

Delivering Effective Eye Health Messages

NIH Health Communications Forum

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NATIONAL

EYE

HEALTH

EDUCATION

PROGRAM

Building Effective Programs



Operating Principles

- Programs are scientifically based
- Use of intermediary organizations
- Formal communication planning process

Science Base

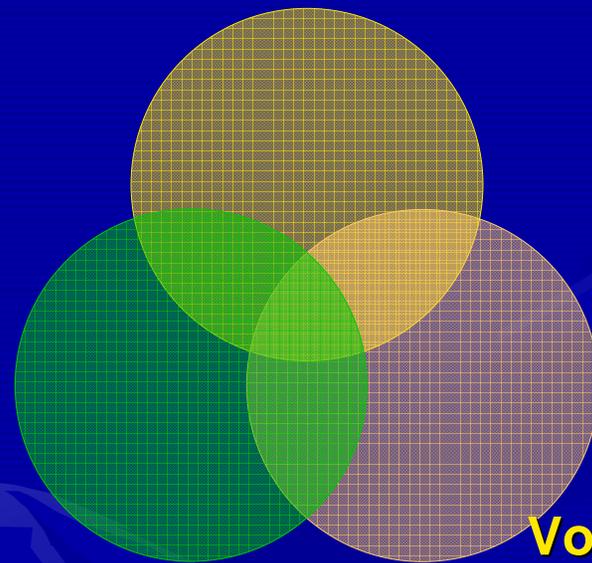
- **4 decades of clinical research**
 - Diabetic Retinopathy Study
 - Diabetic Retinopathy Vitrectomy Study
 - Early Treatment Diabetic Retinopathy Study
 - Diabetes Control and Complications Trial
- **Other research**
 - NHANES

Science Base

- Standard of care:
 - Careful follow-up, timely treatment, and vitrectomy when appropriate
 - Reduce risk of vision loss by 95 percent
- Recommendation:
 - Dilated eye exam at least once a year

Intermediary Organizations

Professionals



Government

Voluntary/non-profit

Intermediary Organizations

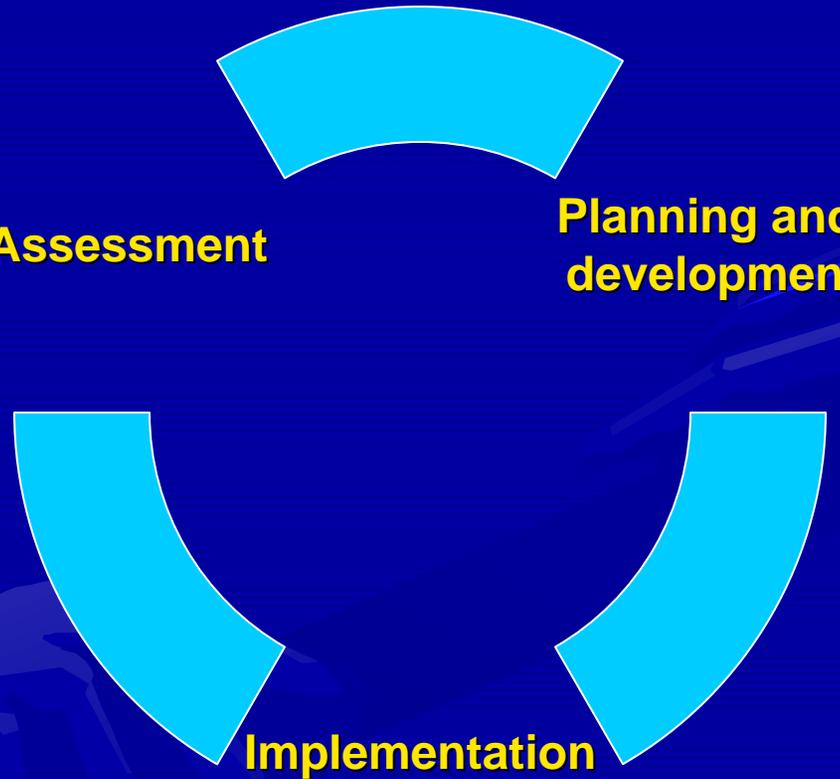
- Formation of NEHEP Partnership
 - Promotes “buy-in”
 - Participate in development, implementation, and evaluation of activities
 - Facilitate coordination of activities
 - Endorse information and materials

Planning Process

Assessment

**Planning and
development**

Implementation



Planning Process

- Social Marketing Research Activities
 - Secondary data review
 - Literature review

Planning Process

- Social Marketing Research Activities
 - Target audience profiles
 - Focus group discussions
 - Pretesting of materials

Implementation

- Use of multiple channels
 - media
 - Interpersonal channels
- Use of pilot programs

Summary

- Involve the target audience in planning
- Learn as much as you can about audiences
- Test messages and materials
- Solicit feedback
- Reassess

Resources

- www.nei.nih.gov/nehep