

**Prevent Blindness, Ohio Affiliate
Strategic Plan 20-25**

**Board of Directors Update
Updated As of June 30, 2023**

PUBLIC & PROFESSIONAL EDUCATION

Provide eye health and safety education to Ohioans.

1. Utilize data reports published by Prevent Blindness America (PBA) and other vision advocacy organizations to create eye health information resources, such as patient information, General Assembly report, press conferences/releases, website content, and social media content.

Update:

PBO released information published in the Annual Product Consumer Safety Report regarding Fireworks Related Injuries as part of Fireworks Safety Awareness Week surrounding July 4, 2023. In addition, PBO has updated its Vision Problems in Ohio data and placed this information on its website. PBO also provides monthly eye health/safety information and releases on its website and distributes it to stakeholders and legislators. We will also place Ohio BRFSS information on our website.

2. Promote the availability of hands-on eye health and safety learning opportunities for children, their teachers and parents in a school setting by integrating Prevent Blindness, Ohio Affiliate (PBO) curricula available electronically- Play It Safe with Your Eyes (pre-K – grade 6), One Pair of eyes (grades 7-12) and Star Pupils Children's Eye Health and Safety.

Update:

PBO sent information to school nurses and teachers regarding the availability of Play It Safe with Your Eyes and encouraged them to consider using this curricula during the upcoming school year. We conducted a PISWYE virtual training on December 2, 2022 for preschool teachers in Montgomery County. PBO also distributes the Star Pupils Children's Eye Health and Safety curricula to assist educators. PBO will be obtaining most recent preschool version of Star Pupils and we will be conducting a PISWYE virtual training for preschool teachers in Montgomery County during the new PBO fiscal year.

3. Provide eye health and safety information and resources to 500,000 Ohioans annually through educational materials, Wise About Eyes exhibits, and permanent displays at venues such as COSI Columbus and the Little Buckeye Museum in Mansfield, Ohio.

Update:

This number is updated on a quarterly basis. COSI reopened in early June 2021 and 190,600 visited the exhibit as from 4/1/23-6/30/23 (Confirmed with Josh Sarver) We also provided information and resources to 20,374 Ohioans from 4/1/23-6/30/23. Total for 4/1/23-6/30/23 = 210,974 Ohioans.

Implement community outreach programs that promote and raise awareness of good eye health

1. Train a minimum of 250 Healthy Eyes Advocates per year.

Update:

We continue offering HealthyEyes Advocacy training in conjunction with our adult vision screening training in multiple modalities (in-person, virtual and live virtual) Held six live virtual webinars this PBO fiscal year as well as two in-person training and additional participants are utilizing the recorded version. 122 HealthyEyes advocates have been trained 4/1/23-6/30/23.

2. Communicate a minimum of four times annually with Healthy Eyes Advocates trained within the past three years, current vision screeners, and partner organizations , sharing vision health information and resources that is helpful in educating their clients.

Update:

Emails are sent quarterly to HealthyEyes Advocates, vision screeners and our community service partners. Next communications scheduled for July 2023.

Train and equip individuals to conduct vision screenings in at-risk populations

1. Train and certify volunteers and staff at primary health care centers and other settings that reach underserved populations to conduct vision screenings on adults. Increase the number of certified adult vision screeners by 3% each year from 727 in 2020 to 748 in 2021; 770 in 2022; 793 in 2023; 816 in 2024; 840 in 2025.

Update:

Virtual, live virtual, and in-person ADVT is currently being offered. A total of 125 were trained 4/1/23-6/30/23, which includes 5 re-certs.

Re-certify a minimum of 20% of adult vision screeners whose certification has expired. For FY 2324, 150 adult screeners will be eligible to recertify, therefore the 2324 goal will be to recertify 30 adult screeners. This goal

2. figure will be updated annually.

Update:

5 individuals have been recertified.

3. Train and certify children’s vision screeners in schools, childcare settings, and primary health care centers, meeting at minimum the requirements of PBO’s annual Save Our Sight grant.

Update:

160 individuals were trained and certified 4/1/23-6/30/23.

Re-certify a minimum of 30% of children’s vision screeners whose certification has expired. The goal for each

4. year will be to recertify approximately 244 children’s vision screeners.

Update:

53 people have recertified as a Children's Vision Screener from 4/1/23-6/30/23.

5. Conduct activity level survey of adult vision screeners and Healthyeyes advocates every two years to determine current average screener activity (complete by March 31, 2023 and March 31, 2025).

Update:

We sent out the survey to 824 screeners three times in February 2023 that covered 12 months of screener activity (January 1, 2022-December 31, 2022). 130 responded and 83 of them indicated they are actively screening (64% active screeners). On average, each of the 83 screen 92 individuals per year with a 26% referral rate.

6. Conduct activity level survey of children’s vision screeners every three years to determine current average screener activity (complete by March 31, 2023, March 31, 2026).

Update:

We sent out the survey to 2,407 screeners three times in February 2023 that covered 12 months of screener activity (January 1, 2022-December 31, 2022). 643 responded and 611 of them indicated they are actively screening (95% active screeners). On average, each of the 611 screen 316 children per year with a 11% referral rate.

Support and promote vision research

1. Implement PBO's fellowship award program for female scholars in vision research by providing grants to 1-3 students per year.

Update:

Recruiting applicants began in November 2022. 5 applications were received by the 2/15/23 deadline. The Selection Committee met 3/30/23 to review applications and 2 applicants were selected to receive Fellowships. We have notified all applicants. Scientific Forum featuring their research will take place in the fall of 2023.

2. Provide information about vision-related clinical research with PBO volunteer leaders and others on a quarterly basis. Provide access to research opportunities via the PBO, Wise About Eyes and Aging Eye Partnership websites, as well as via all PBO communication avenues.

