the case and replace case



5 Contact lenses and water don't mix – don't shower or swim whilst wearing lenses

3

SIMPLE STEPS TO LOOK AFTER YOUR LENSES

DAILY DISPOSABLE LENS WEARERS



1 Wash hands and dry before touching your eye



2 Don't re-use your daily disposable lenses



3 Contact lenses and water don't mix – don't shower or swim whilst wearing lenses



LiveSlides web content

To view

Download the add-in.

liveslides.com/download

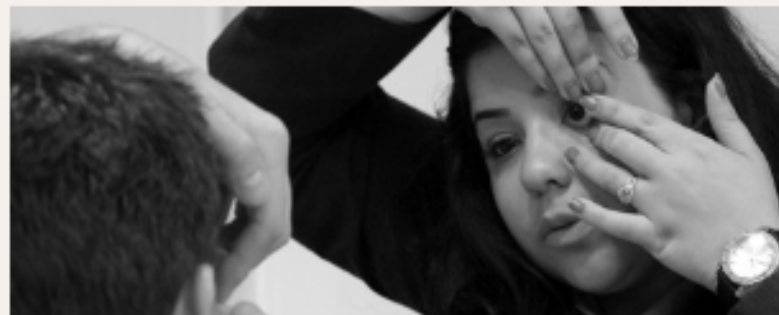
Start the presentation.

In this section...

- > [News, publications and events](#)
- > [News and press releases](#)
- > [Press Kit](#)
- > [Publications](#)
- > [Love Your Lenses](#)

Who are you?

- > [Current registrants](#)
- > [Potential registrants](#)
- > [General public](#)
- > [Partner organisations](#)
- > [Journalists and media professionals](#)



Love Your Lenses

Now in its third year, *Love Your Lenses Week* is run by us in collaboration with a wide range of industry partners and patient groups. The week is used as an opportunity to promote safe enjoyment of contact lenses to the UK's 5 million contact lens wearers.

Love your Lenses Week 2019 will take place from 23 - 30 March, for this year's campaign we have launched a set of experimental new tools which focus on helping eye care practitioners communicate safety messages more effectively to contact lens wearers.

The new tools are the result of a GOC pilot project called *Land The Message*, which explored how contact lens practitioners could use behavioural science to increase the effectiveness of aftercare advice. Further information on the pilot project can be found at <http://www.loveyourlenses.com/land-the-message/>

The Love Your Lenses 2019 promotional toolkit can be downloaded at <http://www.loveyourlenses.com/>. It provides creative content, key messages and promotional ideas for people that want to get involved with the week, for example staging an event, putting up posters or featuring the Love Your Lenses campaign in a newsletter or social media feed.

For advice on how to look after your contact lenses, visit www.loveyourlenses.com

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Find a registered individual practitioner or business.



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Information about our upcoming fitness to practise hearings.



[This month's hearings](#)

Press releases

Read the latest news from the GOC



[Press releases](#)

Patient leaflets

We provide various leaflets and booklets for optical patients





Dear registrant

For this year's *Love Your Lenses Week* (23-30 March), we are focusing on helping practitioners to 'land the message' about aftercare advice more effectively to contact lens patients.



A series of experimental tools will help practitioners to do this - they are the result of a pilot project we undertook called *Land The Message* which explored how practitioners can use behavioural science to increase the effectiveness of contact lens advice.

We initially started *Love Your Lenses* after research showed that only 48 per cent of patients recalled receiving aftercare advice at their last check-up, even though most practitioners reported that they provide it. By integrating the tools into your everyday practice, we hope you will help us to close this gap and increase the number of contact lens wearers that recall receiving aftercare advice.

The tools, or 'interventions', consist of a visual aid, a pre-appointment questionnaire and lifestyle-based questions. We worked with industry experts, academics, behaviour change experts and patient campaigners to develop each of these tools, which have all received positive feedback from the practitioners that tested them.

By changing the way you deliver contact lens safety advice, you can more effectively 'land the message' amongst patients and help to improve patient care.

To download the tools and find out more about the week, visit <http://www.loveyourlenses.com/>. The *Love Your Lenses* awareness week will run from 23-30 March.

Best wishes

GOC Communications Team

Click [here](#) if you are having trouble viewing this message.



Dear registrant

This year's *Love Your Lenses Week* is quickly approaching (23-30 March) and we have some exciting things lined up during the week to help practitioners get involved in 'landing the message' about delivering aftercare advice more effectively to contact lens patients.



To help practitioners land the message with their patients about good contact lens care, we created three simple tools: a visual aid, a pre-appointment questionnaire and lifestyle-based questions. The tools were created as part of a pilot project called *Land The Message*, which explored how practitioners can use behavioural science to increase the effectiveness of contact lens advice.

To download the tools and watch our animated video about the *Land the Message* project, visit <http://www.loveyourlenses.com/land-the-message/>. *Love Your Lenses Week* will run from 23-30 March.

