



Working with the Media: World Glaucoma Day Tool Kit

As a world leader in the development of innovative glaucoma medical therapies, Allergan is pleased to support World Glaucoma Day by providing a resource that you can use to raise awareness of glaucoma in your local community. Spearheaded by the World Glaucoma Association and the World Glaucoma Patient Association, the second annual World Glaucoma Day on March 12, 2009, will raise awareness of glaucoma and the importance of regular eye exams to encourage earlier detection and help preserve vision. On March 12, governments, eye care professionals and patient groups around the world will participate in activities to support World Glaucoma Day.

As an eye care professional, we encourage you to get involved with World Glaucoma Day and are offering this tool kit as a resource to assist you in reaching out to your local media to raise awareness of glaucoma and World Glaucoma Day.

Kit Contents Include:

- **Media Outreach Tips: The Basics**
- **Talking to the Media: An Interview Tip Sheet**
- **World Glaucoma Day Press Release**
- **World Glaucoma Day Media Advisory**
- **World Glaucoma Day Fact Sheet**
- **World Glaucoma Day Expression of Intent Form**

Participating in World Glaucoma Day

There are a number of ways that you can support World Glaucoma Day. Activities such as holding a free glaucoma screening event, contacting the local media to cover the topic of glaucoma and World Glaucoma Day or organizing open-door educational events will bring eye care professionals across the globe together to raise awareness of glaucoma on World Glaucoma Day. By filling out an online event form at www.wgday.net under "Be a Part of It" or by sending the Expression of Intent Form available in this tool kit, you and your practice can convey how you will contribute to the success of the second-annual World Glaucoma Day.

Media Outreach: The Basics

To help raise awareness for World Glaucoma Day and the importance of early diagnosis and treatment of glaucoma, you can proactively reach out to reporters at newspapers, TV and radio stations in your area to suggest ideas for stories, or offer yourself as a “go-to” contact and resource for information. Media outreach should begin three to four weeks prior to World Glaucoma Day to allow time for story development.

How to Find & Communicate with Reporters

Nearly all newspapers, TV and radio stations have a Web site that you can use to identify contact information for appropriate editors and reporters. Make a list of media contacts at local newspapers, TV and radio stations. Include such information as the reporter’s “beat” (e.g., topics she or he typically covers), fax and e-mail address and their preferred method of communication, if known. The list should include:

- Medical, health and science editors or reporters
- Feature editors or reporters
- Assignment editors at broadcast stations if you are hosting a specific event

Please note, for print media, the editor *assigns* the story while the reporter generally *writes* the story. If you cannot reach the editor or reporter, call the general number and ask for the *assignment editor* who will direct you to the best contact for your story.

Media Tools

The following tools will help you to reach out to the media:

- **Press Release**
 - A template press release is included that you can customize to inform local media about World Glaucoma Day and educate the general public about glaucoma
- **Media Advisory**
 - If you plan to host a World Glaucoma Day event, a template media advisory is included that you can customize to alert local media of your event
- **Fact Sheet**
 - A World Glaucoma Day fact sheet is included to offer your local media a useful resource document to help them quickly check basic facts and form their story
- **Biography**
 - A brief biographical description of your background should be prepared to provide reporters with a clear and concise overview of your experience and credentials, including:
 - Name and affiliation
 - Name of board(s) and specialty area(s)
 - Key medical association memberships, board/committee memberships or officer posts, awards or other recognitions
 - Published research or other work
 - Educational history
- **Pitch letter/note**
 - A sample pitch note is included on the next page that you may customize to introduce yourself to the media, educate them about your participation in World Glaucoma Day and let them know you are available for interviews. This may be e-mailed or faxed to reporters.