Update:

Clinical studies accepting patients are shared monthly via PBO Update with PBO staff and volunteers. PBO supports an interactive website resource that helps patients find clinical trials recruiting patients by a direct link to studies in Ohio: <https://preventblindness.org/clinical-trials-for-eye-diseases-and-vision/>. PBO promotes ResearchMatch to donors/supporters and is a member of the ResearchMatch patient advocate group: researchmatch.com. PBO and the reenergized AEPPP developed a strategic plan that includes a strong focus on vision research.

3. Promote PBA's Joanne Angle Investigator Award annually, which provides funding for public health research investigating issues related to eye health and safety, via the website as well as with our partners in vision research.

Update:

PBO promoted PBA's Fight for Sight - Joanne Angle Public Health Award In October 2022 and we will do so again this year in the fall. In addition to sending application information about the award to our networks, we also posted on social media. PBO also publicized/promoted the Joanne Pomeroy award.

ACCESS TO EYE CARE

Promote and provide access to eye care in underserved populations

1. Maintain a system of donated vision care that serves a minimum of 3,505 at-risk Ohioans annually. This includes donated eye exams and glasses for underserved populations as well as providing vision insurance patient education support.

Update:

886 at-risk Ohioans have completed the cycle of donated vision care from 4/1/23-6/30/23.

Build partnerships that promote a holistic approach to individual health and well-being and enhance existing systems of care

1. Complete a minimum of one (during five year plan) quality improvement project with primary care practices or other partners serving at-risk children and/or adults.

Update:

PBO participated in a QI project with the American Academy of Pediatrics, Ohio Chapter. The QI project studied whether or not pediatricians are more likely to conduct a vision screening on their 3-5 year old patients now that a vision screening is a separate billable service for Medicaid. The data received indicates the project was very successful and found that approximately 8% of the participating pediatric practices were conducting vision screenings when the project started and they were not using the proper vision screening equipment. By the end of wave 5, 89% of the practices were conducting full distance visual acuity screenings with the proper vision screening equipment that PBO provided. For wave 6, eleven new Ohio Medicaid pediatric practices joined the project. All of them have completed the online vision screening training modules. PBO has provided onsite training for all of these practices. The practices have been very enthusiastic to learn and utilize the vision screening equipment. PBO had discussions with ODH about a possible Wave 7 of the QI project. This new phase would include an evaluation of Wave 5 and Wave 6 practices, additional data collection from these waves and modifications to the children's vision screening training for primary care practices. ODH has indicated, however, that no funding is available for continuation of this project at this time.

2. Increase the number of primary care clinic sites serving underserved populations that include vision care services at their clinics by providing them access to our Vision Care Outreach (VCO) program. Increase from 42 to 47 by 3/31/2025. Types of clinics include free clinics, community health centers and school-based health clinics.

Update:

49 current primary healthcare partners: Physicians CareConnection, Summa Health System Ophthalmology Center, OSU Optometric Outreach at Faith Mission, Stowe Mission of Central Ohio, Center of Hope Victory Ministries Free Medical Clinic, Health Partners Free Clinic, Lake County Free Medical Clinic, North Coast Health Ministry, Reach Out of Montgomery County, Toledo-Lucas County CareNet Program, University Family Physicians Race Track Clinic, Living Well Clinic, Medina Health Ministry, OPEN M Free Clinic, Oxford College Corner Clinic, Vineyard Free Health Clinic, Parma Health Ministry, Asian American Community Services, Helping Hands Health & Wellness Center, Hope Clinic of Ross County, Ohio Valley Health Center, UT CommunityCare Free Medical Clinic, Cincinnati Eye Institute, Vineyard Free Medical and Pregnancy Center, Access Health Stark County, Cincinnati Health Network, Community Health Centers of Greater Dayton (East Dayton Health Center, Charles Drew Health Center, Samaritan Homeless Clinic and Five Rivers Health Centers), Drop Inn Center Transitional Housing Program, Lorain County Health & Dentistry, Neighborhood Family Practice, Neighborhood Health Association, NEON Hough Health Center, Rocking Horse Community Health Center, New Carlisle Community Health Center, Center Street Community Clinic, Southeast, Inc., Family Health Services of Darke County, Mt. Healthy Healthcare Connection, Lincoln Heights Healthcare Connections, Talbert House, Greater Cincinnati Behavioral Health Services, Halim Clinic, Galion Family Health Center, Knox Community Health Services, That Neighborhood Free Health Clinic.

3. Hold a minimum of four partner organization webinars per year to inform partners of PBO's services available to underserved populations.

Update:

PBO will be holding quarterly webinars this year. We held a webinar on 6/29/22 with 19 in attendance, one on 9/28/22 with 34 in attendance, one on 12/14/22 with 25 in attendance, one on 3/29/23 with 40 in attendance and one on 6/28/23 with 31 in attendance. Our next webinar is scheduled for 9/27/23. All partner organizations current and former will be invited to all webinars and they all receive our quarterly partner organization newsletters.

4. Participate in PBA and other organization's advisory committees that monitor and assess vision screening and eye care technology for PBO application.

Update:

PBO participates in the National Center for Children's Vision and Eye Health's National Advisory Committee that make recommendations about vision screening technology and the Ohio Department of Health's Vision Advisory Committee which does the same. PBO has been participating on a committee staffed by ODH to provide guidelines regarding how to safely conduct a vision screening during the COVID-19 pandemic. These ODH guidelines were released 8/28/20 and PBO has distributed them to partners, contract trainers and screeners. ODH Ad Hoc Committee will be meeting again in June and their workgroups will begin meeting as well. PBO has reaffirmed with ODH its' desire to continue serving on the Ad Hoc Committee as well as its workgroups. PBO staff have been assigned to multiple workgroups including the "set up" "equipment" and "follow-up" workgroups. The Ad Hoc Committee will be holding public in-person meetings and we are awaiting the scheduling of them.