Love Your Lenses webinar – 25 March

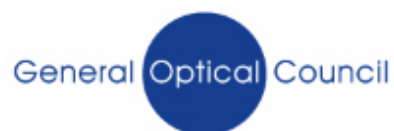
In support of the week, there will be a Love Your Lenses interactive webinar on Monday 25 March at 5 pm to discuss how practitioners can better 'land the message' about contact lens aftercare advice, using the three tools we have developed. The webinar will last about half an hour and there will also be a Q&A session at the end.

We hope you will join us for an interesting discussion - to sign up for the webinar, click [here](#).

With best wishes

GOC Communications Team

Click [here](#) to unsubscribe or to change your Subscription Preferences.



Dear registrant

Love Your Lenses Week (23-30 March) begins this weekend and this year the focus is on helping practitioners to 'land the message' of good contact lens aftercare with their patients.



In support of the week we've produced a short informational video that explains the *Land The Message* project and provides a few examples of how practitioners can more effectively deliver contact lens aftercare advice.

The video features the three tools we created as part of the *Land the Message* project: a visual aid, pre-appointment questionnaire and life-style based questions. Watch the video and learn more about how the tools can be used [here](#).

To download the tools to start using them in everyday practice, visit <http://www.loveyourlenses.com/land-the-message/>. *Love Your Lenses Week* will run from 23-30 March.

Love Your Lenses webinar – 25 March

Don't forget to join us for a Love Your Lenses interactive webinar on Monday 25 March at 17:00 to discuss how practitioners can better 'land the message' about contact lens aftercare advice, using the three tools we have developed. The webinar will last about half an hour and there will also be a Q&A session at the end.

To sign up for the webinar, click [here](#).

We'll be on social media throughout the week, so don't forget to follow our Love Your Lenses [Twitter](#) and [Facebook](#) and share our content with your followers!

With best wishes

GOC Communications Team

↑ **4,545**
sessions
(2018 = 3,886)

↑ **23,431**
page views
(2018 = 18,269)

↑ **33** secs/page
(2018 = 29s)

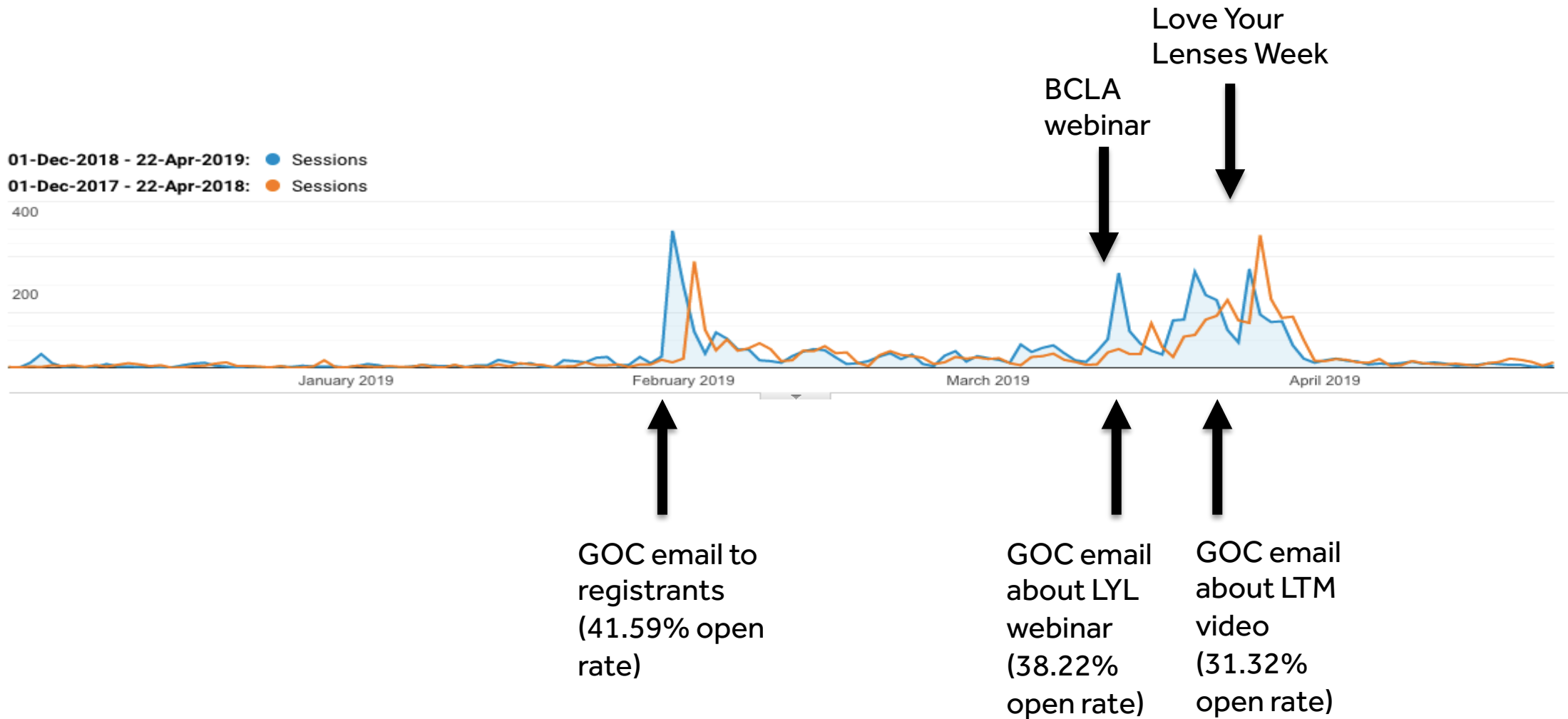


↑ **02:18** min
per session
(2018 = 01:49)