Sample Pitch Note

Dear <Media Contact>,

March 12, 2009, marks the second-annual World Glaucoma Day, a global initiative to raise awareness of glaucoma – the second leading cause of blindness in the United States and worldwide.¹ Glaucoma currently affects approximately 4 million people in the United States and 65 million people worldwide² – numbers that can be expected to increase as the population ages. Unfortunately, many people with glaucoma are unaware that they have it until there is a large amount of irreversible vision loss.

[If you are not planning to participate in a specific activity to support World Glaucoma Day, please customize this section below and omit the next section].

This worldwide initiative is an opportunity to highlight the importance of glaucoma awareness, early detection and treatment options. Attached is additional information about glaucoma and World Glaucoma Day. Please let me know if you would like to schedule an interview with me [or insert name of eye care professional] to discuss glaucoma, its risk factors and treatment options.

[If you are planning to participate in a specific activity to support World Glaucoma Day, please customize this section below and omit the previous section].

In an effort to raise awareness of glaucoma in [insert city/area], I [or insert name of eye care professional] will be joining the World Glaucoma Day initiative by [insert activity information, including date, time and location].

World Glaucoma Day is an opportunity for you to highlight the importance of glaucoma awareness, early detection and treatment options. Attached is additional information about glaucoma and World Glaucoma Day. Please let me know if you would like to schedule an interview with me [or insert name of eye care professional] to discuss glaucoma, its risk factors and treatment options.

Thank you for your consideration, and I look forward to hearing from you soon.

Best Regards,
[Eye Care Professional]
[Contact Information]

¹ American Glaucoma Society. Available at: <http://www.glaucomaweb.org/displaycommon.cfm?an=10>. Accessed January 10, 2009.

² Glaucoma Research Foundation. "Glaucoma Facts and Stats." Available at: http://www.glaucoma.org/learn/glaucoma_facts.php. Accessed: January 10, 2009.

Talking to the Media: An Interview Tip Sheet

Before the Interview: Five Questions You Should Ask

1. What news organization does the reporter represent?
2. What kind of story is the reporter working on?
3. What is the reporter's deadline and estimated issue date?
4. Who else is being interviewed for the story?
5. Will I be able to review my comments before they are printed/aired?

Preparing for the Interview

As you prepare for an interview, it is a good idea to write down the key messages you want to convey during the interview. Below are a few key messages for your consideration specific to World Glaucoma Day:

- World Glaucoma Day on March 12, 2009, is a global initiative spearheaded by the World Glaucoma Association and the World Glaucoma Patient Association to raise awareness of glaucoma.
- Glaucoma is the second leading cause of blindness in the United States and worldwide.¹ Glaucoma currently affects approximately 4 million people in the United States and 65 million people worldwide² — numbers that can be expected to increase as the population ages.
- Most people with glaucoma are unaware they have it until there is a large amount of irreversible vision loss.
- Glaucoma affects all age groups. Risk factors for glaucoma include high eye pressure, African or Latino ancestry and people with a family history of glaucoma.¹
- While there is no cure or way to prevent glaucoma, there are effective therapies and early detection can help preserve vision. Individuals at-risk and those over the age of 40 should have regular, comprehensive eye exams that include careful evaluation of the optic nerve and measurement of eye pressure.¹
- More support for glaucoma research is needed to discover a cure for glaucoma.
- I am supporting World Glaucoma Day by **[if applicable, insert information about planned activity]**.

Keep your World Glaucoma Day fact sheet nearby as a reference. It is also helpful to review any statistics or background information prior to the interview.

During the Interview

While you are interviewed about World Glaucoma Day, there are a number of things you can do to help control the conversation with reporters to convey your key messages. These include:

- **Tell your story**
 - Use relevant facts and figures
 - Provide specific examples and anecdotes from your own practice and patients
 - Present your information with confidence
- **Stay on message**
 - Focus on the main theme or story angle and supporting messages developed
- **Control the Interview**
 - Know the reporter
 - Be concise
 - Avoid using professional jargon during an interview

¹ American Glaucoma Society. Available at: <http://www.glaucomaweb.org/displaycommon.cfm?an=10>. Accessed January 10, 2009.