Acquire and leverage eye care resources that meet the vision care needs of underserved Ohioans

1. Recruit/maintain a minimum of one organization in each of Ohio's 88 counties that serves as a referral partner for PBO's Vision Care Outreach program.

Update:

We have a VCO partner organization presence in 72 counties. Multiple partner organizations serve clients in over 8 counties that do not currently have a PO presence.

2. Train individuals from a minimum of 5 organizations (1 from each region) associated with a specific diabetes

Update:

We have trained individuals from the following organizations associated with a specific diabetes program: Adams County Health Department (SW); Seneca County General Health District (Central/NW2); Noble County Health Department (SE); Washington County Health Department (SE); University of Toledo (NW); Cleveland Clinic Akron General (NE); Helping Hands Health & Wellness Center (Central); Union County Health Department (Central); Holmes County General Health District (Central); Case Western Reserve University School of Medicine (NE); Kettering College Occupational Therapy (MV); Opportunities for Ohioans with Disabilities (NE); Cleveland Clinic Mercy Hospital (NE); Physicians Care Connection (Central); OSU Extension Union County (Central); Our Helpers (Central); Cuyahoga County Senior & Adult (NE); Cleveland Clinic Lerner College of Medicine (NE); Health Care Solutions (Central); Licking County Aging Partners (Central); Direction Home of Northeast Ohio (Central); Mahoning Youngstown Community Action Agency (Central); Western Reserve Area Agency on Aging (Northeast); Kettering Medical Group (MV).

3. Maintain relationships with current eye exam/eyeglass donors and expand Vision Care Outreach Program growth demands through 3/31/2025. Current Providers Include: VSP Sight for Students and Mobile Eyes programs, VSPOne Lab Columbus, OneSight, CEI, Select Optical, VisionMakers, and National Vision Incorporated.

Update:

Maintain relationships with current eye exam/eyeglass donors and expand Vision Care Outreach Program growth demands through 3/31/2025. Current Providers Include: VSP Sight for Students and Mobile Eyes programs, VSPOne Lab Columbus (though lab is closing, Primary One is continuing work through Dallas, Texas VSP lab), OneSight, CEI, Essilor Changing Life Through Lenses, VisionMakers, and National Vision Incorporated (America's Best). AEG is a new provider who began a pilot project with Texas and Ohio in June 2022.

ADVOCACY

Advocate for public policies that support vision health and eye safety

1. Make personal contact with General Assembly vision champions and appropriate executive branch leadership at least once annually.

Update:

Contact will be made regularly with PBO Current/Past GA Champions – Niraj Antani, Mike Curtin, Nicki Antonio, Stephanie Kunze and Dr. Beth Liston. All members of the GA received AEPPP Report to the Governor and General Assembly and Senior Vision Health Guides for their constituents. All members of the GA received pre/post PBO Legislative Breakfast Reception materials. We made visits to educate legislators about the value of protecting and preserving the Save Our Sight Fund and asked them to support our HB 33 language creating a new voluntary checkoff. PBO also worked with the Department of Commerce and the State Fire Marshal on the 16-member Ohio Fire Code Rule Recommendation Committee established in HB 172. In addition, we engaged legislators and executive branch/agency staff at our AEPPP/PBO Legislative Briefing on April 19, 2023. We also regularly send monthly eye health and safety information to all legislators. In addition, we met with multiple legislators and their staff at our October 13, 2022 World Sight Day event at the Statehouse. We have also met with multiple legislators concerning our HB 33/SOS amendment (Reps. McNally, Callender, Patton, Schmidt, Liston, Stewart, Hoops and Dobos). We also invited local legislators to our POV events.

2.

Deliver testimony and make advocacy visits regarding legislation that impacts eye health and safety.

Update:

PBO will coordinate any needed legislative testimony on issues pertinent to the organization. We will be working with legislators to preserve and expand the Save Our Sight Fund. Top officials in the departments of Health, Aging and Education are updated regularly on issues of common interest. Data from PBA, BRFS, ODH, HPIO, OMAS and other sources are used for PBO's evidence-based communication. PBO also delivered testimony on September 12, 2022 to the State Fire Marshal in support of proposed explosives and fireworks rule language that would require that ANSI Z87.1 standards be met in the safety glasses made available at the retail location point of sale for fireworks fountain devices. In November 2022, PBO provided opponent testimony as well as sent out multiple advocacy alerts concerning House Bill 509, which had proposed to eliminate optician licensure in Ohio as well as remove opticians seats on the State Vision Professionals Board. We have also met with multiple legislators concerning our HB 33/SOS amendment (Reps. McNally, Callender, Patton, Schmidt, Liston, Stewart, Hoops and Dobos). Amy Pulles also testified before Senate Finance Committee on June 7, 2023 urging members to reinsert our SOS language placed into HB 33 in the Ohio House, but removed by the Ohio Senate.

3. Provide vision resources to elected officials at least once annually.

Update:

Legislators receive PBO monthly eye topic press releases and resources. Vision resources were also provided to federal legislators during our Eyes on Capitol Hill legislative visits on March 7 & 8, 2023. We provided resources to our elected officials at our October 13, 2022 World Sight Day event at the Statehouse. In addition, we provided PBO vision information and resources to Ohio State Representative and Senator offices at our AEPPP/PBO Legislative Briefing on April 19, 2023. We have also provided vision resources to the legislators we have been meeting with concerning our HB 33/SOS amendment language.

4.

