

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

**Board of Directors Update  
Updated As of July 31, 2024**

**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, 2024. 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 BRFS 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 multiple PISWYE virtual trainings (December 1st and December 8th 2023) for 17 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. PBO will be scheduling a virtual PISWYE training for Montgomery County preschool teachers for the second half of 2024.

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.

***Update:***

This number is updated on a quarterly basis. 194,290 visited the COSI exhibit from 4/1/24-6/30/24 (Confirmed with Josh Sarver) We also provided information and resources to 168,609 Ohioans from 4/1/24-6/30/24. Total for 4/1/24-6/30/24 = 362,899 Ohioans.

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

1. Train 336 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 five live virtual webinars this PBO fiscal year as well as two in-person training and additional participants are utilizing the recorded version. 101 HealthyEyes advocates have been trained.

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. Communications were sent in June and July 2024.

*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 102 have been trained, which includes 8 recerts.

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:**

8 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:**

165 individuals were trained and certified.

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:**

59 people have recertified as a Children's Vision Screener.

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:**

The 2024 Fellowship Award applications were due by February 15, 2024 and six were received. The Selection Committee met 4/3/24 and 2 applications were selected to receive Fellowships. The Scientific Forum will take place in the Fall.

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 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](https://researchmatch.com). PBO and the reenergized AEPPP developed a strategic plan that includes a strong focus on vision research. In addition, we publicized (website, social media, email communications) multiple opportunities through Prevent Blindness and its partners for individuals to participate in clinical trials involving pharmaceuticals, Geographic Atrophy and diabetes-related eye disease.

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 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:**

1,465 at-risk Ohioans have completed the cycle of donated vision care.

*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 is partnering with the National Kidney Foundation (NKF) on a Chronic Kidney Disease and Diabetic Retinopathy Quality Improvement Project with the Ohio Department of Health (ODH). Through participation in this Project, we are working with Federally Qualified Health Centers (FQHCs) and primary care practices to put systems and pathways in place to identify people with diabetes who need to be screened for diabetic retinopathy, ensure the screenings occur, and ensure individuals receive the appropriate care through referral to an eye doctor where they can be diagnosed for diabetic retinopathy and receive treatment. Since the start of this multi-year project in April, PBO has met with Prevent Blindness national, Prevent Blindness North Carolina, the Ohio Association of Community Health Centers (OACHC), Ohio Academy of Family Physicians, American Academy of Ophthalmology (AAO)/Ohio Ophthalmological Society (OOS) and several individual FQHCs through which we have obtained valuable information. We have completed our landscape analysis as well as selection criteria for pilot sites and we have just begun year two of this project.

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 holds quarterly webinars every year. This year we held webinars on 6/26/24 with 37 in attendance. Our next webinar is scheduled for 9/18/24. All partner organizations current and former are 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 also serves on the ODH Ad Hoc Committee and participated in the 10/30/23, 3/1/24 and 3/31/24 meetings. The next Ad Hoc Committee meeting is TBD.

*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 75 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: Seneca County General Health District (Central/NW2); Washington County Health Department (SE); Helping Hands Health & Wellness Center (Central); Case Western Reserve University School of Medicine (NE); Opportunities for Ohioans with Disabilities (NE); OSU Extension Tuscarawas County (SE); Clark State College (MV); Ohio District 5 Area Agency on Aging (NE); Catholic Social Services (Central); Cincinnati Health Department (SW); Tuscarawas County Health Department (SE); Community of Hope Free Health Clinic (NW); Knox County Health Department (Central); Ohio University-Chillicothe branch (Central/SE); Community Partnership on Aging (NE); Kent City Health Department (Central/NE2); Harrison County Health Department (SE); Erie County Health Department (Central/NW2); Community Care Clinic (NW).

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, Acuity Eyecare Group 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 closed, but Primary One is continuing work through Dallas, Texas VSP lab, OneSight, CEI, Essilor Changing Life Through Lenses, VisionMakers, Acuity Eyecare Group and National Vision Incorporated (America's Best).