↑ **3,140** users
(2018 = 2,685)

↑ **5.16** pages
per session
(2018 = 4.71)

WEBPAGE SESSIONS



2019

68.4k impressions of @YourLenses tweets

243 mentions of @YourLenses,
#LoveYourLenses or 'love your lenses'

167 retweets of @YourLenses, #LoveYourLenses
or 'love your lenses' posts

383 twitter followers

49 new Facebook likes (190 total)

37 Facebook share of LoveYourLenses posts



2018

71.7k impressions

1,075 mentions

670 retweets

321 twitter followers

32 new Facebook likes

93 Facebook shares

Specsavers 
@Specsavers

Find out why [@Thefoodmedic](#) loves having the option of wearing contact lenses while she's on the go. Find out more here: bit.ly/2HJVHq0 [#LoveYourLenses](#) [#EyeHealthMatters](#) [#LandTheMessage](#)



Eye Health Week 
@myvisionmatters Following

Do you know how to [#loveyourlenses](#)? Follow this handy guide to wearing and caring for your contact lenses to keep your eyes and vision healthy loveyourlenses.com/how-to-love-yo... [#LoveYourLensesWeek](#) [#VisionMatters](#)



Contact Lens Solution

85% of contact lens wearers think they follow best practice when wearing and caring for their lenses when in fact only 2% of these do!*

LOVE YOUR LENSES **EYEHEALTHUK**

*General Optical Council

Menicon UK
@MeniconUK

Here's a quick guide on how to look after your daily disposable lenses [#LoveYourLenses](#)

3 SIMPLE STEPS TO LOOK AFTER YOUR LENSES

DAILY DISPOSABLE LENS WEARERS



1

Wash hands and dry before touching your eye



2

Don't re-use your daily disposable lenses



3

Contact lenses and water don't mix - don't shower or swim whilst wearing lenses

The AOP 
@The_AOP

[#LoveYourLenses](#) week is nearly over but remember your optometrist or dispensing optician can provide advice all year round, ensuring your vision is always at its best. ow.ly/X2yS30jdOCX



NIHR Moorfields BRC
@MoorfieldsBRC

Final film of [#LoveYourLenses](#) week - is a series of short interviews with patients discussing their experiences of the symptoms and diagnosis of Acanthamoeba Keratitis. Contact lens wearers make up almost 85% of those infected [#LoveYourLenses](#) [@YourLenses](#) vimeo.com/208635505



Superdrug 
@superdrug

We are supporting [#loveyourlenses](#) week to remind our customers the importance of visiting your optician for an aftercare appointment. After purchasing lenses, make sure you check out our aftercare information - if you love your eyes, love your lenses: bit.ly/2OqmNUC





Superdrug ✓
@superdrug

We are supporting [#loveyourlenses](#) week to remind our customers the importance of visiting your optician for an aftercare appointment. After purchasing lenses, make sure you check out our aftercare information - if you love your eyes, love your lenses: bit.ly/2OqmNUC



2:08 PM · Mar 26, 2019 · [Buffer](#)



Specsavers ✓
@Specsavers

Find out why [@Thefoodmedic](#) loves having the option of wearing contact lenses while she's on the go. Find out more here: bit.ly/2HJVHq0 [#LoveYourLenses](#) [#EyeHealthMatters](#) [#LandTheMessage](#)



1:24 PM · Mar 29, 2019 · [Twitter Ads](#)



Rawlings Opticians
@RawlingsOptic

Follow

Don't forget the rule of T.H.U.M.B 👍

Thumbs: don't forget them!