Advocate to strengthen and expand funding and support for the initiatives on the national Prevent Blindness Legislative Agenda through grassroots advocacy campaigns, such as Eyes on Capitol Hill and district-based Congressional relationship development. Issues on the current agenda include: Maternal and Child Health Bureau's National Center for Children's Vision and Eye Health at PBA; Vision and Eye Health Initiative at the Centers for Disease Control and Prevention; National Eye Institute Research budget

Update:

The Prevent Blindness federal agenda includes: invest \$5 million in funding for the CDC's Vision Health Initiative; maintain the CDC's work in glaucoma prevention and awareness with \$4 million; and join the bipartisan Congressional Vision Caucus. The following Ohio Members of Congress already signed on as members of the Congressional Vision Caucus: Bob Latta, Michael Turner, Robert Gibbs, David Joyce, Bill Johnson, Troy Balderson and Marcy Kaptur. Senator Sherrod Brown is the second U.S. Senator to join the CVC since it became bicameral in 2007. Ohio delegates participated in Eyes on Capitol Hill legislative meetings on March 7-8, 2023. PBO was the Ohio Team Leader for these meetings (Jordan; Rep. Brown; Carey; Latta; Balderson; Kaptur; Joyce; Beatty; Sen. Brown). PBO sent communications to our Congressional delegation following-up on our March 7-8 2023 Eyes on Capitol Hill legislative meetings urging support for the specific parts of the Prevent Blindness federal legislative agenda. In addition, PBO signed on to the CDC Coalition letter (3/14/23) and sent emails urging Balderson, Johnson and Latta to support/co-sponsor the HELP Copays Act. PBO also (3/17/23) joined members of the CDC Coalition and several other Ohio organizations in signing onto to a letter to key U.S. House and Senate Appropriations Subcommittee legislators in support of increased funding for CDC vision and eye health programs in the FY 2024 Labor, Health and Human Services, Education and Related Agencies appropriations bill. PBO joined the Coalition for Health Funding on a letter (4/28/23) urging Congress to protect investment in non-defense discretionary programs, which includes vision and eye health programs at the Centers for Disease Control (CDC). In the letter, we ask that funding be set for fiscal year 2024 at a level that recognizes both rising costs and the need for investment in programs important to fostering economic growth and meeting human needs. Strong funding is critical to supporting activities and programs that are essential to protect the health of our communities.

Ensure vision preservation is a statewide priority

1. Advocate for policies that decrease the incidence and economic impact of vision loss and injuries based on evidence-based data from reports from PBA, BRFSS, ODH, HPIO and Ohio Medicaid Assessment Survey data or other credible sources.

Update:

Evidence-based data was utilized in our Fireworks Safety Awareness Week Position Statement which contains data from CPSC Fireworks Injury Report, Ohio State Fire Marshal data, Iowa Fireworks Injury Report and Pediatric Society Study on child injuries. Our AEPPP Report to the Governor and General Assembly and Exhibit information uses the latest evidence-based data from PBA, Center for Vision and Population Health. And, information provided by PBA is regularly distributed in press releases and on social media. PBO received funding from the National Association of Chronic Disease Directors to update Vision Problems in Ohio which provides county-specific vision loss incidence and cost for all 88 Ohio counties. This project was completed in 2021 and the vision data is available on our website. Manuscript co-authored by Sherry Williams, Marc Molea and David Monder submitted to and approved by the Ohio Public Health Journal which compares vision care utilization pre and post Medicaid Expansion provides new insight into vision care messaging and strategic planning. OPHA published the manuscript in its August 2022 issue. In addition, Dr. VanNasdale has been presenting information on this work to multiple healthcare/public health professional organizations including the Ohio Academy of Family Physicians, the Ohio Osteopathic Association, the Ohio Chapter of the American Academy of Pediatrics, the Ohio Optometric Association and the Ohio Ophthalmological Society. Dr. VanNasdale also discussed this work on a segment of Prognosis Ohio, a WCBE health care podcast. PBO and Dr. VanNasdale have completed a one-page summary of this work.

2. Sponsor a minimum of one legislative activity (briefing, press conference, reception) annually.

Update:

PBO held a World Sight Day legislative event at the Ohio Statehouse on October 13, 2022. We also held our PBO/AEPPP Legislative Briefing/Breakfast on April 19, 2023 at the Statehouse.

3. Advocate for the expansion of new and existing data sources for collecting vision and eye health data including the Behavioral Risk Factor Surveillance System (BRFSS), State Health Improvement Plan (SHIP), and the Ohio Medicaid Assessment Survey (OMAS).

Update:

Print materials are developed from state-specific data include Ohio's Aging Eye Public Private Partnership Annual Report to the Governor and General Assembly and fact sheet on vision's impact on falls which is used by the Ohio Department of Aging. A collaborative PBO-Ohio Academy of Pediatrics academic journal article, Preschool Vision Screening Collaborative: Successful Uptake of Guidelines in Primary Care, was printed in Pediatric Quality and Safety, Nov 19, which details what we have learned through our 5-year statewide effort in preschool vision screening in pediatric practices. PBO successfully advocated for vision questions in the Ohio Medicaid Assessment, the State Health Improvement Plan and in BRFSS in 2018, 2019, 2020 and 2021. Proposal for BRFSS 2022 state-added questions expands vision care utilization questions to add further understanding of why Ohioans do not seek care and why they do seek care. Our proposal was accepted with additional questions and for both splits (wider audience will be surveyed) and we received ODH approval of the same vision questions and reach in our 2023 BRFSS proposal submitted in September 2022. Vision Problems in Ohio (VPOH) was updated in 2021 using new census data and updated datapoints from NORC and CDC. This information is now available on PBO website. PBO collaborated with the OSU College of Optometry to co-author a journal article on vision care utilization pre and post Medicaid expansion of vision benefits. Article submitted to OPHA and published in August 2022. In addition, Dr. VanNasdale has been presenting information on this work to multiple healthcare/public health professional organizations including the Ohio Academy of Family Physicians, the Ohio Osteopathic Association, the Ohio Chapter of the American Academy of Pediatrics, the Ohio Optometric Association and the Ohio Ophthalmological Society. He also presented his data at our Ohio Aging Eye Summit this past June. Dr. VanNasdale also discussed this work on a segment of Prognosis Ohio, a WCBE health care podcast.

