

COUNCIL

Safe Contact Lens Use project: update

Meeting: 10 July 2019

Status: for decision

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Project Board: SMT

Purpose

1. This paper updates Council on our Safe Contact Lens Use project and seeks views on how to move forward with the 'Love Your Lenses' public awareness campaign.

Recommendations

2. Council is asked to:
 - **note** our work on improving the practice of registrants in delivering contact lens aftercare messages to patients as part of the 2019 Love Your Lenses campaign around contact lens safety;
 - **note** our evaluation of the three-year Love Your Lenses campaign (**annex one**);
 - **provide views** on the evaluation of the 2019 Love Your Lenses campaign; and
 - **agree** that we should now seek to hand over the campaign to a sector body so that further benefits can be realised through the resources and knowledge gained and through continuation of the Love Your Lenses brand, while allowing the GOC to invest in new areas of work more closely linked to its core regulatory functions.

Strategic objective

3. The specific purpose of the Safe Contact Lens Use project is to protect the public by increasing contact lens wearers' awareness of and compliance with safety advice.
4. This project contributes to our mission of protecting and promoting public health and safety by helping to achieve our strategic objective in the 2017-20 Strategic Plan to have a targeted approach to regulation, ensuring that our regulatory activities reduce risks to the health, safety and wellbeing of the public.

Risks

5. The rationale for increasing contact lens wearers' awareness of and compliance with safety advice is to improve patient safety by addressing the risks to contact lens wearers identified in the [research report](#) produced on our behalf by Europe Economics.

Background

6. During 2016/17 we appointed a PR agency, Claremont Communications ('Claremont'), and worked with our stakeholders to help us to promote guidance for the public on how to buy and wear contact lenses safely, and generally to raise awareness about contact lens safety among contact lens wearers. We ran a public awareness campaign entitled Love Your Lenses and carried out an awareness week in March 2017. We repeated the campaign awareness week in March 2018 and March 2019.
7. The March 2019 campaign changed the emphasis from a public-facing campaign to concentrating on improving the practice of our registrants in delivering aftercare messages to contact lens patients. Prior to the awareness week we worked with Claremont and a group of stakeholders to develop resources for practitioners to trial as part of the awareness week. The resources include a visual aid of five top tips to share and discuss with patients, a pre-appointment questionnaire asking about contact lens behaviours, and lifestyle-based questions for the registrant to ask patients during the contact lens consultation. Registrants were invited to use these resources as part of the awareness week that took place from 23-30 March 2019.
8. Further background to this area of work is given in the evaluation report at **annex one**.

Analysis

Love Your Lenses evaluation 2017-19

9. We have now delivered three Love Your Lenses campaigns. A full evaluation is provided at **annex one**.
10. Overall, it is positive that optical sector stakeholders got involved in the campaign and that a significant number of our individual and business registrants got involved, using the resources with their patients.
11. As noted in the evaluation report, it is difficult to measure behaviour change and to know whether our interventions are the cause of that behaviour change. However, the evaluation shows some evidence of the intention to change behaviour throughout the campaign. There is also evidence that the findings from the campaign have been incorporated into Continuing Education and Training (CET) events that will be used into the future which will benefit our

registrants and through them patients. There is also evidence that some registrants intend to continue to use the resources developed for the campaign in their future practice.

12. Given the relatively small budget (approximately £30,000 for each year of the campaign) attached to the Love Your Lenses campaign, we consider that the impact we achieved represented good value for money.
13. Due to the limited budget available for the campaign, it would not be proportionate to spend more funds on trying to measure behaviour change and it is too early to measure sustained behaviour change in any case. We have therefore decided not to repeat some of the survey of contact lens wearers (as previously indicated).

The future of Love Your Lenses

14. Now that we have completed three years of the Love Your Lenses campaign, we have three options for moving forwards:
 - **Option 1:** do nothing i.e. cease the campaign;
 - **Option 2:** continue with the campaign as it is and continue to spend around £30,000 each year on refreshing the resources and creating new messages/resources for the campaign;
 - **Option 3:** continue with the campaign at little or no cost, using the existing resources to raise awareness as part of an annual awareness week, continuing to encourage registrants and stakeholders to get involved (engaging with them through articles in the press and our regular programme of stakeholder meetings) and using the website and Twitter throughout the year to publicise safe contact lens wear at peak times e.g. Halloween and summer holidays, using no more than £5,000 of funding; or
 - **Option 4:** hand over the campaign to another optical sector body.
15. The table below sets out the pros and cons/risks of each option:

	Pros	Cons/risks
Option 1 (do nothing)	<ul style="list-style-type: none"> • This will allow us to concentrate our resources in other areas more directly related to our core functions. • We have already fulfilled our aim of providing guidance for the public on the safe use of contact lenses through the creation of the Love Your Lenses website. 	<ul style="list-style-type: none"> • It could be considered that we are not continuing to protect the public by raising awareness about contact lens safety to contact lens wearers.

	Pros	Cons/risks
<p>Option 2 (continue as now)</p>	<ul style="list-style-type: none"> • We can continue to protect the public by raising awareness about contact lens safety to contact lens wearers. 	<ul style="list-style-type: none"> • If we continue we risk spending more money on a campaign that is difficult to measure results for – this is a relatively small spend for a public behaviour change campaign and it has proved difficult to gain any national media interest as contact lens wearers are a relatively small sub-set of the population. • If we continue with the campaign on an indefinite basis we could be criticised for spending outside our core functions, when we are not able to fund an evaluation that can prove the campaign has resulted in sustained behaviour change among patients. • Continuing this campaign indefinitely also has an opportunity cost in that we would be less able to engage in other developments (for example, sharing information from our fitness to practise cases), which is something that only the GOC can do and is linked more closely to our core statutory responsibilities.
<p>Option 3 (continue at little or no cost)</p>	<ul style="list-style-type: none"> • We can continue to protect the public by raising awareness about contact lens safety to contact lens wearers at little or no cost. • We would retain ownership of the campaign without having to spend a significant amount of resource. 	<ul style="list-style-type: none"> • Stakeholders and registrants may lose interest in the campaign if it is not refreshed with a new message each year. • The campaign may be less effective with a smaller budget.

	Pros	Cons/risks
Option 4 (hand over)	<ul style="list-style-type: none"> We have established a solid foundation on which we can continue to be involved in the campaign by encouraging our registrants to get involved in the annual awareness week and promoting contact lens safety throughout the year. We can make more efficient use of resources by using the resources we would have spent on the campaign on other areas in our business plan, with equally beneficial impacts. 	<ul style="list-style-type: none"> There is a risk that more than one stakeholder might wish to take responsibility for the campaign and it would be important to ensure that there was an opportunity for all stakeholders to contribute to the campaign If the campaign were handed over and it took a direction that we were uncomfortable with, we could still be associated with the campaign. We could mitigate this risk by handing over the campaign on the basis that it would continue to be focused on public protection.

