



EyeWatch Vision Health Education Program & Presenter's Toolkit

Program Goal:

The goal of the Eye Watch Program is to decrease the incidence of preventable vision loss among Ohio's adult population through promotion of healthy lifestyles, early detection and treatment.

The Eye Watch Program is enhancing the services of Ohio's adult care and public health networks by providing coordinated information and access to prevention information, referral, and treatment resources for aging eye challenges.

Key components of the EyeWatch program include a presenter's toolkit containing prepared PowerPoint presentations on 3 different topics, training for the presenters on utilization and marketing of the EyeWatch information, topic related brochures and educational materials, handouts, newsletter articles, and resources to assist clients in need of free or low cost eye care.

After completing the EyeWatch Presenter's Training Program- presenters will:

- Provide presentations on accessing eye care resources
- Educate clients about age related eye diseases such as glaucoma, age related macular degeneration and diabetic retinopathy
- Teach the people they serve how to live a healthy lifestyle to preserve their sight
- Create eye health displays
- Provide educational materials to help their clients
- Insert articles in their organization's newsletter about vision health

The EyeWatch Toolkit

Prevent Blindness Ohio (PBO) has developed an Eye Watch Toolkit to support presenter trainees. The toolkit contains a CD Rom with three PowerPoint presentations: *Living Well to See Well*, *Understanding Age-Related Eye Diseases*, and *Understanding Your Resources*. The toolkits also contain

handouts, brochures, and questionnaires to support each of the three presentations. Trainees will be able to use the resources in their existing organizational networks to educate their constituents about the steps individuals can take to maintain healthy vision.

PBO delivers a three hour orientation and training on use of these kits to professionals/volunteers recruited from aging network/health organizations that have a commitment to deliver eye health educational information and services to their constituents. PBO provides access to eye health education resources, services and programming. Targeted agencies/organizations for this program are those that have access to a large network of adult consumers in high risk or targeted populations.

Expectations of EyeWatch Program Trainees:

Organizations and individuals committing to the EyeWatch Program will be responsible for appointing an EyeWatch Advocates for their agency. Advocates will be existing employees in the organization who will serve as “point people” charged with the responsibility of providing their professional and consumer constituent bases with facts and information about what consumers can do to prevent vision loss. EyeWatch Advocates will be responsible for using existing organization networks and resources to educate their constituent bases about the steps individuals can take to prevent vision loss including:

- Orienting/training professionals and volunteers within their network to deliver eye health education programs to adults in a variety of settings including senior centers, community meetings, congregate meal sites and public health clinics.
- Placing eye health information in organization newsletters, e-newsletters, magazines and websites.
- Distributing aging eye-related educational materials (i.e. brochures, fact sheets, etc.) to constituents through existing channels – mass mailings, senior centers, health fairs, etc.
- Reporting their activities using the EyeWatch Program to Prevent Blindness Ohio.

Results to Date:

Since the program was initiated in April 2006, Prevent Blindness Ohio has trained more than 130 EyeWatch Program Presenters and distributed the same amount of EyeWatch Toolkits. Organizations that have incorporated the EyeWatch Visio Health Education Program into their health outreach initiatives include:

- Area Agencies on Aging,
- Public Health Departments,
- Council on Older Adults,
- General Health Districts,
- Home Care Companies,

- Ohio Optometric Association,
- Ohio Rehabilitative Services Commission- Bureau of Services for the Visually Impaired,
- The Ohio State University County Extension Offices,
- Sight Centers,
- Corporate Wellness staff,
- and community volunteers that have requested training in the program.

About Prevent Blindness Ohio

Prevent Blindness Ohio, founded in 1957, is the only voluntary, 501 (c) 3, nonprofit public health organization dedicated to preventing blindness and preserving sight. It serves all 88 Ohio counties, providing direct services to more than 800,000 Ohioans annually and educating millions of consumers about what they can do to protect and preserve their precious gift of sight. Prevent Blindness Ohio is an affiliate of Prevent Blindness America, the country's second-oldest national voluntary health organization.

PBO advocates for all Ohio consumers, with its main emphasis in serving those at high risk of losing their sight – preschool age children, older adults and people at risk for eye injuries at home, work and play. Prevent Blindness Ohio addresses its mission – ***to prevent blindness and preserve sight*** – through public information, research and early detection programs and activities.

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