Develop grassroots advocacy networks

1. Partner with organizations with a specialized interest in safety to enhance their policies and information related to eye safety, including the Ohio Injury Prevention Partnership, State Fire Marshal, Ohio Bureau of Worker's Compensation (Safety Congress), Ohio Optometric Association and the Ohio Ophthalmological Society.

Update:

We continue partnering with the Ohio Injury Prevention Partnership in promoting and supporting Falls Prevention awareness. PBO serves on the Ohio Falls Coalition and the Policy & Sustainability Committee. We are working with coalition members on developing a Falls Coalition policy change resource guide/manual that will facilitate more informed and meaningful interactions with legislators and policymakers. We also partner with the Ohio BWC to plan PBO related presentations and speakers for the Ohio Safety Congress. Although the Prevent Blindness Committee has been folded into a larger Total Worker Health Committee, we secured a PBO approved eye health and safety presentation that was approved for Safety Congress 2023, but our presenter had a family emergency. PBO was provided a complimentary exhibit space for the event on March 8th and 9th. We also worked with BWC's Medical & Health Symposium to serve as an exhibitor at their virtual symposium in 2021 and 2022 and we served as an exhibitor for the 2023 symposium in early May. PBO also delivered testimony on September 12, 2022 to the State Fire Marshal in support of proposed explosives and fireworks rule language that would require that ANSI Z87.1 standards be met in the safety glasses made available at the retail location point of sale for fireworks fountain devices. We also joined with the OOA and OOS in advocating to retain optician licensure in Ohio through HB 509.

2. Include public policy updates/discussion as an integral portion of all board meetings and standing committee meetings.

Update:

This practice is successfully implemented at all Board and Standing Committee Meetings.

3. Invite local elected officials, including members of the General Assembly, Congress and local Bureau of Motor Vehicle representatives, to all appropriate Prevent Blindness and Save our Sight sponsored activities in their area.

Update:

We had a very low number of in-person vision screening trainings in SFY 2023. We did invite legislators to our in-person trainings, but none responded/attended. In addition, legislators are invited to our AEPPP legislative briefings as well as our World Sight Day event at the Ohio Statehouse on October 13, 2022. Local legislators were invited to our POV events.

4. Invite local elected officials, including members of the General Assembly, Congress and local Bureau of Motor Vehicle representatives, to all appropriate Prevent Blindness and Save our Sight sponsored activities in their area.

Update:

Advocacy Alerts go out as needed. We sent out alerts in late November/early December 2022 concerning HB 509, which had proposed the elimination of licensure for opticians in Ohio and their removal from the State Vision Professionals Board. We also sent out an alert to Ohio State Representatives, as deliberations on the Ohio Biennial Operating Budget (HB 33) got underway, urging them to utilize Prevent Blindness and our vision problems data when considering vision funding issues. More recently, an action alert was sent (6/7/23) to PBO Board and executive council members urging them to reach out to Senate Finance Committee members and support restoration of our HB 33 SOS language. We also sent out an alert (6/22/23) to PBO Board, Committees, staff and executive council members urging them to contact Conference Committee members and our legislator target list in support of restoring our HB 33 House SOS language.

5. Recognize elected officials for their support of eye health and safety measures via invitations to PBO events (i.e. exhibit openings, vision screening trainings, People of Vision events, Swing Fore Sight, etc.).

Update:

Elected officials were invited to attend POV events in February and March 2023. Elected officials were invited to attend our vision screening event held on World Sight Day at the Statehouse (October 13, 2022). In addition, we invited legislators and executive agency staff to attend our PBO/AEPPP legislative briefing at the Statehouse on April 19, 2023.

Provide leadership to coalitions and partnerships that address eye health and safety

1. Distribute the “Ohio Vision Resources and Services Guide” annually through OSHIP, Opportunities for Ohioans with Disabilities, Ohio General Assembly and other aging network organizations.

Update:

The Resource Guides have been distributed in the HE toolkits starting with our virtual HE webinars in August 2020. We continued including it with HE toolkits and we provided the guide to legislators and executive agency staff at our PBO/AEPPP Legislative Briefing/Breakfast on March 29, 2022 as well as our World Sight Day event on October 13, 2022. We also distributed it at our April 19, 2023 PBO/AEPPP Legislative Briefing, at our booth at Safety Congress in March 2023 as well as in our virtual booth at the BWC Medical & Health Symposium in May 2023.

2. Facilitate the Aging Eye Public Private Partnership’s (AEPPP) sponsorship of one Aging Eye Summit per year with focus on one or more of the leading causes of vision loss in adults. Participants range from researchers to patients.

Update:

The 2023 Aging Eye Summit was held virtually and in-person at Miami University on May 15, 2023 with nearly 120 individuals participating. The Summit featured speakers who discussed: what is new in research and clinical care of the lens and the retina including development and regeneration; aging eye diseases including AMD, cataract, diabetes related retinopathy and glaucoma; low vision resources; and providing support to older adults with eye disease and low vision. Summit speaker information and presentations are available on PBO website. Planning for the next Summit will soon be underway.

3. Review and update PBO’s Public Policy Agenda by 3-31 of each fiscal year.

Update:

The PBO Public Policy Agenda is reviewed at each quarterly meeting of the PBO Advocacy Committee with Committee Members and Government Affairs Consultants. Direction is set for proactive and reactive existing situations. PBO has an Advocacy Policy which is followed. Advocacy Committee members created a PBO Advocacy Agenda that was shared with the PBO Board. Committee members, at the February 2023 meeting, approved the Agenda for 4/1/23-3/31/24.

4.

Facilitate a minimum of two meetings annually for the Ohio Eye Care Coalition and coordinate their activities.