16. **Having considered the options, we recommend option 4 as the proposed way forward.** It allows the campaign to continue for the benefit of patients and to be refreshed each year to encourage continued stakeholder engagement, without us having to commit resources to it. We have worked with the optical sector on the campaign over the last three years and are confident that there are a core group of stakeholders who are committed to continuing with it. We consider that a memorandum of understanding with the organisation that we hand it over to would allow us to ensure that the campaign continued to move forward in a way that is aligned with the original objective of increasing contact lens wearers' awareness of and compliance with contact lens safety advice.

17. We would be interested in hearing Council's views on the evaluation of the campaign and our proposed recommendation for the future of Love Your Lenses.

Impacts

18. Likely impact of the proposed way forward:
- reserves – no impact;
 - budget – no impact if we hand over the campaign (NB we do not have any funds in the budget for a Love Your Lenses campaign for 2019/20 if we decide to continue with it);
 - legislation – no impact;
 - resources – no impact;

- equality, diversity and inclusion (EDI) – no impact;
- Human Rights Act – no impact; and
- sustainability – no impact.

Devolved nations

19. We do not believe that this work has any specific implications for the devolved nations, but we will continue to engage with stakeholders in all four nations and respond to any issues that may subsequently arise.

Communications

20. We have ensured that our key stakeholders are represented on our stakeholder group and it was open to all stakeholders to sign up as a supporter of the Love Your Lenses campaign.
21. The optical press is likely to take an interest in this area of work, and at certain times of the year (particularly around Halloween) the issue of cosmetic contact lenses can attract national media attention.
22. We engage with Trading Standards throughout the year on individual cases and attend the annual Trading Standards Conference (most recently in June 2019).

Timeline for future work

23. The annual Love Your Lenses awareness week usually takes place in March each year. If we decide to hand over the campaign to the sector we will need to do so as soon as possible to allow them sufficient time for planning for the 2020 awareness week. As an alternative, however, it would be feasible to run the annual campaign at a different time of the year.

Attachments

Annex one – Evaluation of Love Your Lenses 2017-19



General Optical Council

Love Your Lenses 2017-19: evaluation report

[Date]

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1. Executive summary

1.1 Introduction and background

This report is an evaluation of the first three years of the General Optical Council's (GOC) Love Your Lenses campaign.

In 2013 we commissioned research¹ into health risks associated with illegal optical practice which identified online supply of contact lenses and contact lens supply where there is a lack of aftercare advice as two areas that presented some of the highest level of risk in relation to illegal practice. In 2014, we agreed to produce guidance for the public on the safe purchase and use of contact lenses, as part of our strategy to tackle illegal practice. The strategy also involved:

- dealing with complaints about illegal practice in line with our prosecution protocol;
- developing our evidence base to better understand the risks relating to contact lens supply;
- strengthening links with stakeholders with a shared interest in tackling illegal practice, notably Trading Standards; and
- developing a code of conduct for online contact lens supply.

We established a stakeholder group to decide the best way to produce guidance for the public. We decided that we needed to be creative about how to deliver the guidance and engaged a public relations (PR) agency to help us with this work. We undertook a competitive tender and appointed Claremont Communications ('Claremont') to undertake this work.

In 2016 we commissioned research with contact lens wearers² to better understand the profile of the wearers as well as their awareness of and compliance with contact lens aftercare advice. It was found that only 48% of respondents recalled receiving any aftercare advice at their last contact lens appointment. We used the findings to decide which areas to target.

Over the last three years we have worked with Claremont and our stakeholders to develop the 'Love Your Lenses' campaign and to deliver an awareness week taking place in March (2017, 2018 and 2019).

The overall objective of the campaign was to protect the public by increasing contact lens wearers' awareness of and compliance with contact lens aftercare advice.

¹ Europe Economics (2013), *Health Risk Assessment of Illegal Optical Practice: Final report for the General Optical Council* (<https://www.optical.org/download.cfm?docid=9AED7945-E047-4C9A-97633BD9052E53D0>)

² BMG Research (2016), *BMG Research GOC 2015 Contact Lens Survey* (<https://www.optical.org/download.cfm?docid=2206F69C-AD0F-4403-B8761DAB5F69329F>)

1.2 Key outputs

In total, the campaigns achieved:

- the creation of a public information website called Love Your Lenses (visited over 14,000 times over the last three years and supported by more than 50 organisations);
- a Twitter feed (@YourLenses) and Facebook account (@LoveYourLensesUK) publicising social media graphics;
- a stakeholder toolkit (downloaded over a thousand times over the three years) containing posters, template press releases and logos for use during the campaign, primarily for use during the awareness week;
- 'land the message' resources for practitioners to use with patients (downloaded by 425 people) including:
 - a visual aid outlining key contact lens safety messages;
 - a pre-appointment questionnaire for patients to fill out prior to their appointment and discuss with their practitioner;
 - lifestyle-based questions for the practitioner to discuss with the patient during their appointment;
- practice training resources, an animation, a webinar and a video for practitioners.

Overall, we estimate that the campaign reached over 1.69 million people.

Numerous organisations across the optical and regulatory sector supported the campaign each year, mentioning Love Your Lenses at national and regional conferences, producing continuing education and training (CET) based on Love Your Lenses, using some of the resources in their training facilities, and planning to build the resources and messages into training manuals for their staff. Many of our stakeholders shared our messages on social media which would have reached a significant number of additional contact lens wearers.

Those registrants that trialled the land the message resources and responded to our survey provided mainly positive feedback about their experience of using the resources, with many indicating that they intended to use them as part of their practice going forwards.

1.3 Conclusions

Overall, we consider that the campaign did achieve its overall objective to increase contact lens wearers' awareness of and compliance with contact lens aftercare

advice but it is difficult to quantify to what extent. Contact lens wearers are now likely to be better-informed, through access to the Love Your Lenses website and through awareness raising with our stakeholders and registrants. We have created a set of resources that can be used to continue this work in future years.

We were very happy with the involvement of our stakeholders in the campaign and the qualitative feedback that they provided was particularly useful in understanding the efforts that these organisations had gone to. We would like to thank those stakeholders for getting involved and continuing to use the resources developed. We were happy with the number and variety of organisations that signed up to support the campaign and downloaded the toolkit and land the message resources.

