

NAEVR AT AUPO

On January 30, 2004, NAEVR held an update luncheon at the annual meeting of the Association of University Professors of Ophthalmology (AUPO), a founding member of AEVR/NAEVR. Hosted by AEVR/NAEVR President Dr. Stephen Ryan and attended by Board members Dr. Ron Smith (University of Southern California), David Pyott (Allergan), and Joanne Angle (ARVO), the event enabled NAEVR to preview strategies in the FY2005 appropriations process. "It was especially rewarding to meet many of the AUPO advocates that have been so responsive in contacting Congress," said NAEVR Executive Director James Jorkasky.



James Jorkasky (NAEVR) meets with Dr. Barrett Haik (University of Tennessee), an AUPO Board member and a new member of the National Advisory Eye Council



Dr. Ronald Bergsma (Louisiana State University Eye Center) chats with NEI Director Dr. Paul Sieving during a break at the AUPO Annual Meeting



Dr. Janis Forman discusses the use of communications to implement strategic change at the AUPO Annual Meeting

EXECUTIVE DIRECTOR'S MESSAGE THE ART AND SCIENCE OF COMMUNICATION

At the recent AUPO meeting, Dr. Janis Forman, professor at The Anderson School at UCLA, described both the "art" of communication (e.g. persuasiveness) as well as the "science" of it (e.g. measurable impact or strategic change). The eye and vision research community's messages about the value and cost-effectiveness of funding research have strong "art" and "science" components, since the specter of vision loss is a very personal issue with significant economic and societal costs. As we proceed in the FY2005 budget process, you will see new and compelling messages added to our portfolio, as well as new routes of communications to Capitol Hill, the media, coalition partners, and consumers. We will make every effort to obtain our metric—\$711 million for the NEI in FY2005.

With respect to communications, please feel free to invite NAEVR to provide an advocacy briefing at any upcoming meetings. Contact me at jamesj@eyerresearch.org.



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