Update:

Ohio Eye Care Coalition met Wednesday, May 18, 2022, November 30, 2022 and June 8, 2023. The next meeting will be scheduled for the fall/winter of 2023 and will be chaired by the Ohio Optometric Association.

5. Facilitate a minimum of one joint activity for the following Coalitions: SOS Fund Coalition, Aging Eye Public Private Partnership, Ohio Fireworks Safety Coalition, and Ohio Eye Care Coalition.

Update:

PBO and the Ohio Fireworks Safety Coalition promoted Fireworks Safety Awareness Week surrounding the July 4, 2023 holiday. The SOS Coalition has met and will continue meeting to collaboratively work to preserve and expand the Save Our Sight Fund. We developed SOS checkoff language and included it in the House version of HB 33. We also partnered with the Aging Eye Public Private Partnership to facilitate Ohio's Aging Eye Summit on May 15, 2023 at Miami University. The Ohio Eye Care Coalition met May 18, 2022, November 30, 2022 and June 8, 2023. The Aging Eye Public Private Partnership held its legislative briefing/breakfast on April 19, 2023 at the Ohio Statehouse.

6.

Expand the consumer/patient voice for eye health and safety by participating in coalitions that impact public information/public policy initiatives such as the Ohio Department of Health Behavioral Risk Factor Surveillance System Task Force, Southwest Ohio Vision Coalition, and the Ohio Injury Prevention Partnership.

Update:

PBO currently serves on the following committees that address this goal: ODH Injury Prevention Partnership, ODH Behavioral Risk Factor Surveillance System (BRFSS) Task Force, ODH Maternal Child Health Block Grant Work Group, Ohio Falls Prevention Coalition, ODH Ohio Vision Screening Guidelines Advisory Panel, ODH Vision Program Ad Hoc Advisory Panel, Southwest Ohio Vision Coalition, Ohio Eye Care Coalition, Save Our Sight Grantee Coalition, and Ohio Fireworks Safety Coalition.

RESOURCE DEVELOPMENT

Increase revenue from all sources

1. Increase revenue from the Individual Giving Sight Saving Campaign by 3% annually (from \$109,000 to \$112,270 in 2020-21, \$115,638 in 2021-22, \$1143,912 in 2022-23, \$119,057 in 2023-24, \$122,629 in 2024-

Update:

Individual giving as of 7/21/2023 is \$5,241; % increase will be reported on 3/31/2024.

2. Increase restricted/unrestricted grant revenue from foundations/organizations by 5% annually (excluding the Save Our Sight grant) (from \$400,000 to \$420,000 in 2020-21, \$441,000 in 2021-22, \$476,034 in 2022-23, \$605,326 in 2023-24, \$635,592 in 2024-25).

Update:

Restricted grant revenue from foundations as of 7/21/2023 is \$81,125; Unrestricted grant revenue as of 7/21/2023 is \$66,344. Organization revenue is \$1,025. Total of \$148,494. % increase will be reported on 3/31/2024.

3. Increase corporate giving revenue (to the Annual Sight Saving Campaign and special events) by 3% annually (from \$416,000 to \$428,480 in 2020-21, \$441,300 in 2021-22, \$485,344 in 2022-23, \$390,670 in 2023-24, \$402,390 in 2024-25).

Update:

Corporate giving as of 7/21/2023 is \$11,834. % increase will be reported on 3/31/2024.

4. Invest in direct mail acquisitions.

Update:

PBA has a direct mail appeal scheduled for July 2023.

- 5.

Increase planned giving commitments by gaining at least two new commitments from volunteers/donors annually. Include a planned giving presentation at one Board and Executive Council meeting and require that all Board and Executive Council members complete planned giving survey annually.

Update:

A Planned Giving presentation was given at the February 2023 Board meeting as well as the winter Executive Council Meetings. PBO received four confirmations of planned gifts during the 22-23 fiscal year.

6. Conduct continuous development of current planned giving donors and reach out to them by phone, email or in person at least once annually.

Update:

Planned givers are contacted throughout the year via in person visits, phone calls, and email newsletters. A quarterly Legacy Newsletter is mailed to 1300 planned giving prospects through PBA. Planned givers are included in PBO's donor development activities including personalized outreach and the adopt-a-donor program.

7. Require that each Board, Chapter Executive Council, and Development Committee member serve on at least one fundraising sub-committee or volunteer at one special event each year (committees/events include: People of Vision, Swing Fore Sight Golf Tournament, or Phonathon).

Update:

Many Board, Executive Council, and Development Committee members served on the 2023 Swing Fore Sight Golf Tournament Committees. We will invited volunteers to participate in Phonathon/Thankathon and the 2024 People of Vision Steering Committees.

8. Secure an annual campaign contribution from 100% of all Board of Directors, Chapter Executive Council members, and staff.

Update:

Annual Campaign solicitations from board members will begin in September 2023.

9.

Maintain Cycle of Sight standards for researching, recruiting, maintaining and growing donors (i.e. special events are treated as donor in-take strategies versus a one-time annual contact) and conduct annual review of the Cycle of Sight standards with Board and Chapter Executive Council members.

Update:

Cycle of Sight standards were reviewed with the Board and Executive Councils during the spring 2023 meetings.

10. Conduct regular prospecting utilizing segmented data from event/educational activity participants and increase number of new donors donating at least \$100 by 3% annually from 145 to 149 in 2020-21; 153 in 2021-22; 166 in 2022-23; 95 in 2023-24; 98 in 2024-25.

Update:

PBO secured 92 new \$100+ donations from individuals in FY 22-23. This goal for 23-24 will be updated on 3/31/2024.

Maintain financial stability

1. Maintain unrestricted net assets available for use to equal between 1-3 years' operating expenses, and when net assets exceed or fall below that amount, take prudent measures to bring unrestricted reserves within the guidelines.