Many of these organisations supported the campaign across all three years, sending messages to their contact lens patients using social media and other means of communication. While it is not possible to quantify how many patients they might have reached, the number is likely to be significant given that the three largest optical retailers were involved in the campaign for one or more years.

Given the small budget attached to this campaign of around £30,000 per annum, particularly in comparison to Government campaigns targeting behaviour change, we are content that the campaign achieved its objectives insofar as it is possible to measure without spending a significant amount of resources in doing so.

1.4 Recommendations

Recognising that the GOC may not wish to orchestrate and fund the campaign going forwards, we think that it would be worth repeating the campaign in future years, with the sector working collaboratively to raise awareness about contact lens safety messages to both practitioners and the public throughout the year and as part of an annual awareness week. Depending on budget available we would recommend considering some of the following options:

- translation of the Love Your Lenses visual aid resource into other languages such as Welsh;
- produce a contact lens safety advice video aimed at patients (or link to a video that already exists that is in line with campaign objectives); and
- repeating some of the BMG research to establish whether there has been behaviour change in contact lens wearers.

2. Introduction

This report is an evaluation of the first three years of the GOC's Love Your Lenses campaign. It sets out the following areas:

- background;
- objectives of the campaign;
- campaign strategy;
- campaign activity;
- stakeholder activity and feedback;
- feedback from registrants/businesses;
- conclusions; and
- recommendations.

3. Background

In 2013 we commissioned research³ into health risks associated with illegal optical practice which identified that online supply of contact lenses and contact lens supply where there is a lack of aftercare advice as two areas that presented some of the highest level of risk in relation to illegal practice. In 2014, we agreed to produce guidance for the public on the safe purchase and use of contact lenses, as part of our strategy to tackle illegal practice. The strategy also involved:

- dealing with complaints about illegal practice in line with our prosecution protocol;
- developing our evidence base to better understand the risks relating to contact lens supply;
- strengthening links with stakeholders with a shared interest in tackling illegal practice, notably Trading Standards; and
- developing a code of conduct for online contact lens supply.

In February 2015 we convened the first meeting of our stakeholder steering and working groups on contact lens supply. Part of the stakeholder steering group's remit was to create an initial proposal and advise on strategies to raise awareness among contact lens wearers of the need to follow aftercare advice and have regular check-ups. It was decided that we needed to be creative about how to deliver the guidance to the public and to engage a public relations (PR) agency to help us with this work.

³ Europe Economics (2013), *Health Risk Assessment of Illegal Optical Practice: Final report for the General Optical Council* (<https://www.optical.org/download.cfm?docid=9AED7945-E047-4C9A-97633BD9052E53D0>)

We undertook a recruitment campaign and appointed Claremont Communications ('Claremont') to undertake this work.

In 2016 we commissioned research into contact lens wearers⁴ to better understand the profile of the wearers as well as their awareness of and compliance with contact lens aftercare advice. It was found that only 48% of respondents recalled receiving any aftercare advice at their last contact lens appointment. We used the findings to decide which areas to target.

Over the last three years we have worked with Claremont and our stakeholders to develop the 'Love Your Lenses' campaign and to deliver an awareness week taking place in March (2017, 2018 and 2019).

4. Objectives of the campaign

The objectives of the 2017 campaign were to:

- increase contact lens wearers' awareness of and compliance with contact lens aftercare advice; and
- communicate GOC contact lens safety guidance and the British Contact Lens Association's (BCLA) "dos and don'ts" key messages to contact lens wearers.

Given the relatively low budget for the campaign of around £30,000 per annum, it was important to ensure that a full range of optical stakeholders were on board to help promote the campaign. Therefore, an additional objective of the campaign was:

- to create a sustainable, versatile consumer-facing campaign platform that stakeholders want to get involved with and contact lens wearers engage with.

In 2018 the additional objective was:

- to build on the success of the first year of Love Your Lenses to encourage more stakeholders to get involved and more contact lens wearers engaged with the campaign.

In 2019 the additional objectives were to:

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

⁴ BMG Research (2016), *BMG Research GOC 2015 Contact Lens Survey* (<https://www.optical.org/download.cfm?docid=2206F69C-AD0F-4403-B8761DAB5F69329F>)

5. Campaign strategy

The campaign was entitled 'Love Your Lenses', intended to be a positive campaign that encouraged patients' appreciation of contact lenses while promoting behaviour change. The key long-term message for the campaign was "don't lose sight of your optician".

It was also intended that there would be a different behavioural message each year, which resulted in the following:

- 2017: "contact lenses and water don't mix";
- 2018: "wash hands and dry before touching your eye".

The original intention of the campaign was to create:

- a campaign website (www.loveyourlenses.com) containing the "dos and don'ts" of contact lens wear produced by the British Contact Lens Association (BCLA), patient stories, advice on cosmetic contact lenses and an interactive quiz;
- a Twitter feed (@YourLenses) and Facebook account (@LoveYourLensesUK) publicising social media graphics; and
- a stakeholder toolkit containing posters, template press releases and logos for use during the campaign, primarily for use during the awareness week.

In the first year of the campaign, to achieve maximum reach to the public, we considered it important that the campaign achieved reach in the mainstream media. Our strategy for this was to use Irenie Ekkeshis, a patient and member of the public, who was part of our stakeholder group, as a case study. Irenie lost the sight in one eye after getting a contact lens infection but then subsequently worked with the BCLA to promote the 'No water' campaign. The idea of this was to create a positive human-interest story that would strike the right balance between piquing the media's interest and avoiding scaremongering.

In the second year of the campaign, we decided that there might be more media interest in a more general message of handwashing. We developed an infographic around the 'Rule of THUMB' which contained an acronym to help patients remember how to properly wash their hands.

In the third year of the campaign, given that consumer PR had been found to be challenging in previous years, we decided to move from a public-facing campaign to focus our efforts on reaching the public through our registrants. Following a qualitative pilot to develop resources for practitioners to deliver aftercare information in a way that is more readily recalled by the patients, the focus was on encouraging practitioners to help to develop more innovative ways to help 'land the message' effectively about the importance of their patients following aftercare advice. Three

tools were developed for practitioners to use as part of the Love Your Lenses campaign:

- a visual aid outlining key contact lens safety messages;
- a pre-appointment questionnaire for patients to fill out prior to their appointment and discuss with their practitioner; and
- lifestyle-based questions for the practitioner to discuss with the patient during their appointment.