² Glaucoma Research Foundation. "Glaucoma Facts and Stats." Available at: http://www.glaucoma.org/learn/glaucoma_facts.php. Accessed: January 10, 2009.

TV and Radio Interview Tips

TV and radio news is presented in “soundbites” (e.g., fragments of your interview). Therefore, speak briefly and to-the-point to ensure your soundbites are concise and on-message.

- Know the audience (age and gender of listeners)
- Do not repeat negative language in your response
- In some instances, acknowledge or incorporate the reporter’s question into your response. For example, if the reporter asks, “How are you supporting World Glaucoma Day?” The response should be, “I am supporting World Glaucoma day by...”)
- What to wear on TV:
 - **For Men** – Avoid checks, plaids, stripes or busy patterns; wear a medium-tone gray or blue suit with an off-white or pastel shirt
 - **For Women** – Jewelry and accessories should be small and should not distract; wear a conservative, plain-colored dress or suit

Print Interview Tips

Similar to TV and radio interviews, being concise and to-the-point is the most effective way to ensure your message will make it into a print article. Tips include:

- Provide an overview statement and a summary of your messages to the reporter
- Use statistics and anecdotes to emphasize your message; have background material to support it
- It is especially helpful to use flagging techniques (i.e., emphasizing a key point or highlighting the significance of a statement) in print interviews, as a reporter will take many notes and often file the story long after the interview has been conducted

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[Insert Eye Care Professional's Practice Logo]

World Glaucoma Day Press Release

[Eye Care Professional and/or Eye Care Professional's Practice] Will Join Worldwide Effort to Raise Awareness of Silent "Sight Thief" as Part of World Glaucoma Day

[Insert City, State] - [Insert Date] -- [Eye Care Professional and/or Eye Care Professional's Practice] will join eye care professionals around the world on March 12, 2009, to observe the second-annual World Glaucoma Day. Spearheaded by the World Glaucoma Association and the World Glaucoma Patient Association, World Glaucoma Day is a global initiative aimed at raising awareness of glaucoma, a disease that affects approximately 4 million Americans and 65 million people worldwide.¹

"Glaucoma is the second leading cause of blindness in the United States and worldwide², which underscores the importance of a global initiative such as World Glaucoma Day," said [Eye Care Professional]. "While glaucoma cannot be prevented or cured, early detection and treatment can help to preserve sight. Individuals at risk for glaucoma and those over the age of 40 should have regular, comprehensive eye exams that include careful evaluation of the optic nerve and measurement of eye pressure."

[If you are planning to participate in a specific activity to support World Glaucoma Day, you can customize the information provided here. Otherwise omit this section]. To support World Glaucoma Day in the [name of local area] community, [Eye Care Professional and/or Eye Care Professional's Practice] plans to [insert one or more of the following activities if applicable]:

- Hold a free glaucoma screening and check-up at his/her institution in order to begin the dialogue with people about glaucoma.
- Collaborate with [other eye care professional and/or eye care professional's practice] to [host] a community glaucoma screening and check-up event.
- Lecture on glaucoma at a local venue, e.g., senior center or community center to discuss the impact of glaucoma and the potential risk factors.
- Lecture on glaucoma at [Eye Care Professional's institution] to a professional audience.
- Organize a fundraiser for lower socio-economic individuals to receive screening services.

Many people with glaucoma are unaware they have it until there is a large amount of irreversible vision loss. While anyone can develop glaucoma, some people are at a higher risk, including:

- People with a family history of glaucoma³
- People with high intraocular pressure, or pressure inside the eye⁴
- Everyone over age 60³
- African-Americans³
- Hispanics over the age of 60³
- People with diabetes³
- People who have used steroids for a long period of time³
- People with physical eye injuries³

About Dr. [Eye Care Professional]

[Insert a brief biographical description (three to four sentences) to provide reporters with a clear and concise overview of your experience and credentials.]