Update:

PBO's operating reserve at 3-31-23 equaled 2.6 year's operating expenses in reserve.

2. Maintain certification in OANO's Standards for Excellence to support PBO's credibility, ethics and accountability through renewal application due in 9-21.

Update:

PBO received five year certification in July 2023 from the Standards for Excellence Institute in Maryland.

3. Monitor investments to meet or exceed benchmarks as established by the investment policy.

Update:

Monthly fixed and equity statements are received by Treasurer and CEO and recorded on PBO monthly financial statements. Investment consultants are invited to participate in at least 2 of 4 annual budget and finance committee meetings. Our current investment consultant – Morgan/Stanley-The Robertson Group - was chosen through an RFP process in 2012. All PBO investment funds are combined in a unified account. The PBO investment policy was reviewed by the B&F Committee in June 2023 and changes will be presented to the BOD in August 2023.

4. Conduct oversight of staffing and capital needs annually during budget preparation.

Update:

Staffing and capital needs were analyzed as the budget process for 23-24 fiscal year.

Build brand awareness

1. Collect a minimum of 20 donor/volunteer stories (why they volunteer or donate to PBO) and 100 client stories annually and share these stories via channels that reach the public and tell our story.

Update:

We collected more than 100 client success stories and 19 donor stories last fiscal year. We have collected 12 client success stories so far this fiscal year.

2. Maintain Facebook followers, averaging 1,250.
Update:
1,470 followers as of 6/30/23. Average will be reported 3/31/2024.
3. Maintain Twitter followers, averaging 1,250.
Update:
1,293 followers as of 6/30/23. Average will be reported 3/31/2024.
4. Maintain Facebook engagement rate of 15% each month. (Post Engagement/Post Reach)
Update:
Facebook Engagement rate is 15% on 6/30/2023
5. Maintain PBO's Instagram platform.
Update:
Instagram is maintained.
6. Post a relevant message on Facebook and Twitter daily (Monday-Friday), averaging 20 times per month.
Update:
Daily posts are being made.
7. Send electronic communication at least quarterly to email database that advertises volunteer opportunities, announces program events and provides updates on Prevent Blindness' impact in the community.
Update:
Quarterly email updates being sent. Next one is scheduled for July 2023
8. Review and update the Corporate Communications Policy every two years and provide training to staff and volunteers of its content and usage.
Update:
The Corporate Communications Policy is reviewed every two years. It was updated and approved at the February 2021 Board meeting. An update in February 2022 was not necessary and will be reviewed again in the summer 2023.
9. Reach a minimum of 128 media placements (articles and interviews) annually in which Prevent Blindness, Ohio Affiliate and/or its program(s) are cited.
Update:
Placements as of 6/30/23 = 163
10. Maintain visitor impressions (defined as number of people who visit the website, not number of pages visited) to www.pbOhio.org and wiseabouteyes.org at approximately 16,000 each year.
Update:
Visitor impressions = as of 6/30/23 PBO Website: 5,441; Wise About Eyes: 677

11. Update the Annual Media/Marketing Plan (including social media), approved by the Marketing and Development Committee, to promote Prevent Blindness as Ohio's consumer advocate and source for eye health and safety information for the public.

Update:

The Annual Media Marketing Plan was updated and was presented to the Marketing and Development Committee May 3, 2023.

12.

Develop personal relationships (at least one face-to-face meeting) with at least 10 media contacts annually (2 per region) that provide at least one new media placement in their print publication, TV, website or radio.

Update:

Matt Stone WFMJ-TV; Dave James, 97.1 The Fan (WBNS-FM)

13. Recognize companies that provide vision care benefits to their employees at all People of Vision and Swing Fore Sight events to help increase employer awareness about the importance of providing vision care benefits to employees.

Update:

Companies offering vision care benefits will be recognized at the 2023 Swing Fore Sight Golf Tournaments and at the 2024 People of Vision Award events.

Utilize advancements in technology

1. Increase PBO email database by 5% annually from 23,500 to 24,675 in 2020-21; 25,900 in 2021-22; 26,996 in 2022-23; 30,304 in 2023-24; 31,819 in 2024-25.

Update:

As of 3/31/2023, PBO had 28,861 email addresses in the database.

2. Solicit online donations at least once monthly using social media and database of email addresses.

Update:

Online donation solicitation requests are being sent regularly through email and social media.

3.

Maintain standardized cloud databases with unlimited fields that have segmented reporting applications for donor base, volunteer base, Vision Care Outreach patient/provider base and program recipients.

Update:

The Annual Review of the Volunteer database was conducted in July 2023 and necessary updates were made.

4. Maintain cloud computing and storage for email, accounting software, attendance/payroll reporting to mitigate risk and remain flexible in meeting variable demands from marketplaces.

Update:

Cloud computing is maintained and updated regularly.

5. Maintain a shared, centralized technology system among all PBO operational locations which offer seamless support and communication with internal and external audiences.

Update:

Shared technology system is being maintained and is accessible to all staff.

Develop staff and volunteer leadership

1. Convert at least two event participants from each event to serve as a PBO volunteer (i.e. serving on a committee, Board/Chapter, or being trained as a vision screener).

Update:

Event participants are being recruited for further engagement with PBO.

- 2.

Implement employee professional development and retention strategies that meet goal of average 2 years+ tenure for managers (if performance meets expectations) and turnover rate for all employees that is consistent or better than 20% (OANO C&BSR reports average turnover rate of 15.9% in 2020)

Update:

At 3-31-23, average tenure of management staff was 6.9 years. 0 employees turnover during the fiscal year, which is much better than the benchmark of 20%.

3. Research the value of conducting an employee engagement survey. Identify resource to use and create action plan.

Update:

Resources have been offered by HR Committee to pursue this objective during the term of the plan. At this time, the time period in which to conduct the survey has not yet been set.