Happy Birthday: sing it twice while you wash your hands

Under the nails: need a good scrub

Massage soap into palms, backs of hands, fingers & thumbs

Both hands dry? Now you can touch your eye

#loveyourlenses



8:50 AM - 29 Mar 2019

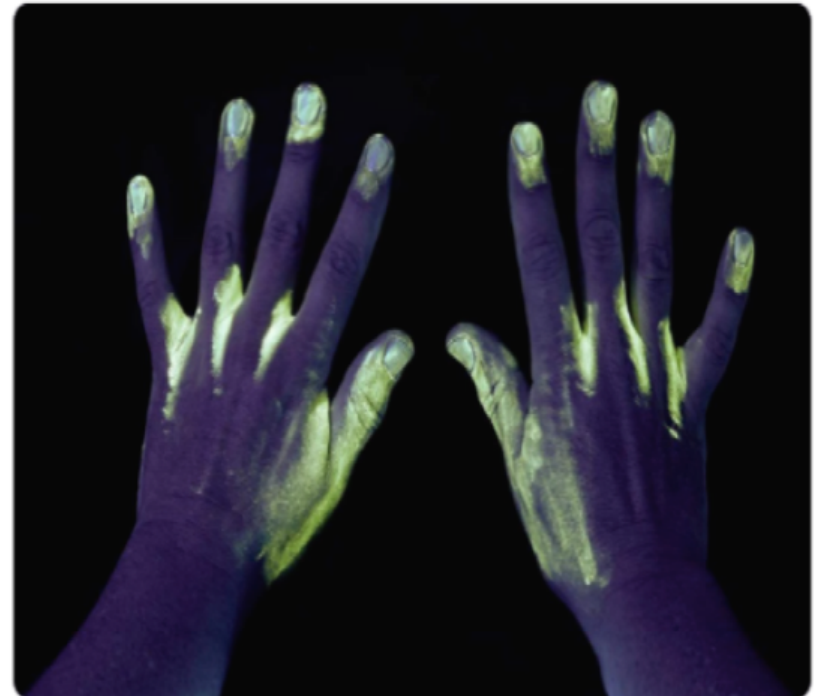
2 Retweets



Drage&Tozer
@DrageandTozer

Follow

Look how dirty these hands are! These are the hands of someone who doesn't wash and dry them properly. If you [#loveyourlenses](#), wash and dry before touching your eye! [#sudbury](#) [#Suffolk](#)



5:43 PM - 27 Mar 2019





Association of British
Dispensing Opticians

YOU ARE HERE: > Home > News > Love Your Lenses Week to focus on helping practitioners to land the safety message

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Love Your Lenses Week to focus on helping practitioners to land the safety message

News posted: 29/01/2019



The General Optical Council (GOC) is launching a set of experimental new tools as part of this year's Love Your Lenses Week (23 to 30 March), which is focusing on helping eye care practitioners communicate safety messages more effectively to contact lens wearers.

The new tools are the result of a GOC pilot project called *Land The Message*, which explored how contact lens practitioners could use behavioural science to increase the effectiveness of aftercare advice.

Now in its third year, Love Your Lenses Week 2019 is run by the GOC in collaboration with a wide range of industry partners and patient groups. The week is used as an opportunity to promote safe enjoyment of contact lenses to the UK's 5 million contact lens wearers.

The GOC undertook the *Land The Message* project after research in 2015 uncovered a significant difference between how much aftercare advice eye care practitioners were reported to be providing, and how many patients recalled receiving it (48%).

The GOC worked with industry experts, academics, behaviour change experts and patient campaigners to develop three tools. These were then tested in the field by four eye care practitioners as part of their routine contact lens appointments. The initial results of the testing were promising, so the GOC is using Love Your

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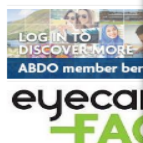
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Haine & Smith OPTICIANS

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SPECIALIST SERVICES

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CONTACT LENSES

our Lenses Week

es are enjoyed safely and loved by millions of people. it to treat contact lenses with love and respect.

uses activity is orchestrated by the General Optical Council with involvement and support from manufacturers, patients opticians.

ove Your Lenses

n't ever experience problems, however, if contact lenses are not treated with the love and respect they need, there is a small risk of developing potentially se

3 SIMPLE STEPS TO LOOK AFTER YOUR LENSES
DAILY DISPOSABLE LENS WEARERS



Wash and dry hands before touching your eye

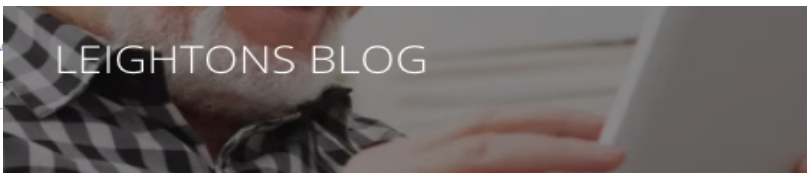


Don't re-use your daily disposable lenses



Contact lenses and water don't mix - don't shower or swim whilst wearing lenses

REGISTRANTS' BLOG/WEB CONTENT



LEIGHTONS BLOG

Leightons Opticians & Hearing Care > Blog > Contact Lenses > How to Love Your Lenses: the dos and don'ts

HOW TO LOVE YOUR LENSES: THE DOS AND DON'TS

Mar 27, 2019 in Contact Lenses



Are you one of the 4 million people in the UK who wear contact lenses? Here are some of the essential questions you need to ask yourself every time you put them in.

Contact lenses are – if you think about – an incredible feat of modern technology. They're a tenth the size of glass spectacle lenses yet deliver the same level of

edmonds & SLATTER

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Latest News

Home > News > 8 March 2018

8 March 2018 - Love Your Lenses

Published: Thursday, 08 March 2018 16:29

Hits: 1411

Contact lenses are worn safely and loved by millions of people. However, research shows that not all contact lens wearers know how to look after their lenses properly.