6. Campaign activity and analysis

6.1 Outputs of the campaigns

	2017	2018	2019
Website	1	Updated and new blog functionality	Updated and new land the message page
Logo (plus variants)	1	N/A	N/A
Social media graphics	11	5	14
Images	-	9	14
Posters	3	1 new	0 new
Stakeholder toolkit	1	Updated	Updated
CET/conference speaker slots	3 ⁵	12	25
Interactive quiz	1	N/A	N/A
Social media channels	2	N/A	N/A
Press release	1	2	1
Journalists targeted	56	167	N/A
Journalist interactions	40	62	N/A
Animation	-	-	1
Webinar	-	-	1
How-to video	-	-	1
Practice training resources	-	-	1
Land the message tools (visual aid; pre-appointment questionnaire; and lifestyle-based questions)	N/A	N/A	3

The first year of the campaign focussed on an awareness week and saw the creation of a number of assets that could be used in future years, including a website, a logo, various social media graphics/images and posters, and two social media channels. In the first year a toolkit was created which could be used by stakeholders interested in the campaign and included articles to be used to publicise the campaign and ideas for activities for the awareness week. Activity from Claremont focussed on targeting journalists to try to achieve press coverage for the campaign.

In 2018 the website and toolkit were updated, a new blog functionality was added, new graphics/images were created and a new poster. Focus continued to be on

⁵ Our consultant, Richard Edwards, was invited to speak about Love Your Lenses at Optrafair, 100% Optical and the BCLA conference.

targeting a higher number of journalists to try to achieve press coverage for the campaign.

In 2019 the website and toolkit were updated, new graphics/images and posters were created. As explained in the campaign strategy section, the focus moved away from trying to obtain national media coverage and moved towards reaching the public through our registrants. We produced an animation, a video, a webinar and some practice training resources to try to get our message across to our registrants and stakeholders. A set of tools were developed for registrants to use with their contact lens patients.

The campaigns resulted in:

	2017	2018	2019
Toolkit downloads	351	375	284
Land the message tools download	N/A	N/A	425
Supporter logos on website	42	54 (12 new)	57 (4 new)
Asset requests / pledges of support	90	66	62 (43 visual aid and 19 social media)
Assets produced by stakeholders (e.g. the BCLA's infographic of their "dos and don'ts")	2	-	-
Major industry supporters	15	18 (3 new)	20 (2 new)
Patient organisations signed up	2	No new organisations	No new organisations

Downloads of the toolkit increased in 2018. While downloads of the toolkit appear to have decreased in 2019, this may have been because stakeholders chose to download the 'land the message' tools rather than the toolkit. Altogether there were 709 downloads of the toolkit and land the message tools – if there is an assumption that everyone who downloaded the land the message tools (425) also downloaded the toolkit (284), there was still a significant increase at 16%.

Asset requests / pledges of support decreased in 2018 and 2019 but it is possible that those 90 who had requested the assets in 2017 continued to use these in subsequent years.

Supporter logos on the website steadily increased over the three years of the campaign, as did major industry supports reaching 20 stakeholders in 2019. Patient organisations signed up to the campaign remained low.

6.2 Media relations

	2017	2018	2019
Media hits	23	4	1
National media hits (including the UK's sixth most popular website)	2	1	-
Regional media hits	11	-	1
Broadcast media hits	-	2	1
Sector-specific media	4	4	4
Articles resulting from stakeholder activities	8	1	2
Generated media coverage research	18.2 million	1.9 million	168,437

Media hits significantly reduced in 2018 and 2019 as the focus of the campaign moved from public-facing to communicating with our registrants. It was therefore expected that the media coverage would have significantly reduced in 2019, as we were not presenting stories to the media with the hope of gaining national news coverage. We achieved good coverage in the main optical trade press for 2019 which would have reached a significant proportion of our registrants and we also engaged with our registrants through our registrant eBulletin and a number of targeted emails.

6.3 BBC news article in 2017

The 2017 campaign achieved an article on Irenie's story featured on the front page of the BBC website following on from Love Your Lenses Week. It strongly featured the 'No water' message as well as a link to the Love Your Lenses website, leading to a spike in traffic to the site.

The impact of the BBC news article was as follows:

- 6,500+ shares on Facebook;
- 805+ mentions on Twitter;
- 1.975 million Twitter impressions;
- two further UK national media hits;
- 18 international media hits;
- 9,000+ reactions on Facebook; and
- 2,750+ comments on Facebook (sentiment analysis revealed 87 comments where patients indicated that they intended to change their behaviour).

Claremont carried out a sentiment analysis of Facebook comments following the BBC news article and consider that there has been a clear behavioural impact:

- 82% of comments highlighted the story to someone in their network;
- 11% didn't know that they shouldn't mix their lenses with water;
- 3% indicated that they intended to act differently now;
- just over 2% were glad they didn't wear contact lenses; and
- just under 2% were not sure they wanted to wear contact lenses anymore.

6.4 Digital impact

	2017	2018	2019
People reached (excluding the BBC article)	1,092,174	1,690,155	168,437
Impressions ⁶ of @YourLenses tweets	92.4k	71.7k	68.4k
Mentions of @YourLenses, #LoveYourLenses, or 'love your lenses'	1,392	1,075	243
Re-tweets of @YourLenses, #LoveYourLenses, or 'love your lenses' posts	949	670	167
Twitter followers	205	321	383
Facebook shares of #LoveYourLenses posts	94	93	37
New Facebook likes	56	32	49 (190 total)

The reach of the first two years of the campaign was significant with over a million people. It dropped in 2019 because of the change in focus of the campaign and the fact that it was aimed at registrants rather than trying to gain national media coverage. There was a similar pattern for impressions of Love Your Lenses tweets, mentions and re-tweets, although there was an increase in the number of Twitter followers.

6.5 Love Your Lenses website

	2017	2018	2019
Unique users	4,307	2,685	3,140
Visits/sessions	5,800	3,886	4,545
Average visit time	1 min 30 secs	1 min 49 secs	2 min 18 secs
Average seconds per page	30	29	33

⁶ Impression means the total number of people who have scrolled past the tweet – have seen it, but may not have read or interacted with it.

	2017	2018	2019
Page views	22,489	18,269	23,431
Page views per session on average	3.94	4.71	5.16
Quiz interactions	1,752	1,407	1,117
Bounce rate (where a user leaves the website immediately)	0.31%	0.36%	1.03%

It is likely that figures for the website users and sessions were higher in the first year because of the BBC news article. Figures seem to have increased again in 2019 which may be because of the different emphasis of the campaign and the focus on registrants.