¹ Glaucoma Research Foundation. "Glaucoma Facts and Stats." Available at:

Available at: http://www.glaucoma.org/learn/glaucoma_facts.php. Accessed January 10, 2009.

² American Glaucoma Society. Available at: <http://www.glaucomaweb.org/displaycommon.cfm?an=10>. Accessed January 10, 2009.

³ Glaucoma Research Foundation. "Are You at Risk For Glaucoma?" Available at: http://www.glaucoma.org/learn/are_you_at_risk.html. Accessed January 10, 2009.

⁴ Glaucoma Research Foundation. "What is Glaucoma?" Available at: http://www.glaucoma.org/learn/what_is_glaucom.php. Accessed January 10, 2009.

About World Glaucoma Day

World Glaucoma Day is a global initiative aimed at raising awareness of glaucoma, the second leading cause of blindness in the United States and worldwide.² Spearheaded by the World Glaucoma Association and the World Glaucoma Patient Association, the second-annual World Glaucoma day will be held on March 12, 2009, with governments, eye care professionals and patient groups worldwide participating in activities to raise awareness of glaucoma and encourage earlier detection to help preserve vision. For more information, please visit <http://www.wgday.org>.

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Media Contact:

[Eye Care Professional Name]

[Organization/Association]

[Contact Phone Number]

[Contact e-mail Address]

[Insert Eye Care Professional's Practice Logo]



Media Advisory

[Eye Care Professional and/or Eye Care Professional's Practice] Participates in World Glaucoma Day to Raise Awareness for Sight-Threatening Disease

WHAT:

March 12, 2009, marks the second-annual World Glaucoma Day, a global initiative aimed at raising awareness of glaucoma, the second leading cause of blindness in the United States and worldwide.¹ Joining eye care professionals around the world, [Eye Care Professional and/or Eye Care Professional's Practice] will participate in World Glaucoma Day by [insert relevant activity]:

- Holding a free glaucoma screening and check-up at his/her institution in order to begin the dialogue with people about their potential risk for the disease.
- Collaborating with [other eye care professional and/or eye care professional's practice] to [host] a community glaucoma screening and check-up event
- Lecturing on glaucoma at a local venue, e.g., senior center or community center to discuss the impact of glaucoma and the potential risk factors.
- Participating in other World Glaucoma Day sponsored activities.

Glaucoma, often termed the "sneak thief of sight," affects approximately 4 million Americans and 65 million people worldwide.² In its early stages, glaucoma may present few or no symptoms and can gradually steal sight without warning.² In fact, it is estimated that half of the people affected by glaucoma do not know they have it.² While glaucoma can lead to blindness, early detection and treatment can help preserve sight.

WHO:

[Insert Eye Care Professional and/or Eye Care Professional's Practice]

WHEN:

[Insert date and time]

WHERE:

[Insert name and address of location]

Media are invited to speak with [Eye Care Professional] about glaucoma, the risk factors and available treatment options during the event or at a separately arranged time.

BACKGROUND:

About [Eye Care Professional]

[Insert a brief biographical description (three to four sentences) to provide reporters with a clear and concise overview of your experience and credentials.]

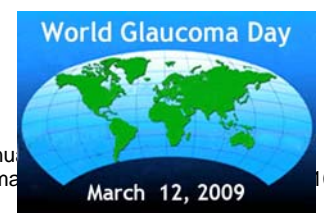
About World Glaucoma Day

World Glaucoma Day is a global initiative aimed at raising awareness of glaucoma, the second leading cause of blindness in the United States and worldwide.¹ Spearheaded by the World Glaucoma Association and the World Glaucoma Patient Association, the second-annual World Glaucoma day will be held on March 12, 2009, with governments, eye care professionals and patient groups worldwide participating in activities to raise awareness of glaucoma and encourage earlier detection to help preserve vision. For more information, please visit <http://www.wgday.org>.