Love Your Lenses Week 2018 is taking place between the 24th and 30th of March. If you've not seen your optician in a while, it's a prime time to book in for an aftercare appointment. Resident Optometrist at Edmonds & Slatter, Radhika Patel would like to encourage you to always get your lenses checked; "At these appointments, I will check that your contact lenses are fitting correctly and that your vision is good, and will talk to you about the best ways to care for your lenses to make sure your eyes stay healthy"

DON'T LOSE SIGHT OF YOUR OPTICIAN
Loveyourlenses.com
LOVE YOUR LENSES



If you love your eyes, you should love your lenses. As well as cleaning and storing contact lenses properly, there are other steps that should be taken, such as making

Home > News > 8 March 2018

croft & graves Optometrists

Home About Us

Love Your Lenses Week 23rd-30th March

LOVE YOUR LENSES WEEK
23-30 MARCH
2019

LATEST NEWS

World Book Day 2019

Celebrate reading on World Book Day 2019 on THURSDAY 7th MARCH. While many schools and workplaces will be b...

LOVE YOUR LENSES WEEK 23-30 MARCH 2019

Love Your Lenses Week 23rd-30th March

We are supporting Love Your Lenses week from March 23rd here at Croft and Graves. Make sure you are following...



Lisa Graham Hearing Care open day a great success

Thank you to all the clients - existing to Croft and Graves, new to Lisa Graham hearing care for coming out to...

TOP TIPS: Caring for your contact lenses.



Duncan and Todd are proud supporters of Love your Lenses week. Taking place on 23rd-30th March, the week aims to raise awareness on the importance of contact lens aftercare advice, whilst also informing contact lens wearers on the important steps they need to follow to help keep their eyes healthy.

We're delighted to be joined by Kara Taylor, Practice Manager at our Dyce practice, who shares her expert advice when it comes to caring for your lenses.

LAND THE MESSAGE TOOLS



LYL TOOLKIT 2019



In 2018 there was one asset (the toolkit) that had 375 downloads

5

**SIMPLE
STEPS
TO LOOK
AFTER
YOUR EYES**



1 Wash hands and dry before touching your eye



2 Rub and rinse reusable lenses



3 Store your lenses in fresh solution every time

**43 VISUAL AIDS
REQUESTED AND
SENT OUT TO
OPTOMETRISTS**

1 Wash hands and dry before touching your eye

2 Don't re-use your daily disposable lenses

3 Contact lenses and water don't mix – don't shower or swim whilst wearing lenses



**19 SOCIAL
MEDIA ASSETS
REQUESTED
AND SENT OUT**

**LOVE YOUR
LENSES WEEK
23-30 MARCH
2019**

**EYES,
LENSES**

safely and
people.
ers know how
s properly.
s your lenses.

Visit loveyourlenses.co.uk to find out how to
keep your eyes healthy.

**LOVE YOUR
LENSES**

Animated infographic



284 views

How-to video



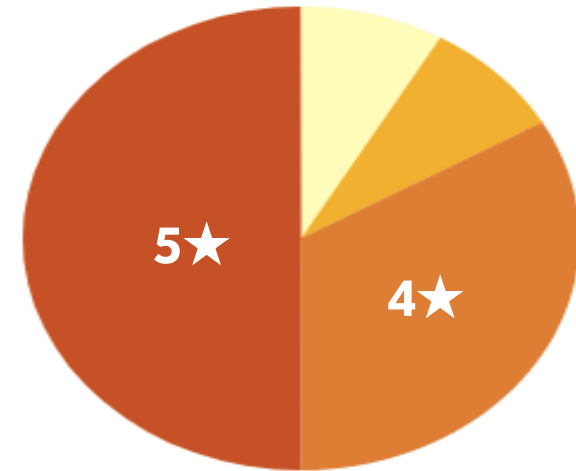
1138 views

**190 registrations
111 attendees**

LYL WEBINAR



**83% rated the webinar as
4★+ at explaining LTM**



50% have used lifestyle based questions
40% have used visual aid
**58% intend to continue to use the tools
in practice**

1 star 2 stars 3 stars 4 stars 5 stars

168,437
generated
media coverage
reach
(1,938,000)

BBC
RADIO LANCASHIRE



1 broadcast
media hit (2)



4 hits in
sector-specific
media



GIVING CONTACT LENS WEARERS THE RIGHT INFORMATION

Are the profession's messages about safe lens practice cutting through with wearers? Phil Morgan urges practitioners to get behind the GOC's lens-care campaign

26 Feb 2019 | by General Optical Council

Category: [Campaign](#), [GOC](#), [Patients](#), [Feature](#)



Like many optometrists, I'm often alarmed at what I hear from contact lens wearers about their general attitudes and behaviours when it comes to lens care. This could be anything from not knowing that cases should be replaced regularly to storing lenses in tap water as an alternative to the correct disinfecting solution.



Presbyopia: 5 top tips for empathising with your patients by Sarah Morgan

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View from the GOC: Promoting contact lens benefits



Author: Alistair Bridge, director of strategy
Published: 22/02/2019

Now in its third year, Love Your Lenses Week is a cross-sector campaign to promote safe enjoyment of contact lenses to the UK's five million contact lens wearers. Love your Lenses Week 2019 takes place March 23-30.

