

# Raising the Profile of Glaucoma Messages Through a Social Media Engagement Campaign

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National Eye Institute

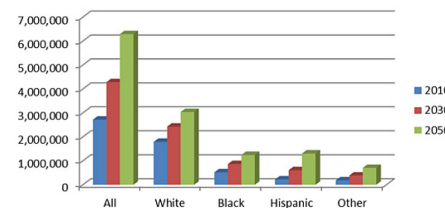


A program of the National Institutes of Health

## Introduction

Glaucoma is a major cause of vision loss in the United States, affecting 2.7 million Americans. While there is no cure for glaucoma, research has shown that early diagnosis and treatment can help prevent vision loss. The National Eye Health Education Program (NEHEP) of the National Eye Institute, National Institutes of Health established the Glaucoma Education Program to increase awareness about the disease and the importance of early detection. Glaucoma Awareness Month, observed every January, plays an important role in achieving this goal.

Past Data and Projections for Glaucoma (2010–2030–2050)



Source: National Eye Institute, 2012

## Glaucoma Month Social Media Campaign

To promote awareness of glaucoma and the importance of early detection among people at higher risk for the disease during Glaucoma Awareness Month, NEHEP implemented a social media campaign that incorporated bilingual education messages and shareable web-based resources. Social media efforts were complemented by traditional media outreach, such as print and radio placements.



## Campaign Target Audiences

### Primary:

- African Americans over age 40
- Everyone over age 60, especially Mexican Americans
- People with a family history of glaucoma

### Secondary:

- Healthcare professionals
- Community health workers
- Key intermediaries who work with those at higher risk

## Campaign Theme and Tagline

### Campaign Theme

Glaucoma Can Take Away Your Sight. Keep Vision in Your Future.

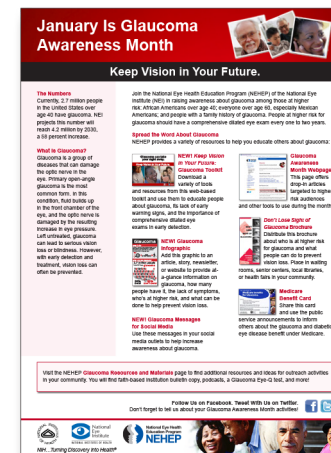
### Campaign Tagline

Get a dilated eye exam.

## Campaign Activities

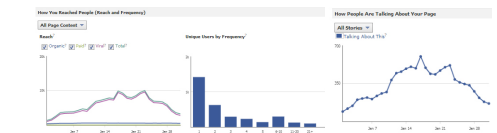
NEHEP's social media strategy incorporated lifetime data tracking, traffic pattern analysis, and strategic placements. Campaign activities included—

- Distributing an e-blast "January is Glaucoma Awareness Month: Keep Vision in Your Future," describing glaucoma, updating prevalence data, providing information on people at higher risk for glaucoma, and linking to NEHEP resources.
- Encouraging healthcare professionals and other community leaders to use an e-mail signature to promote Glaucoma Awareness Month.
- Sending an e-mail to intermediaries and other collaborators informing them about Glaucoma Awareness Month and asking them to help promote NEHEP resources and materials.
- Developing an infographic to be distributed via traditional and online channels, which defined glaucoma, outlined prevalence figures, listed populations at higher risk, and gave a call to action.
- Performing social media outreach by posting glaucoma tabs and a glaucoma drop-in article on Facebook.

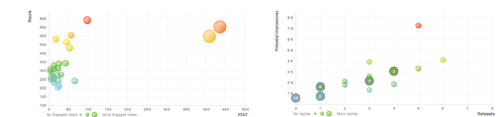


## Results

### Facebook Insights



### CrowdBooster Summaries



### Facebook

\*The virality rate is the number of people who have created a story from each post as a percentage of the number of people who have seen it.

### Twitter

## Implications

Reduced funding for health communication campaigns requires that practitioners find effective ways to boost the reach of their messages. A social media strategy that complements traditional media outreach can ensure that audiences receive information in different formats and from different sources, thereby increasing exposure to messages.

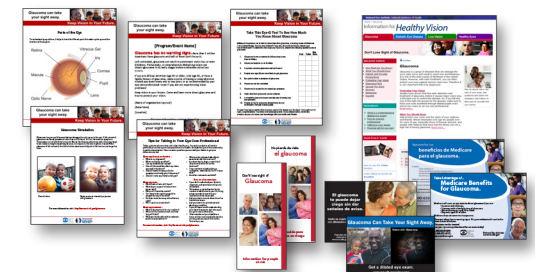
## NEHEP Glaucoma Education Program

### Key Target Audiences:

People at higher risk including African Americans over age 40, everyone over age 60, especially Mexican Americans, and people with a family history of glaucoma.

### Key Program Messages:

- Glaucoma has no warning signs.
- Left untreated, glaucoma can lead to permanent vision loss or blindness.
- People at higher risk for glaucoma should receive a comprehensive dilated eye exam every one to two years.



National Eye Health Education Program



@NEHEP

For more information about the NEHEP Glaucoma program, visit [www.nei.nih.gov/nehep](http://www.nei.nih.gov/nehep)

