

Action:

Country: Italy

Theme:

Project Lead:

Objective(s)

- Patient Information (long wait time for appointments and fear of treatment results)

Audiences (Decision Makers/Influencers)

- At risk population

Strategy/Activities

- Distribution of information
- Through local activity: Information stop, free eye check and meeting with a specialist to understand Diabetic Retinopathy
- Media coverage, press office

Messages (Supported by Barometer Data)

- Don't let diabetes take away your sight too

Timing

- 6 months

Resource requirements

- 150,000 – 200,000 Euros – activity in 100 cities



Audience Specific Message Development:

Country: Italy

Patient Audience

- Don't let diabetes take away your sight too

KOL/Medical Societies

- Work together for the patient with the patient

Media

Theme:

Policy Maker/Payer Audience

- Spend today to save tomorrow

Health Care Professionals

- Strong alliance to save sight

General Public

- Checking your eyes and save your sight