For this year's campaign we have launched a set of experimental new tools which focus on helping eye care practitioners communicate safety messages more effectively to contact lens wearers. The new tools are the result of a GOC pilot project called Land The Message, which explored how contact lens practitioners could use behavioural science to increase the effectiveness of aftercare advice.

We undertook the Land The Message project after research in 2015 uncovered that only 48 per cent of patients recalled receiving any aftercare advice from their practitioner, which suggests that contact lens wearers do not receive information in a way that is easy to remember.



Presbyopia: 5 top tips for empathising with your patients by Sarah Morgan

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GOC launches Love Your Lenses Week



Author: Zoe Wickens
Published: 28/01/2019

The GOC has launched a set of experimental new tools as part of Love Your Lenses Week.

Set to take place between March 23-30, the event will focus on helping eyecare practitioners communicate safety messages to contact lens wearers. Part of a pilot project of the GOC's called Land The Message, the new tools include a visually engaging poster detailing contact lens aftercare, a pre-appointment questionnaire and lifestyle based questions to tailor information to patients.

Alistair Bridge, director of strategy at the GOC, said: 'This year we are using Love Your Lenses Week as an opportunity to help registrants help their patients to wear their contact lenses safely. We're encouraging practitioners to use the awareness week to try out new ways of landing contact lens safety messages directly with the public during fittings and aftercare appointments. The new tools and training resources on the website are potentially a great way for our registrants to get the ball rolling.'



GOC launches Love Your Lenses Week

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CAREER-LONG SUPPORT FOR OPTICAL PROFESSIONALS



Presbyopia: 5 top tips for empathising with your patients by Sarah Morgan

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View from the GOC: Educating contact lens patients



Author: Alistair Bridge, Director of strategy
Published: 22/03/2019

3 articles in Optician

upon us –
er educate
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atients that only
pointment.
de this advice as a
not always

to try during the

t displays the key
re care practitioners during their conversation with the patient to prompt and illustrate

questionnaire for patients asking them about their care regime and awareness of the 'dos



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your perfect job



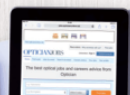
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THE LEADING UK JOURNAL FOR EYE CARE PROFESSIONALS

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CURRENT PACKAGES



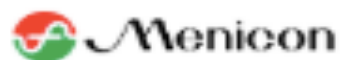
THE LEADING UK JOURNAL FOR EYE CARE PROFESSIONALS

scrivens
OPTICIANS | HEARING CARE



Contamac

7
No7 Contact Lenses



Thompson & Hardwick
OPTOMETRISTS

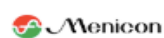
EYETECH

Specsavers

Kodak LENS
OPTICIANS CHELTENHAM

Contamac

7
No7 Contact Lenses



Thompson & Hardwick
OPTOMETRISTS

**2 new major industry supporters
+ 4 new supporter logos
Total LYL supporter logos: 57**



"We will be tweeting throughout the campaign and we will also be publishing a message for our staff intranet encouraging staff to re-tweet the message."



"We have developed our own educational website and will host LTM content and video on the practitioners resource section. We will also link to the LYL website and share the video on our social."



"In ASDA, we are using the visual aids, pre-appointment questionnaire and are also putting a banner up on our website."



"In Scrivens, we will be helping to promote the campaign in our branches and to our customers. During LYL week we will be posting on social media and on our website. "



THE COLLEGE OF
OPTOMETRISTS

"We will include details of LYL in our fortnightly newsletter, which goes out to all members. We will also tweet during LYL week. "



"We will incorporate the LYL materials and information video onto our UltraVision website and will also try to incorporate onto our social media platforms too."

13

The presentation on the screen includes the following content:

WASH HANDS AND DRY BEFORE TOUCHING YOUR EYE

FOLLOW THE RULE OF FIVE FOR BETTER EYE CARE

- T**owel: Make sure you don't touch your eye
- H**and: Wipe your hands with soap and water
- U**se: Use your fingers to touch your eye
- M**assage: Rub your eyes with your fingers
- B**link: Blink your eyes frequently

	Planned Impressions	Delivered Impressions	Primary Eff.	Planned Clicks/Views	Delivered Clicks/Views
Youtube Discovery	1.1M	11.8m	Views	3k	107.6k
Twitter Video Tweet	2.3m	2.8m	Views	250k	1.2m
Twitter Webcam	265k	152k	Clicks	947	665

Over 2000 verified appointments booked online in two month period

MiniPAC

Specsavers

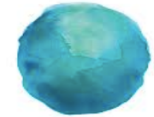
BCLA

Webinars

scrivens

Specsavers

**CET sessions
conferences**



CooperVision™

ASDA

e-learning

Alcon

**Training
modules**



**Articles in
publications**

Association of
Optometrists

**Using LTM tools
in practice**



**Website
material**

Contamac



HOW DID STAKEHOLDERS GET INVOLVED?

'We added LYL week as an event on our webpage and added a **link to the tools** on our educational website Specialty Sight.'

CONTAMAC

'We posted an **internal staff engagement** article on our intranet'

MHRA

'We alerted our members to LYL resources twice in our **member email**.'