6.6 New resources for 2019

	2019
Animation views	284
How-to video views	1,138
Love Your Lenses webinar attendees	111
Love Your Lenses webinar registrations	190
Love Your Lenses webinar rating	83% at 4*+

We were pleased with the number of views of the video but had hoped that the animation would have had a higher number of views. The webinar had a low number of views but we know that the BCLA had already carried out a webinar the previous week that had mentioned Love Your Lenses, which may have had an impact on the number that viewed our webinar.

7. Stakeholder activity and feedback

We asked our stakeholders to fill out a survey answering questions about their involvement in the Love Your Lenses campaign. Eleven stakeholders responded to the survey and one did not complete the survey but provided us with information by email.

Respondents were questioned about how their organisation got involved with Love Your Lenses awareness week in 2019. Verbatim responses are shown below (NB these are the original comments – no spelling or grammatical changes have not been made).

“Raising awareness via social media - 4 separate posts on Twitter and Facebook, plus multiple RT of posts by Love Your Lenses and other organisations involved. We also added an external link to the Land The Message tools on our educational website Speciality Sight, as well as adding Love Your Lenses week as an event on this website too.” **Contamac Ltd** (manufacturer of contact lens materials)

“We supported as members of the working party, we have a selection of CET sessions direct people to this week and the work done previously around compliance, along with use of social media and web banners to communicate our support of the week (when it was on)” **Alcon** (contact lens manufacturer)

“We alerted our members to the resources twice in our all member email. Tweeted and re-tweeted on several occasions throughout the week.” **College of Optometrists**

“promoted on our newsletter and social media, including our website” **Federation of Ophthalmic and Dispensing Opticians (FODO)**

“As the regulator for medical devices, we supported the campaign through our social media channels and internal staff engagement article on our Intranet.” **Medicine and Healthcare products Regulatory Agency (MHRA)**

*“1. Encouraged member companies to support the week with initiatives, and to encourage practitioners and business owners to do the same
2. Encouraged member companies to sign up to the overall Love Your Lenses campaign and to add their logo to the website's list of supporting organisations
3. Published a 3 page article outlining the campaign in our ACLM Contact Lens Year Book. Unfortunately, this is published every year after the end of the week. The Year Book goes to around 3,000 practitioners and optometry/optics students in the UK
4. Included a page and links for Love Your Lenses in the new ACLM website (due to be launched late June 2019)”* **Association of Contact Lens Manufacturers (ACLM)**

“We had a dedicated webpage to promote the importance of contact lens care. We used Facebook to promote Love Your Lenses week directing people to our blog article called 'Show the love for your lenses', which lists the top tips for contact lens aftercare.” **Scrivens Opticians & Hearing Care**

“Through social media and a feature in our magazine” **Association of British Dispensing Opticians (ABDO)**

“Communications were sent out to our stores prior to the love your lenses week to engage them in the Love Your Lenses week 2019 and the new messages. This communication gave an overview of the new messages and also the links and resources which were made available.

Conference calls were held with our senior leaders within the business to deliver the messages of Love Your Lenses week and also cascade the messages throughout our stores.

Our intranet have Love Your Lenses banners and messages during the week so it was front of mind with our colleagues.” **Boots Opticians**

“We used the LTM tools and raised awareness of the campaign through internal comms with stores.” **Vision Express**

In addition, we received the comment below from Specsavers by email.

“...we also did the following activity:

- **MiniPAC CET session** (with pre-CET intro). This highlighted the LYL message/theme for 2019 of #LandTheMessage across 13 venues in UK and ROI from March to May this year. Due to record numbers attending the miniPACs again this year the CET session at all 13 venues and got in front of over 800 of clinicians (OO/CLO/Pre-regs etc). We highlighted the reach of the campaign last year which generated over 1.2m views of video content (how to care for/remove/clean your lenses etc). We touched upon and referenced the LYL campaign and linked this to the #LandTheMessage in the summary of some of the case histories.
- **Store downloads of LYL pack...”**

Stakeholders were asked how their organisation used the land the message tools. Most of the organisations had shared the tools with their members or patients, through social media and/or emails, with one of the contact lens manufacturers (Alcon) using the handwashing guide in their training facility and one of the retailers (Scrivens Opticians & Hearing Care) putting the resources on a dedicated webpage and including tips in a blog article. The ACLM included an article in their yearbook. Verbatim comments from stakeholders are provided below.

"Shared them with our audience across social media." **Contamac Ltd**

"We shared them with our followers on social media and included a link to them in the email we sent out to members." **Association of Optometrists (AOP)**

"We did not use them directly - but point customers to them via our messages. We have adopted the handwashing guide in our training facility and have it laminated and posted by all sinks." **Alcon**

"We sent links to them to all of our members." **College of Optometrists**

"we promoted it to our members" **FODO**

"We used the tool kit for a number of our social media tweets" **MHRA**

"In the ACLM Year Book and on the website" **ACLM**

"Love your Lenses imagery was used on our dedicated webpage. We also included tips to 'look after your lenses' in our blog article." **Scrivens Opticians & Hearing Care**

"We shared links to resources with members and encouraged them to use them" **ABDO**

"All resources have been shared with our colleagues across the business so they can use with patients attending contact lens appointments. We are also looking at how we can incorporate some of these tools into our core range of offering with patients." **Boots Opticians**

"Stores had the kits available to them and were encouraged to use them. We've not seen a big increase on use of them." **Vision Express**

We asked our stakeholders for any data they could share to show their involvement in the campaign. A manufacturer of contact lens materials (Contamac Ltd) provided figures for their reach on Facebook and Twitter. The MHRA was able to demonstrate a 50 per cent increase to their contact lens guidance page during the awareness week. Verbatim comments are provided below.

*"Facebook - 440 reach + 9 engagements
Twitter - 2601 reach + 13 engagements"* **Contamac Ltd**

"One of our aims was to increase awareness of Yellow card reporting and the contact lens guidance and to increase traffic to those pages on our website on gov.uk. Our subsequent analysis indicates that there was an increase of over 6% unique page views to the Yellow card pages and over 50% to the contact lens guidance page during the week of the campaign" **MHRA**

“The campaign is good, we unfortunately don't have screenshots. Practitioners appreciate the tools however compliance from a handful of patients who don't follow the advice given are always problematic.” **Vision Express**

In addition, Specsavers provided us with data to show that they had put four separate Facebook posts across the 2019 awareness week, with hashtags related to ‘Love Your Lenses’ or ‘Land The Message’, which resulted in a combined number of 186,688 impressions and combined engagement of 2,100. These posts or similar posts were also shared on their Twitter page with combined impressions of 31,213 and combined engagement of 194.

