

Characteristics/Criteria for Organization to Manage Implementation

Characteristic/Criteria (name and description)	Why It's Important
Credibility and Trust	Public & industry buy-in Unbiased and credible Message penetration
Flexibility in Mgt. of Diverse Functions	Education Awareness Advocacy Grassroots activation
501©(3)	Receiving private sector donations and public funding Address gov't limitations
Capitalize on Existing Strengths	Do it right Quickly as possible Maximize reach Not duplicate efforts
Neutral & Balanced	Get buy-in from public and all disciplines
Focused on Consumer	To have intended outcome

Communication Strategies Design Proposal

Strategy Name & Essence (i.e. – key properties or fundamentals that characterize it)	Advantages	Target Audience
TV programming School curriculum Decision Maker/Caregivers Church Events & Bulletins Web Newsletters Pediatricians/Doctors Newsletters Word-of-Mouth Workplace Education	Caregivers Early detection/life habits Influence others in family Decision Makers	Families (kids, mothers, seniors, baby boomers)
Community Events/Health Fairs Word of Mouth Translated Materials Health Gatekeeper	Awareness/Prevention Influence others in community Impact Overall Health	Multicultural (American Indian, Hispanic, African American, Pacific Islander)
White Papers Legislative Briefings	Mandates/Enforce Research	Government
Annual Meetings Direct Mail Industry Publications White Papers	Experts/Credibility Established Infrastructure Enable Affordable Access Vested Interest Better Care Reach Data	Medical/Healthcare (Allied health, ECPs, Insurance, Eyecare industry)
Health Fairs PSAs	Lower Economic Burden Impact Overall Health	Underserved/At-risk

Strategy Name & Essence (i.e. – key properties or fundamentals that characterize it)	Advantages	Target Audience
Classroom materials/curriculum Vision screening education component Organization after-school programs Contests/awards Train-the-trainer	Organization outreach Advocates Credibility Influence Captive Audience/Reach	Schools
Customized Materials Website/hyperlink Trickle Down Social Media Corporate produced materials	Grassroots/word of mouth Influence/Broad reach Established infrastructure Loyal constituents Credibility Unbiased Convener across groups	Non-profits (Associations/Service Organizations/Religious Groups)
Co-op with public and private industry Web/intranet/social media Media Relations	\$ Provide Benefits Extended Reach Community Relations Communication Channel	Corporate America

Core Message Elements Design Proposal

Core Message Element (name and description)	Why It's Important
Schedule an eye exam today	Action item/simple
Eye health/my health	Eye/vision health- quality of life
Timely disease detection	Manage Ocular and Systemic Disease
"I didn't know..." Personal Stories	Personal Impact
Eye as Window into Body	Diagnose/detect chronic disease early Prevent complication
Icon/Branding Element	Visual imagery (like pink ribbon)
Target diverse groups	Target subpopulations (relevant) Total population
Daily Awareness	Eye safety/protection
Preservation	Quality of Life/independence Fiscal
Prevention	Avoid preventable vision loss and other health issues
"See a better future – get an exam today." "See your family for life."	

Notes-

Additional graphic depicts core message campaign as center, with these elements surrounding it:

Safety, education, eye disease, life style, refraction, health (diabetes)

Funding Possibilities Design Proposal

Notes: Phase 1, Core Program

Funding Possibility (funding source and description)	Why It's Advantageous
Vendors/Ophthalmic	Overall Market Growth
Retailers/Optical	""
ECP/Allied Health	""
Managed Care/Vision Plans	""
Gov't/Advocacy/Legislation	Reduces Healthcare Cost Education
Foundations (Eye or other)	Quality of Life/Fits their Mission
Meetings/Trade Shows	Overall Market Growth

Notes: Phase 2, Cause-related/segmented programs

Funding Possibility (funding source and description)	Why It's Advantageous
Vendors/Ophthalmic/Non-Ophthalmic	Computer (i.e. – Dell, IBM, Apple), Autos, Sports, Nutritional Companies
Retailers/Non-optical too	Bookstores, Lowes, Home Depot, Walgreens, Wal-Mart, CVS, Target, GNC
ECP/Allied Health	Local events/What's in it for me?
Healthcare Insurers/Brokers/Underwriters	Reduced Healthcare Costs
Employers	Improves Productivity
Consumers	Emotional Attachment to Program
Foundations	Fits their mission/cause

Notes: Funding Plan also presented by this group (cash and other resources)

Sources	Seed (now – 12/2010)	Growth	Sustaining
Vendors (eye)	x	x	x
Retailers (eye)	x	x	x
Allied Health/ECPs (eye)	x	x	x
Managed Care/Vision (eye)	x	x	x
Consumer	x	x	x
Government Advocacy	NEHEP	x	x
Foundations (eye) and (non-eye)		x	x
Non-profit (eye)		x	x
Manufacturers/corp. (non-eye)		x	x
Retailers (non-eye)		x	x
Insurance (non-eye)		x	x
Employers (non-eye)		x	x