COLLEGE

'We promoted LYL on our **newsletter**'

FODO

'We have a number of **CET** sessions referring to LYL'

ALCON

'We added a page to our website, encouraged member companies to sign up and published a 3 page article in our ACLM Contact Lens **Year Book**'

ACLM

'We had a **dedicated webpage** to promote the importance of contact lens care.'

ACLM

6/8 promoted the tools to their members



Mini PAC CET sessions (highlighting LTM)

- 13 venues in the UK
- 800+ clinicians
- 'How to' video last year generated 1.2m views

Facebook: 4 posts = 186,688 impressions (engagement rate 1.1%)

Twitter: 4 tweets = 31,213 impressions (engagement rate 0.73%)

FUTURE?

100% intend to get involved in future LYL weeks

ALL will continue to promote the importance of contact lens aftercare, using the LYL materials where relevant

PRACTITIONERS

57% had not previously taken part in 2017/2018

General Practitioner

"I have spoken to all my contact lens patients about the 'No Water' message, created a gory handout photograph of an active acanthamoeba keratitis and a screen saver for my desktop (an interesting talking point!)"

24%
posted about LYL on social media



**D
ON'T**

"I held a prize draw for free pair of sunglasses to all aftercare patients who booked in during that week "

38%
ran a training session



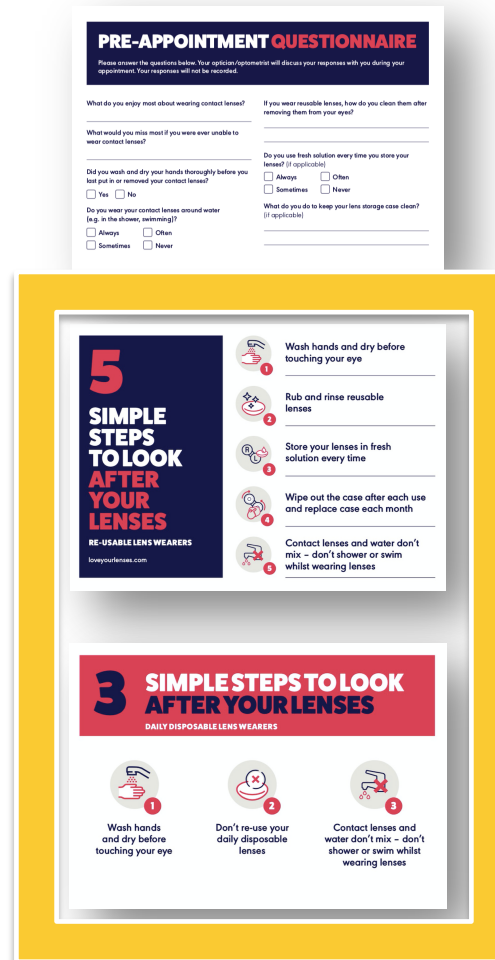
48%
put up posters in their practice

PRACTITIONERS

81% thought it was **easy** or **very easy** to understand the LTM tools and how to use them

100% thought their patients responded well to all 3 tools

59% found the visual aid most useful



76% intended to use the LTM tools in the future

81% thought it was **easy** or **very easy** to integrate the tools into appointments

10% thought their patients would change their behaviour as a result of the tools

"Encouraged a conversation"

"This really helps to guide the aftercare appointment"

"It helps to identify the patient's motivation"

5

SIMPLE STEPS TO LOOK AFTER YOUR LENSES

RE-USABLE LENS WEARERS

loveyourlenses.com



1 Wash hands and dry before touching your eye



2 Rub and rinse reusable lenses



3 Store your lenses in fresh solution every time



4 Wipe out the case after each use and replace case each month



5 Contact mix - whilst

3

SIMPLE STEPS TO LOOK AFTER YOUR LENSES

DAILY DISPOSABLE LENS WEARERS



1 Wash hands and dry before touching your eye



2 Don't re-use your daily disposable lenses



3 Contact lenses and water don't mix - don't shower or swim whilst wearing lenses

PRE-APPOINTMENT QUESTIONNAIRE

Please answer the questions below. Your optician/optometrist will discuss your responses with you during your appointment. Your responses will not be recorded.

What do you enjoy most about wearing contact lenses?

What would you miss most if you were ever unable to wear contact lenses?

Did you wash and dry your hands thoroughly before you last put in or removed your contact lenses?

☐ Yes ☐ No

Do you wear your contact lenses around water [e.g. in the shower, swimming]?

☐ Always ☐ Often ☐ Sometimes ☐ Never

If you wear reusable lenses, how do you clean them after removing them from your eyes?

Do you use fresh solution every time you store your lenses? (if applicable)

☐ Always ☐ Often ☐ Sometimes ☐ Never

What do you do to keep your lens storage case clean? (if applicable)

"Reinforced lens hygiene and compliance"

"Quick, simple, clear"

"This got patients thinking about their lenses before they got into the test room"

PERFORMANCE BASED ON 2019 TARGETS

TARGET	REACHED?
396 Toolkit downloads	284 Toolkit + 425 Tools downloads
19,290 Website page views	23,431 page views
1135 mentions of @yourlenses Tweets	243 mentions of @yourlenses tweets
750 Video views	1422 views
112 Facebook post shares	37 shares
150 participants in webinar	190 registrations > 111 attendees

The background image is a photograph of a tunnel. On the left side, there is a large, crinkled blue tarp or plastic sheeting. To the right, the tunnel's interior is visible, featuring a series of repeating semi-circular arches. The arches are supported by dark, curved structural elements. A bright light source, possibly a track lighting fixture, is visible on the right side, casting a strong beam of light across the tunnel. The floor of the tunnel appears to be a light-colored, possibly concrete or stone, surface.