**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 is made regularly with PBO Current/Past GA Champions – Niraj Antani, Mike Curtin, Nicki Antonio, Stephanie Kunze, Dr. Beth Liston, etc. All members of the GA receive pre/post PBO Legislative Briefing Reception materials. We made visits to educate legislators about the value of protecting and preserving the Save Our Sight Fund. In addition, we engaged legislators and executive branch/agency staff at our AEPPP/PBO Legislative Briefing on May 8, 2024. We also regularly send monthly eye health and safety information to all legislators. In addition, for World Sight Day 2024, we will be seeking House and Senate resolutions. We will be meeting with legislators concerning HE/ADVT equipment funding as well as funding for our aging eye programming. We will be working on establishing new legislative champions to assist with our biennial operating budget requests.

- 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 have been and will continue 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, BRFSS, ODH, HPIO, OMAS and other sources are used for PBO's evidence-based communication. We will conduct advocacy visits in support of our efforts to secure state funding for HE/ADVT equipment as well as our aging eye programming.

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

***Update:***

Legislators receive PBO monthly eye topic press releases and resources. We provided PBO vision information and resources to Ohio State Representative and Senator offices at our AEPPP/PBO Legislative Briefing on May 8, 2024. We will provide vision resources at future legislative visits in support of funding for HE/ADVT equipment and our aging eye programming. Information was also provided to Federal legislators in May for Eyes on Capitol Hill visits.

- 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. PBO signed on to the CDC Coalition letter and sent emails urging Balderson, Johnson and Latta to support/co-sponsor the HELP Copays Act. PBO also joined members of the CDC Coalition and several other Ohio organizations in signing onto 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 Labor, Health and Human Services, Education and Related Agencies appropriations bill. PBO joined the Coalition for Health Funding on a letter urging Congress to protect investment in non-defense discretionary programs, which includes vision and eye health programs at the Centers for Disease Control (CDC). We also joined multiple organizations in urging Senators to cosponsor the Patients Before Middlemen Act. We continued to provide updates on HR 2407 (Multi Cancer Early Detection Screening Coverage Act) to multiple Ohio members of Congress and we signed on to a letter opposing the use of Prevention Fund to pay for Primary Care Reauthorizations. PBO also provided information on PBO as well as eye health and safety to Federal legislators during Eyes on Capitol Hill visits in May 2024. PBO has also signed on to the EDVI act legislation (HR 8400) assembled by Prevent Blindness national and we will continue promoting its passage.

*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. PBO is partnering with the OSU College of Optometry on a NACDD-funded research project through which we are conducting studies to assess visual impairment (VI) and identify factors associated with VI in specific zip codes with high rates of VI and/or blindness. This research will improve our understanding of vision impairment and eye health. The goal is to estimate prevalence of measured and self-reported VI as well as quantify other health-related outcomes and identify barriers to care. The results of this research will also help in our advocacy work to inform vision care policy and programming statewide. PBO conducted data collection activities for the project (providing vision screenings for and administering vision surveys to individuals) at several partner locations within zip codes with high VI prevalence rates. These partners included: Walmart in New Boston, Ohio; Carrie's Café in Columbus, Ohio; Marion Franklin Community Center in Columbus, Ohio; St. Martin DePorres Family Center in Cleveland, Ohio; and Fatima Family Center in Cleveland, Ohio. Our data collection activities were very successful and we exceeded our 600 participant goal for the project. PBO is also partnering with the National Kidney Foundation and the Ohio Department of Health on a Chronic Kidney Disease and Diabetic Retinopathy Quality Improvement Project.

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

**Update:**

PBO held its' 2024 PBO/AEPPP Legislative Briefing on May 8, 2024 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. PBO successfully advocated for vision questions in the Ohio Medicaid Assessment, the State Health Improvement Plan and in BRFSS in 2018-2023. We submitted our 2024 BRFSS proposal to continue asking the same questions, but ODH did not include due to need to shorten survey length for 2024. We continue to promote and share Vision Problems in Ohio (VPOH) data that is available on PBO's website. PBO in partnership with OSU College of Optometry has completed data collection on a visual impairment research project funded by NACDD - see above #27.