Stakeholders were asked if there was any other information that their organisation would like to share with us about the campaign. Verbatim comments are provided below. In particular, we have noted the ACLM’s comments regarding the request for a video aimed at contact lens patients and potential wearers, and Boots Opticians’ comments for a longer lead-in time, as well as the positive feedback that they received from colleagues.

“This year we created fewer resources specifically for Love your lenses week (we created leaflets in 2017 and a video in 2018) primarily because we already had good resources for practitioners to use but also because the messaging was around using the tool kit which was already created, so there was less we felt needed to be added.” **AOP**

“Customers seemed no more aware of it this year than other years” **Alcon**

“We appreciated the opportunity to support the campaign in a reciprocal way. thank you” **MHRA**

“The video aimed at ECPs and illustrating the tools is excellent, but there is a need for a similar one for wearers and potential wearers. It should illustrate the main safety and care points promoted since the start of the campaign. The video would be a powerful addition to any website promoting contact lenses to patients and should be freely available.” **ACLM**

“For this year's campaign we found the different perspective on a professional message to work well and feedback has been very good from our colleagues. As the message was very different to previous years it would be helpful if engagement was earlier as it usually requires a higher lead time internally for these messages to land.” **Boots Opticians**

Stakeholders were asked if they intended to get involved in the Love Your Lenses campaign in future years. All of the organisations that responded to the survey indicated that they intended to do so.

We asked stakeholders to tell us about how their organisation planned to use the 'Land The Message' tools in the future. It is really encouraging to note the positive comments and Boots Opticians' plans to look to incorporate the tools into their key documents. Verbatim comments are provided below.

"Primarily promoting the Land the Message tools for practitioners on our Speciality Sight website." **Contamac Ltd**

"We will continue to promote these to members where relevant." **AOP**

"We will continue with what we do now" **Alcon**

"Happy to meet to discuss next year's plan and our involvement." **College of Optometrists**

"taking full use of the tools and information" **FODO**

"We will continue to promote the importance of good contact lens care through our guidance which supports the Love Your Lenses message." **MHRA**

"Similar to above" **ACLM**

"We will continue to incorporate the top tips into our website and social media content to encourage customers to take care of their contact lenses." **Scrivens Opticians & Hearing Care**

"On social and on our website" **ABDO**

"We will continue to use these tools in the future and look to incorporate elements into our key documents so our colleagues keep the messages alive and front of mind. We continually seek feedback from our colleagues to understand how these resources are working within practices and the feedback from patients into our stores." **Boots Opticians**

"Have them available to stores as this year, provide a little more training on how to use them and ensure the message to patients is clear" **Vision Express**

Love Your Lenses was referred to in CET sessions at 100% Optical and the BCLA conference in 2017, and at Optrafair in 2017 and 2019.

We also note that the contact lens manufacturer, Alcon, ran 12 peer discussions events in 2018 and four events so far in 2019 that referred to Love Your Lenses and the BMG research.

Specsavers held 13 regional CET conferences (MiniPAC) throughout March to May 2019, where Love Your Lenses was mentioned in at least one slot per event, which were attended by a total of 2,050 registrants⁷. Coopervision also referenced Love

⁷ <https://www.opticianonline.net/news/number-of-delegates-attending-specsavers-cet-roadshow-rises>

Your Lenses at the same events up to and including the Love Your Lenses awareness week.

8. Feedback from registrants/businesses

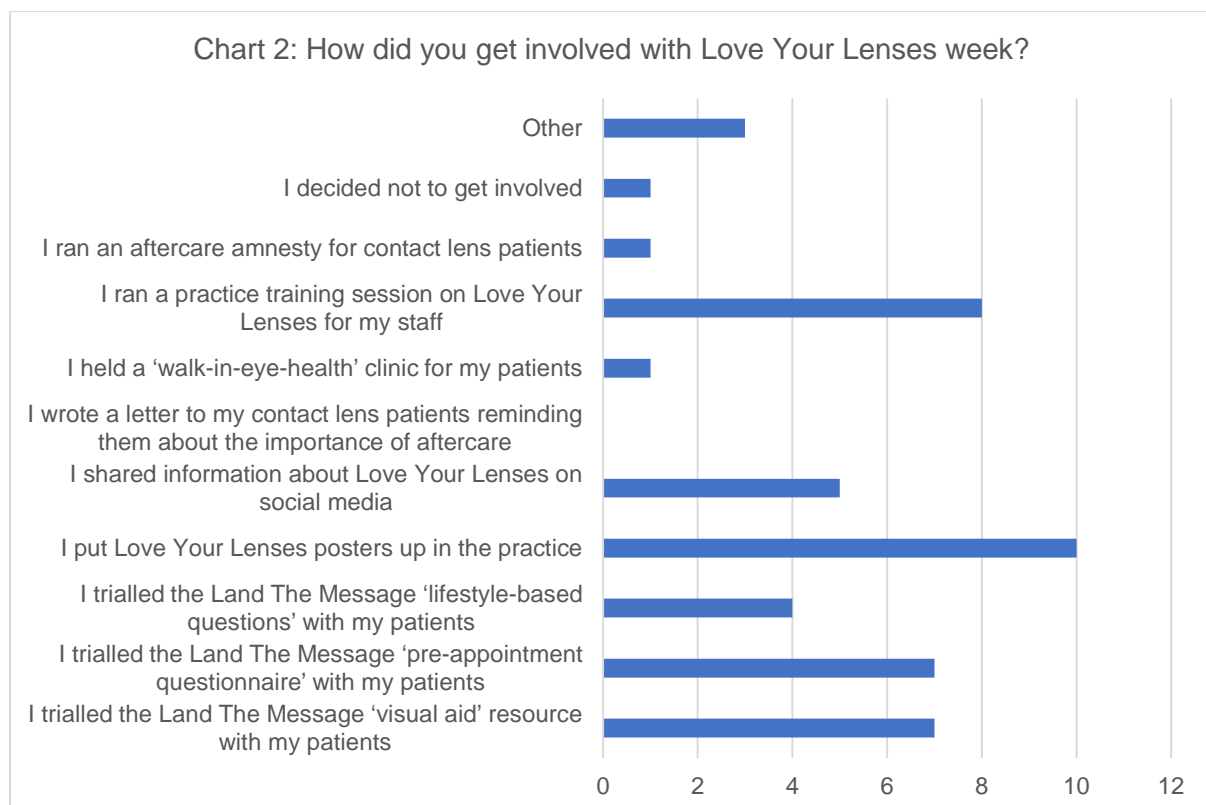
We emailed 379 people who had either downloaded the 2019 stakeholder toolkit and/or land the message tools. There were only 21 respondents to the survey. We should therefore be cautious about the results.