Thank you

T 020 3137 8199
M 07738 195 625

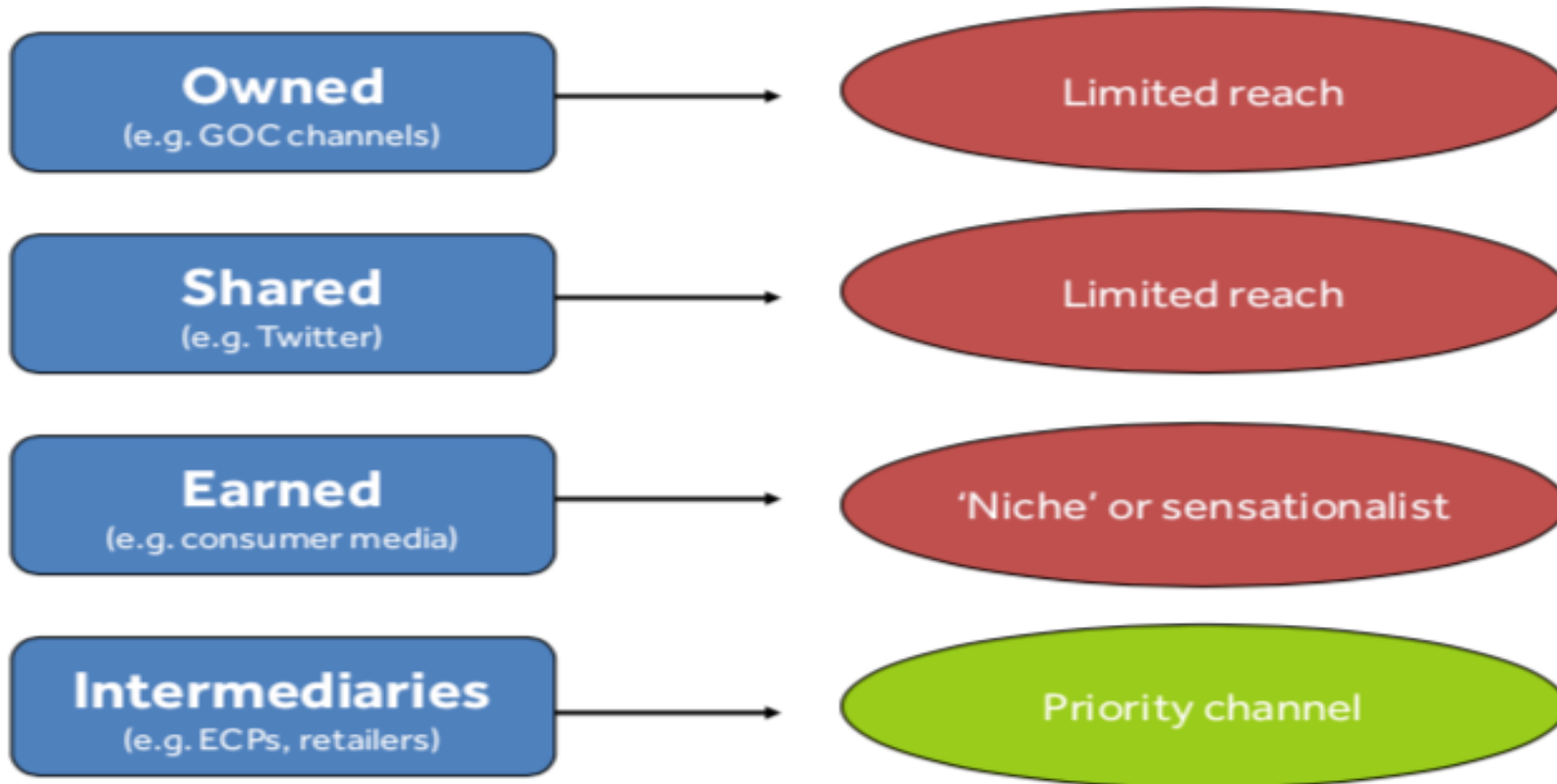
ben@claremontcomms.com
www.claremontcomms.com

Claremont

'LAND THE MESSAGE'



CHANNELS



Future

Love Your Lenses Week

Stakeholder and retailer marketing push



Discreet targeted lifestyle campaign

E.g. targeting swimmers, students, young people etc

Future

EARNED

1. Increased activation of stakeholder channels
2. Audience specific consumer PR

OWNED

1. Improve SEO for website
2. Social channels
3. Blog
4. Newsletters

SHARED

1. Love Your Lenses Week focused on stakeholder/retailer activity

PAID

1. Possible targeted advertorials or social media advertising