- 4.

Maintain a current emergency succession plan and leadership succession policy and review annually.

Update:

The emergency succession plan has been updated and approved by the Board of Directors in November 2022.

5. Maintain a salary administration program that promotes competitive salary ranges and benefits benchmarking with similar nonprofits.

Update:

For competitive purposes, a comprehensive review was conducted on PBO's exempt and non-exempt positions' annual compensation structure, and how our compensation compares with similar positions provided by the Ohio Association of Non-Profit Organizations (OANO). The review also incorporated research identifying the low, mid and high-ranges salaries of similar positions, as revealed through salary surveys conducted by OANO. Through the compilation of the data, PBO was able to provide rankings, as a percentage, of our salary structure as it relates to the mid-range salary structures of the sources.

6. Support a minimum of 40 hours of professional development for managers and 20 hours for associates annually.

Update:

All PBO managers currently have a performance objective requiring 40 hours of professional development annually. PBO Associates have a goal of 20 hours of professional development annually. Progress is monitored at 6-month and annual performance reviews.

7. Expect all employees to participate in a minimum of 4 hours of community service programming annually to increase knowledge of mission and program services.

Update:

All employees currently have a performance objective requiring participation in a minimum of 4 hours of community service programming annually.

8. Hold a minimum of one all-staff leadership development retreat annually focusing on personal and team professional development.

Update:

PBO holds monthly zoom conferences on specific topics with staff (i.e.. a meeting was held in June regarding everyone's role in the Strategic Plan). We have held several meetings covering multiple topics including PBO's Cycle of Sight, a review of our handbook and procedures, a review of our media market plan, a review of our BRFS manuscript by Dr. VanNasdale as well as our strategic plan. We also held a September personal and team professional development day at the Clippers as well as in August 2022 at TopGolf. In addition, Elizabeth Sammons gave a presentation and led a discussion on her experiences being blind and using nonvisual technology in her work and travel. PBO staffer Pam Zink shared her experiences as an optometric assistant with the staff. Jesse Bartman shared her research analysis of Head Start PIR with a focus on children's vision. PBO staff also participated in a zoom presentation by Dr. Colleen Cebulla from OSU Ophthalmology who discussed the types of research they are currently conducting. Our staff also welcomed Allison Meloy from Opportunities for Ohioans with Disabilities to discuss ensuring our webpages and materials are accessible to the blind and visually impaired. PBO's development team also discussed fundraising, grant writing and POVs with all staff. Dr. Heather Anderson discussed vision screening challenges and her work with children with special needs. Dr. Hope Barkoukis discussed the state of nutrition and eye health. PBO leadership also promotes and/or requires all or selected staff member participation in zoom conferences such as the PBA National Vision Summit and Ohio AEPPP's Aging Eye Summit, etc. that focus on professional development and knowledge gain.

9. Maintain an active PBO Volunteer Recruitment and Development Committee to focus on Board/Executive Council development responsibilities including evaluation of current board/council member performance, volunteer leadership recruitment (including personal interview and orientation with new candidates/members), annual survey of current volunteer performance/interest, and annual formal orientation program for board and volunteer leaders.

Update:

PBO Volunteer Leadership Recruitment and Development Committee meets quarterly with responsibilities including identification and recruitment of board and committee members, evaluation of board member performance and orientation of all board members.

10. Maintain a range of 30-36 active statewide Board of Directors Members.

Update:

In May of 2023, the Board will be electing 7 new board members as well as 5 current board members for an additional term. After the May elections, there will be 33 board members for the 23-24 year.

11. Conduct an annual assessment of Board of Directors diversity to maintain a minimum of 25%+ outside Central Ohio; 40%+ female; 15%+ ethnic community; and 20% <40 years or >60 years.

Update:

The 2023-2024 PBO Board of Directors has members representing 38% outside of Central Ohio, 42% female, 9% ethnic community and 45% <40 or >60 years old. Eight board members are <40 and 7 board members are >60.

Strengthen volunteer leaders' engagement

1.

Reach a goal of two volunteer-led events annually (online peer to peer fundraiser, house/restaurant party) that provides accessibility to PBO for individuals interested in becoming engaged in the organization.

Update:

We encourage volunteers to host events.

2. Track and evaluate Board Members' achievement of Board Responsibilities annually including: commitment of time (6-10 hours monthly), participation in Board Meetings, service on PBO Committee, attendance at Committee Meetings, participation in PBO Volunteer Orientation, financial contribution, solicitation of support from others, planned giving visit/orientation, participation in PBO community service program, participation in at least one special event.

Update:

In 2022-23, 78% of Board Members (25 out of 32 members) achieved participation in at least 75% of Board responsibilities detailed in objective.

3. Promote the Board Chair's adoption of at least two meaningful priority areas of focus that impact the mission and support the strategic plan.

Update:

The PBO Board Chair has adopted the following focus areas: re-engagement and recruitment of AEPPP members, increase the visibility of the AEPPP, increase the visibility of the great work being done by the Executive Councils, and increase the diversity of the Board of Directors.

4.

Encourage issue discussion related to PBO mission in at least 50% of the annual Board meeting agendas.

Update:

Generative discussion was made part of 100% of Board Meeting agendas in the past FY.

5. Include mission and advocacy updates at each Board and Standing Committee Meeting.

Update:

A mission review and advocacy update is included at all Board, Executive Committee, Executive Council, Standing Committee and Chapter Committee Meetings.

6. Provide annual report of strategic plan progress at the PBO Annual Meeting. Implement review of appropriate strategic plan objectives in at least 50% of Standing Committees' meetings annually.

Update:

Strategic Plan progress is an agenda item at each Board, Executive Committee and Standing Committee Meeting. Written committee reports include progress checks on strategic objectives.