*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. PBO received an Ohio Falls Coalition Pilot Project grant award notification in March 2024 for HE/ADVT training and provision of VCO services. We also partner with the Ohio BWC to plan PBO related presentations and speakers for the Ohio Safety Congress. The Prevent Blindness Committee has been folded into a larger Total Worker Health Committee, on which PBO continues to serve. PBO was provided a complimentary exhibit space for Safety Congress 2024 - March 27-28, 2024. We also worked with BWC's Medical & Health Symposium to serve as an exhibitor at their virtual symposium in May 2023. The 2024 symposium will take place in November 2024.

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 continue to invite legislators to our in-person vision screening trainings in 2024, but none have responded/attended so far. In addition, legislators are invited to our AEPPP legislative briefings.

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 the May 8, 2024 PBO/AEPPP Legislative Briefing at the Ohio Statehouse.

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

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

***Update:***

The Resource Guides are distributed in the HE toolkits for advocates/trainees as well as to legislators and executive agency staff at our May 8, 2024 PBO/AEPPP Legislative Briefing, at our booth at Safety Congress in March 2024 as well as in our virtual booth at the BWC Medical & Health Symposium. We also continue providing to all AEPPP members for their distribution and utilization and to share with their colleagues and networks. We have also continue to share the guide with members of the Ohio Falls Coalition.

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 2024 Aging Eye Summit was held virtually and in-person at Havener Eye Institute (OSU Ophthalmology hosting) on July 25, 2024 with nearly XXX individuals participating. The Summit featured speakers who discussed: updates in glaucoma treatment; gene therapy for Inherited Retinal Disease; new advances in surgery options for glaucoma; diabetic retinopathy; genetic counseling for hereditary ocular conditions; updates in the management of dry macular degeneration; basics and overview of low vision rehabilitation; patient perspective on AMD and GA; and preliminary results of the NACDD visual impairment research project. Summit speaker information and presentations are available on PBO website.

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. PBO met with Capitol Consulting Group to revise/update our agreement with them that further details their advocacy work in developing and implementing PBO’s annual advocacy/public policy agenda. PBO’s Advocacy Committee revised and approved an Advocacy Agenda for 4/1/24-3/31/25 during and after its’ February 2, 2024 meeting.

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

***Update:***

Ohio Eye Care Coalition met February 27, 2024. The next meeting will be scheduled for the fall of 2024 and will be chaired by the Ohio Ophthalmological Society.

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, 2024 holiday. The SOS Coalition has met and will continue meeting to collaboratively work to preserve and expand the Save Our Sight Fund. The Coalition will be meeting with ODH in September 2024 to share SFY 2024 grant successes and SFY 2025 plans. 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 July 25, 2024 at Havener Eye Institute. The Ohio Eye Care Coalition met on June 8, 2023 and February 27, 2024. The Aging Eye Public Private Partnership held its legislative briefing/breakfast on May 8, 2024 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, \$119,107 in 2022-23, \$122,680 in 2023-24, \$126,360 in 2024-25).

***Update:***

Individual giving as of 7/26/2024 is \$3,758.51; % increase will be reported on 3/31/2025.

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/organizations as of 7/26/2024 is \$93,352; Unrestricted grant revenue as of 7/26/2024 is \$114,617.60. Organization revenue is \$650. Total of \$208,619.60. % increase will be reported 3/31/2025.

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 + special events as of 7/26/2024 is \$89,468.70. % increase will be reported 3/31/2025.

4. Invest in direct mail acquisitions.

**Update:**

Through PBA, direct mail solicitations are being sent.

- 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 and board member story were shared at the February 2024 Board meeting. PBO received two confirmations of planned gifts during the 23-24 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.

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 2024 Swing Fore Sight Golf Tournament Committees. We will invite volunteers to participate in Thankathon and help with the 2025 People of Vision Celebrations.