When asked where they had heard about the campaign, over 70 per cent of respondents had heard about it from the GOC.

Respondents were also asked how they got involved with Love Your Lenses week 2019. This provided evidence that registrants had trialled the land the message tools in their practice, as well as running a training session for practice staff and advertising Love Your Lenses within the practice. Some verbatim comments from respondents are provided in the box below.

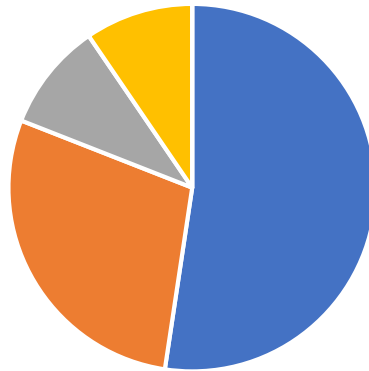
"I held a prize draw for free pair of sunglasses to all aftercare px's who booked in during that week"

"i have spoken to all my contact lens patients about the 'No Water' message"



Most respondents to the survey found the land the message tools easy to understand, with 80 per cent finding it 'very easy' or 'easy'.

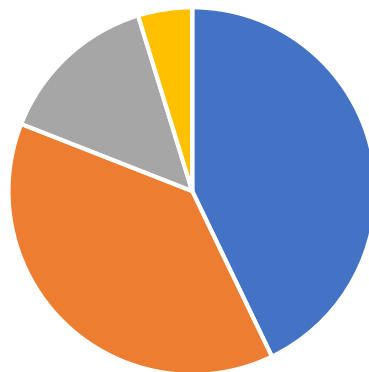
Chart 3: How easy was it for you to understand what the Land The Message tools are and how to use them?



■ Very easy ■ Easy ■ Neither ■ Difficult ■ Very difficult

Respondents were asked how easy it was to integrate one or more of the land the message tools within their appointments. Over 80 per cent of respondents found it 'very easy' or 'easy' to do so.

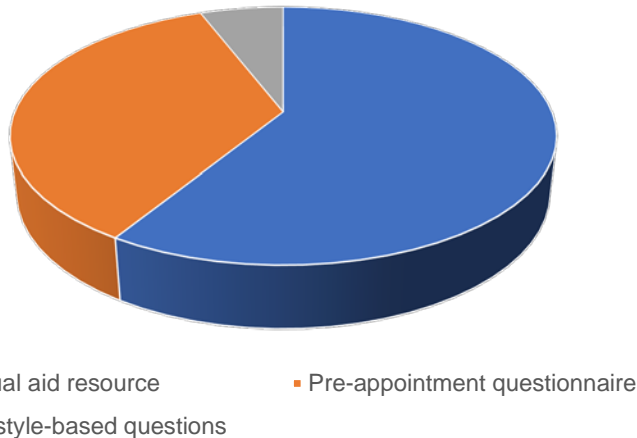
Chart 4: How easy was it to integrate one or more of the tools within your appointments?



■ Very easy ■ Easy ■ Neither ■ Difficult ■ Very difficult

Of the 17 respondents that commented on which land the message tools they found most useful, 58 per cent of respondents found the visual aid resource the most useful.

Chart 5: Which (if any) tool did you find most useful and why?



Verbatim comments from respondents are provided below.

Visual aid resource

“Many patients commented on it, I had it up in my consulting room and reiterated the message while I held my clinics and during my own hand washing throughout the appointment”

“It reinforced lens hygiene and compliance”

“Quick and simple to discuss”

“It was simple and clear”

“I have the latest and previous posters in the test room and patients have been aware of the no water message and the back up what I am advising them”

Pre-appointment questionnaire

“Got patients thinking about their lenses before they got into the test room”

“encouraged a conversation around wear and care for new and existing contact lens patients”

“It is part of our H&S so can actually save time, it also picked up some patients who had slipped through our usual routine!”

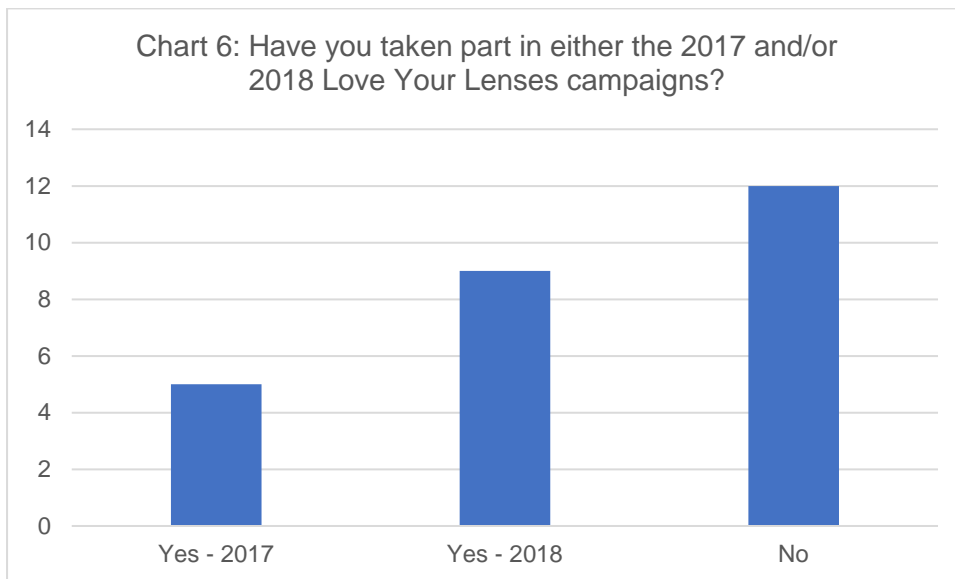
“Really helps to guide the aftercare appt and helps discussion of compliance relevant to the patient”

“Useful to have information at the start of the appointment”

Lifestyle-based questions

“It helped us identify the patients motivation to try contact lenses”

Of the 21 respondents that answered the question, 57 per cent had not previously been involved in a Love Your Lenses campaign. Some had already taken part in the campaign – 23 per cent in 2017 and 43 per cent in 2018.



Of the 21 respondents that answered the question, 76% said that they intended to continue to use the Land the Message tools going forwards as part of their practice.



Verbatim comments from respondents describing which resources and/or how they intend to use the resources going forwards are shown below.