Media Contact:

[Name], [Phone number]

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¹ American Glaucoma Society. Available at: <http://www.glaucomaweb.org/displaycommon.cfm?an=10>. Accessed Janu

² Glaucoma Research Foundation. "Glaucoma Facts and Stats." Available at: <http://www.glaucoma.org/learn/glaucoma> 2009.

[Insert Eye Care Professional's Practice Logo]

World Glaucoma Day and Glaucoma Fact Sheet

World Glaucoma Day is a global initiative aimed at raising awareness of glaucoma, the second leading cause of blindness in the United States and worldwide.¹ Spearheaded by the World Glaucoma Association and the World Glaucoma Patient Association, the second-annual World Glaucoma day will be held on March 12, 2009, with governments, eye care professionals and patient groups worldwide participating in activities to raise awareness of glaucoma and encourage earlier detection to help preserve vision. For more information, please visit <http://www.wgday.org>.

- Glaucoma is the second leading cause of blindness in the United States and worldwide.¹
- Blindness ranks third (after cancer and heart disease) as a major health fear among Americans.²
- Glaucoma currently affects approximately 4 million people in the United States and 65 million people worldwide² — numbers that can be expected to increase as the population ages.
- If a person has a family history of glaucoma, his/her risk of developing the disease increases four to nine times.³
- People over the age of 60 are six times more likely to develop glaucoma.³
- Glaucoma is six to eight times more common in African-Americans than Caucasians, and the older age group of the Hispanic population is also at increased risk for developing glaucoma.³
- Glaucoma accounts for more than seven million physician visits each year.²

What is glaucoma?

Glaucoma is a group of eye diseases characterized by damage to the optic nerve. In its early stages, glaucoma may present few or no symptoms and can gradually steal sight without warning.⁴ In fact, it is estimated that half of the people affected by glaucoma do not know they have it.² If left undetected and untreated, glaucoma can lead to blindness.²

One of the major risk factors for glaucoma is elevated intraocular pressure (IOP), or pressure inside the eye. A healthy eye produces fluids, called aqueous humor, at the same rate at which it drains. High pressure occurs when the drainage system is blocked and the fluid cannot exit at a normal rate. This increased IOP pushes against the optic nerve causing gradual damage, which may result in vision loss, usually starting with the peripheral, or side vision.⁵ Increased eye pressure is often associated with gradual damage to the nerve fibers that make up the optic nerve.⁶ IOP is currently the only treatable risk factor for glaucoma.

¹ American Glaucoma Society. Available at: <http://www.glaucomaweb.org/displaycommon.cfm?an=10>. Accessed January 10, 2009.

² Glaucoma Research Foundation. "Glaucoma Facts and Stats" Available at: http://www.glaucoma.org/learn/glaucoma_facts.php. Accessed January 10, 2009.

³ Glaucoma Research Foundation. "Are You at Risk For Glaucoma?" Available at: http://www.glaucoma.org/learn/are_you_at_risk.html. Accessed January 10, 2009.

⁴ The Glaucoma Foundation. "TGF Urges Eye Exams to Detect the Disease Early" January 8, 2006. Available at: http://www.glaucomafoundation.org/news_story.php?i=38. Accessed January 10, 2009.

⁵ Mayo Foundation for Medical Education and Research. "Glaucoma: Symptoms." July 18, 2006. Available at: <http://www.mayoclinic.com/health/glaucoma/DS00283/DSECTION=symptoms> Accessed January 10, 2009.

⁶ Mayo Foundation for Medical Education and Research. "Glaucoma: Causes." July 18, 2006. Available at: <http://www.mayoclinic.com/health/glaucoma/DS00283/DSECTION=causes> Accessed January 10, 2009.

Who is most at risk for glaucoma?

