



**The Council for Healthy Eyes Canada (CHEC) Announces the Successful Completion of the  
2018 [www.ThinkAboutYourEyes.ca](http://www.ThinkAboutYourEyes.ca) (TAYE) Integrated Marketing Pilot Project.**

**FOR IMMEDIATE RELEASE**

EDMONTON, ALBERTA, March 8, 2019 – After analyzing how successful the ThinkAboutYourEyes integrated marketing and awareness campaign has positively influenced Americans, the Council for Healthy Eyes Canada (CHEC) was created through a collaboration between eye care professionals and industry in early 2018.

CHEC quickly organized a made-in-Canada, integrated marketing campaign by retaining the strategic marketing agency Edelman Canada and deploying the ThinkAboutYourEyes.ca marketing and awareness campaign as a pilot project in Alberta.

In coordination with the Alberta Association of Optometrists (AAO), the Council for Healthy Eyes Canada (CHEC) goals for the Alberta-based pilot project which ran through the last six months of 2018 were clear: seek to increase the year-over-year number of comprehensive eyes exams (CEE's) by five percent (5%) or better, build awareness surrounding the role of Optometrists and undertake research to understand how to positively influence the behavior of Albertans as it relates to their vision.

"After analyzing the results from CHEC's pilot project in Alberta we're extremely excited", shared CHEC Board Chair, Dr. Jim Asuchak. "One in three Albertans reported seeing marketing collateral related to CHEC's [www.ThinkAboutYourEyes.ca](http://www.ThinkAboutYourEyes.ca) integrated campaign which help to achieve a fifteen percent (15%) year-over-year increase in comprehensive eye exams" added Asuchak.

"The TAYE campaign could not have achieved its many successes without the arms-length collaboration between Optometrists and industry partners like Alcon, Essilor, J&J, Nikon, Shamir and WestGroupe." noted Asuchak.

For 2019, the Council for Healthy Eyes (CHEC) is looking to build upon its successes and learning from the pilot project, and are excited to deploy a TAYE Campaign across Western Canada.

-30-

###

**About CHEC:**

Founded in 2018 as a collaboration between eye health professionals and industry, the Council for Healthy Eyes Canada (CHEC) is a registered not-for-profit organization dedicated to supporting the vision

health of Canadians by encouraging regular comprehensive eye exams, promoting awareness surrounding the importance of vision care and to research. Further information is available at [www.ThinkAboutYourEyes.ca](http://www.ThinkAboutYourEyes.ca).

For more information about the Council for Healthy Eyes (CHEC) please contact:

Lee Gould  
Executive Director  
[Councilforhealthyeyes.info@gmail.com](mailto:Councilforhealthyeyes.info@gmail.com)