“I feel that the visual aid was very worthwhile and have implemented it into everyday practice”

“We will probably adapt the questionnaires for our use”

“Continue using the visual aids”

“Visual aids, lifestyle questions to encourage lens/ case hygiene compliance”

“Hand out, screen saver as above”

“Patient advice laminate handy”

“Use visual aid with patients”

“Continuing with the pre-appointment questionnaire”

“Putting information on our FB page reminding px's about cleanliness and handling every 3 months”

“Pre exam questionnaire and lifestyle questions, and visual aid also, as reqd”

“Provide a pre appointment questionnaire”

“Posters & will bring back pre check forms as prescribing is adapted”

There were also some comments that it would have been helpful to have the resources in Welsh, Urdu and other languages. One respondent also commented that they were disappointed that the video was not aimed at patients.

9. Conclusions

Did the campaign achieve its overarching objective of increasing contact lens wearers' awareness of and compliance with aftercare advice?

Overall, we consider that the campaign did achieve its objectives but that it is difficult to quantify to what extent. Contact lens wearers are now likely to be better-informed, through access to the Love Your Lenses website and through awareness raising with our stakeholders and registrants. We have created a set of resources that can be used to continue this work in future years.

The press coverage appeared to have the potential to reach a significant proportion of the population, particularly the BBC news article in 2017, which resulted in thousands of shares and comments on Facebook. There was a potential for the media articles to reach over 18 million members of the general public, although it is not clear how many of these actually read the news articles or were contact lens wearers. What we do know is that the BBC news article resulted in more than 6,500 shares of the story on Facebook, 9,000+ reactions and 2,750 comments on Facebook. Some of our stakeholders were unhappy with the sensationalist nature of the headline and some of its content, but the sentiment analysis showed the benefits of the article with 87 Facebook comments evidencing some intention of behavioural change.

We were very happy with the involvement of our stakeholders in the campaign and the qualitative feedback that they provided was particularly useful in understanding the efforts that these organisations had gone to, with potentially over a million members of the public being reached. We would like to thank those stakeholders for getting involved and continuing to use the resources developed.

We were happy with the number and variety of organisations that signed up to support the campaign and downloaded the toolkit and land the message resources. Many of these organisations supported the campaign across all three years, sending messages to their contact lens patients using social media and other means of communication. While it is not possible to quantify how many patients they might have reached, the number is likely to be significant given that the three largest optical retailers were involved in the campaign for one or more years.

In 2019, hundreds of registrants downloaded the land the message resources. Although only 21 registrants completed our survey, the majority of those that did were positive about the resources and had used them in practice. Many indicated that they intended to continue using them and that patients had found them helpful. The most popular tools were the visual aid and the pre-appointment questionnaire.

Several of our stakeholders mentioned the Love Your Lenses campaign at their conferences or training sessions across the UK, which means that thousands of our registrants would have heard about the campaign from others besides the GOC. CET events have been created which use the BMG Research and Love Your Lenses which can continue to be used in the future. These have all helped to raise awareness with registrants about how to improve aftercare advice for contact lens wearers, even if they have not specifically used the Love Your Lenses resources.

Given the small budget attached to this campaign of around £30,000 per annum, particularly in comparison to Government campaigns targeting behaviour change, we are content that the campaign achieved its objectives insofar as it is possible to measure without spending a significant amount of resources in doing so.

Did the campaign achieve its objective to increase public trust and awareness regarding eye health and enable the public to make informed decisions about contact lens care?

It has not been possible to measure whether we have increased public trust and awareness regarding eye health without commissioning some specific research in this area (and possibly repeating some of the contact lens survey questions we asked in the BMG contact lens survey) which would cost a disproportionate amount compared to what has been spent on the campaign. Even then, it would be difficult to identify a clear causal link between the campaign and any identifiable behaviour change. We have produced a website and materials for the public that will enable them to make informed decisions about contact lens care and have produced a set of resources that the profession can use in communicating contact lens aftercare messages.

Did the campaign achieve its objective to create a sustainable, versatile consumer-facing campaign platform that stakeholders want to get involved with and contact lens wearers engage with?

We consider that Claremont created a sustainable, versatile consumer-facing campaign platform through creation of the Love Your Lenses website, Facebook page and Twitter channels. These are available to the public at any time during the year and can be used going forwards, requiring minimal updating. Each year the website had thousands of views and the 2019 campaign finished with 383 Twitter followers.

Did the campaign achieve its objective to help practitioners to 'land the message' around aftercare more effectively among contact lens wearers?

We consider that we met this objective as the campaign produced a set of resources to help our registrants to the 'land the message' around aftercare more effectively. The benefit of these resources was demonstrated through the land the message pilot

where the resources were developed and piloted with three registrants in practice. We would like to thank the registrants for giving up their time to get involved in the trials.

The land the message report is available on the Love Your Lenses website at: <http://www.loveyourlenses.com/land-the-message/>. There was positive feedback from the registrants involved, one of whom participated in the video we developed to encourage registrants to use the resources as part of the 2019 Love Your Lenses awareness week. The pilot also included patient feedback which indicated that 95 per cent or more of patients recalled receiving aftercare advice following the appointment, which was significantly higher than was found in the BMG Research (although it should be noted that patient feedback for this pilot was likely to have been obtained much closer to the time of the appointment than in the BMG survey).

Did the campaign achieve its objective to encourage involvement with the profession's efforts to increase the number of contact lens wearers complying with aftercare advice?

We consider that the campaign did achieve its objective to encourage involvement with the profession's efforts – we produced a set of resources that can be used by the profession at any point in the future and alerted the profession through our contact lens survey to the fact that a low number of contact lens patients recalled receiving any aftercare advice. We raised awareness about Love Your Lenses through the optical press and emails to registrants, which resulted in hundreds of registrants/organisations downloading our toolkit and resources. Only 21 registrants responded to our survey but we are very hopeful that those that did not respond did use the resources in practice. Love Your Lenses was mentioned at numerous conferences across the UK and the BMG research was used as part of CET events which have been attended by more than 2,000 registrants.

10. Recommendations

Recognising that the GOC may not wish to orchestrate and fund the campaign going forwards, we think that it would be worth repeating the campaign in future years, with the sector continuing to work collaboratively to raise awareness about contact lens safety messages to both practitioners and the public throughout the year and as part of an annual awareness week. Depending on budget available we would recommend considering some of the following options:

- translation of the Love Your Lenses visual aid resource into other languages such as Welsh;
- produce a contact lens safety advice video aimed at patients (or link to a video that already exists that is in line with campaign objectives); and
- repeating some of the BMG research to establish whether there has been behaviour change in contact lens wearers.