- People with a family history of glaucoma²
- People with high intraocular pressure (IOP)¹
- Everyone over age 60²
- African-Americans²
- Hispanics over the age of 60²
- People with diabetes²
- People who have used steroids for a long period of time²
- People with physical eye injuries²

How is glaucoma diagnosed?

Routine visits to an eye care professional are the best way to detect glaucoma. A complete eye examination includes measuring IOP and evaluating the drainage angle of the eye and the optic nerve. Additionally, visual field tests are used to evaluate the peripheral vision of each eye.

How can glaucoma be treated?

While there is no cure for glaucoma, elevated IOP is currently the only treatable risk factor. It is important to treat aggressively with products such as prescription eye drops that can provide maximum reduction of elevated IOP with long-term control. In some cases, surgery can also help. It is important for patients to use medication as prescribed and maintain regular examinations with an eye care professional who can evaluate glaucoma progression and treatment options.

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About the World Glaucoma Association

The World Glaucoma Association (WGA) is an independent, impartial, ethical, global organization for glaucoma science and care. WGA aims to optimize the quality of glaucoma science and care through communication and cooperation among international Glaucoma Societies, with Glaucoma Industries, Glaucoma Patient Organizations and all others in the glaucoma community.

About the World Glaucoma Patient Association

The World Glaucoma Patient Association (WGPA) works globally to encourage the establishment of and cooperation among national Glaucoma Patient Associations worldwide. The WGPA serves as an umbrella organization to provide useful information to individuals, health care providers and support groups that are devoting their efforts to the fight against glaucoma. For more information, please visit, <http://www.wgday.org>.

Media Contact:

[Eye Care Professional Name]

[Organization/Association]

[Contact Phone Number]

[Contact E-mail Address]

¹ Glaucoma Research Foundation. "What is Glaucoma?" Available at: http://www.glaucoma.org/learn/what_is_glaucom.php. Accessed January 10, 2009.

² Glaucoma Research Foundation. "Are You at Risk For Glaucoma?" Available at: http://www.glaucoma.org/learn/are_you_at_risk.html. Accessed January 10, 2009.

WORLD GLAUCOMA DAY: EXPRESSION OF INTENT FORM

We urge you to help make World Glaucoma Day a huge success. There are a variety of ways in which you can participate. Please use the online activity form at www.wgday.net or use this page to indicate which of the activities below you would be willing to coordinate yourself or nominate another person to do. If you are nominating someone else, please add your own contact details at the bottom of the page. Send to George N. Lambrou, MD, PhD, Patriarchou Ioakeim 54, 10676 Athens, GREECE. Fax +30 210 7222 747, E-mail gnlambrou@hotmail.com or george@lambrou.eu.

| ACTIVITY | I am interested | I nominate: (add name and contact information) Please Print |
|--|-----------------|--|
| Contact newspaper to publish an article | | |
| Write newspaper article | | |
| Contact radio station to cover the WGD | | |
| Contact TV channel to cover the WGD | | |
| Lobby my country's postal service to issue commemorative stamps | | |
| Organize open-door events at my institution | | |
| Organize screening day at my institution please indicate FREE or WITH FEE | | |
| Organize free screening at public site | | |
| Organize patient-educational conference at my institution / at a public site (please choose) | | |
| Organize a patient-run conference at my institution / at a public site (please choose) | | |
| Participate in a conference if someone else organizes it (you can also nominate suitable persons to speak at conferences) | | |
| Post on my website, blog, or newsletter/ BBS material advertising the World Glaucoma Day or other relevant information | | |
| Distribute at my practice / institution / public site printed material advertising the World Glaucoma Day, and/or other material | | |
| Other activity ideas (please fill-in) | | |

Send to George N. Lambrou, MD, PhD, at above address. Fax +30 210 7222 747, E-mail gnlambrou@hotmail.com or george@lambrou.eu
Please Print

Name: _____ e-mail: _____

Telephone: _____ FAX: _____

Address _____ City _____

State _____ Zip _____ Country _____