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 October 2024.

- 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 2024 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 76 new \$100+ donations from individuals in FY 23-24. This goal for 24-25 will be updated on 3/31/2025.

### *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 3-31-24 equaled 3.1 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 2024 with no changes being recommended for board approval.

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

***Update:***

Staffing and capital needs were analyzed as the budget process for 24-25 fiscal year. One new position was added to the 24-25 budget.

### *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 55 client success stories and 12 donor stories last year. We have collected 63 clients success stories so far this fiscal year.

2. Maintain Facebook followers, averaging 1,250.

***Update:***

1,509 followers as of 7/31/24. Average will be reported 3/31/25.

3. Maintain Twitter followers, averaging 1,250.

***Update:***

1,306 followers as of 7/31/24. Average will be reported 3/31/25.

4. Maintain Facebook engagement rate of 15% each month. (Post Engagement/Post Reach)  
**Update:**  
Facebook Engagement rate is 17% on 7/31/24.
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. Communications went out in June and July 2024.
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 August 2023 Board meeting. It will be reviewed again in 2025.
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 7/31/24 = 46
10. Maintain visitor impressions (defined as number of people who visit the website, not number of pages visited) to [www.pbohio.org](http://www.pbohio.org) and [wiseabouteyes.org](http://wiseabouteyes.org) at approximately 16,000 each year.  
**Update:**  
Visitor impressions as of 7/31/24: PBO Website = 6,141; Wise About Eyes website = 602
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 1, 2024.
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); Russ Heltman 89.3 WMKV Cincinnati; Tracy Maine, The Athens News; Clay Gordon, WBNS 10-TV; Camri Nelson, Spectrum1; Gwyneth Falloon Dayton 24/7; Rebecca Gulden Dayton 24/7; Adam Aaro Dayton 24/7; Leanne Cunningham, WV News; Tej Joshi - Host of Good Day Dayton - ABC 22/ FOX 45; Sandra Torngren, Spectrum News 1; Cody Thompson, Spectrum News 1

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 were recognized at the 2024 Swing Fore Sight Golf Tournaments and will be recognized at the 2025 People of Vision Celebrations.

*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 7/31/2024, PBO has 28,107 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 2024 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:**

Siddarth Krishnamurthi attended the SWPOV then joined the SW Executive Council. Jessica Connor was on the SWPOV steering committee, attended the event, and then joined the SW Executive Council. John Fening was an interpreter for PBO at a Partner Organization event and joined the SW Council. Dr. Erin Murphy and Veronica Herubin attended the February 2024 NEPOV. Both were elected to the NE Executive Council at the May meeting and serve on the Community Services Committee. Two Columbus POV attendees will be joining the PBO Board of Directors.

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 3-31-24, average tenure of management staff was 9.25 years. 2 employees turnover during the fiscal year, which is a turnover rate of 14%. One position turned over because of a need for full-time employment and the other position turned over due to the employee moving out of state.

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 zoom conferences on specific topics with staff. 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, as well as mid-year and year-end reviews of our strategic plan. PBO's development team also discussed fundraising, grant writing and POVs with all staff. PBO staff also reviewed best practices regarding email organization, M drive utilization and ways to strengthen PBO computer and phone policies to prevent ransomware. 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, Scientific Forum, 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:***

For FY23, there were 33 board members. After the elections of new board members at the May 2024 meeting, PBO has 33 board members.

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. For the 2024-2025 PBO Board of Directors, 33% are from outside central Ohio, 39% female, 11% ethnic community, and 53% <40 or >60 years old. 8 members are <40 and 7 members or >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. A board member's grandson 's vision story was shared at the Columbus golf event. His mom posted pictures and an appeal on Facebook which resulted in 2 contributions.

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 2023-24, 55% of Board Members (18 out of 33 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: Increase fundraising revenue with a focus on special event revenue and individual giving; and create a board mentorship program.

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 75% of Board Meeting agendas in the past FY as well as during the current 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.