

Going Blind and Going Forward



New Hampshire
Association for the Blind

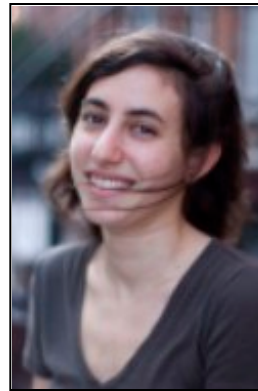
Today's Presenters



**Rosemary Janiszewski,
M.S., CHES**
Branch Chief
Office of Science
Communications, Public
Liaison, and Education
National Eye Institute



Joseph Lovett
Director, Producer,
and Writer
Going Blind Film



Julie Gaynin
Outreach
Coordinator
Going Blind and
Going Forward



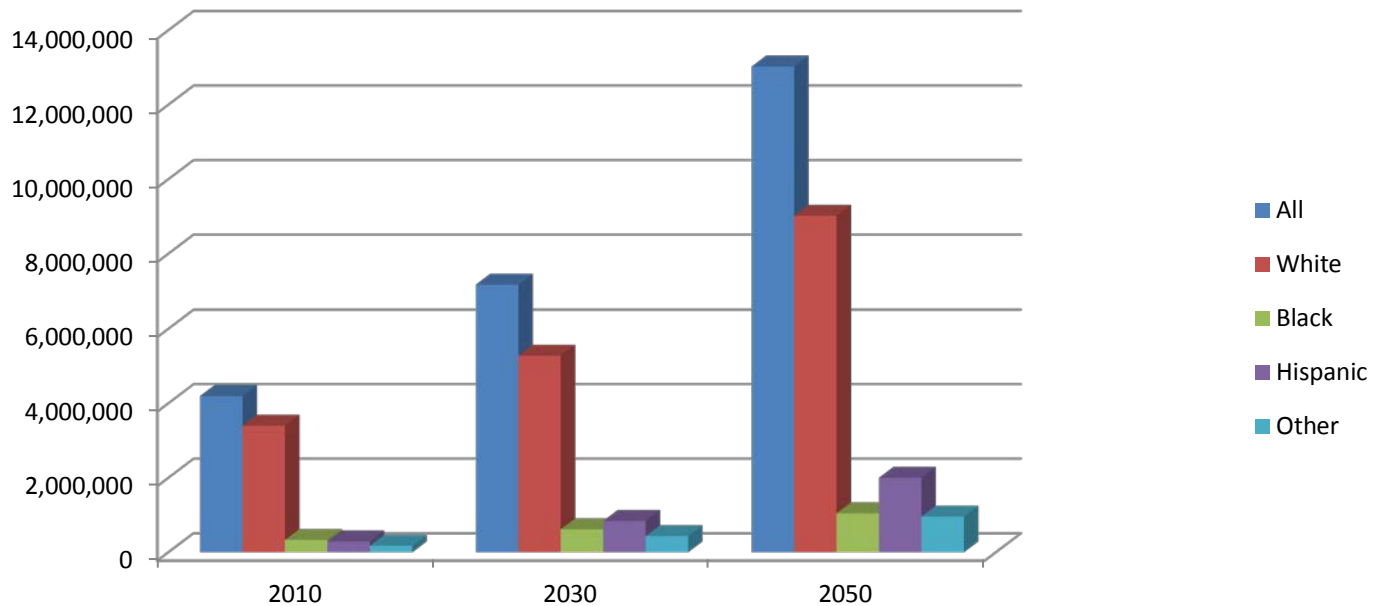
George Theriault
President and CEO
New Hampshire
Association for the
Blind



**Stacy Pommer,
LMSW**
Visual Impairment
Services Team
Coordinator
Veterans Health
Administration, New
York Harbor
Healthcare System

Prevalence of All Visually Impaired People in the United States

All Visually Impaired



Going Blind and Going Forward:

Building a National and International Public Awareness Campaign Around a Film and its Messages

Joseph Lovett
Producer/Director/Writer,
Going Blind President,
Lovett Stories and Strategies



Thank you to our major funders:



The Sarah K. de Coizart
Article TENTH Perpetual Charitable Trust

THE ALLERGAN FOUNDATION



'Going Blind'

Documentary is chronicling vision-loss experiences

Director hopes film will educate ophthalmologists, general public

By Fedra Pavlou

Editor, *Ophthalmology Times Europe*
Reviewed by Joseph Lovett

Research and development in ophthalmology have yielded some exciting innovations in surgical techniques, devices, and therapeutics. Many patients who previously might have been condemned to blindness now have a chance to save their sight.



Lovett

Many other patients, however, still will lose their vision, irrespective of the surgical or therapeutic interventions administered.

For an ophthalmologist, that reality is the worst part of the job. Ophthalmologists are passionate about saving people's sight, so knowing that little can be done to prevent blindness is a difficult pill to



Figure 1 One of the people featured in "Going Blind" is Jessica Jones, left, a young artist and art teacher whose diabetic retinopathy led her to lose her vision rapidly. She teaches multiple-handicapped children, all of whom have severe vision loss. (Photograph courtesy of Joseph Lovett)

“I never knew what my patients were going through, until I saw your film.”
—World Ophthalmology Congress Participant



**“I have always felt uncomfortable with blind people because I didn’t know what to say. I was afraid of doing the wrong thing; as a result, I avoided talking to them. I won’t do that anymore.”
—Audience Member**

Show movie clip



Public Broadcast Across America: October 2012

**Congressional Screening:
September 19, 2012
5:30-8:00 PM
Rayburn Bldg.**



Upcoming Broadcasts (*time/date subject to change):

The logo for WLIW21, featuring the call letters in a blue, sans-serif font with a small blue dot above the 'i'.

WLIW New York: Saturday, October 6, 3:00 p.m.

The logo for PBS SoCal, featuring the PBS eye icon in a red circle, the letters 'PBS' in black, and 'SoCal' in a stylized orange and purple font.

**KOCE Southern California: Saturday,
October 6, 7:00 p.m.**

The logo for KCTS9, featuring the PBS eye icon in a black circle followed by the call letters 'KCTS9' in a bold, black, sans-serif font.

**KCTS Seattle: Monday,
October 15, 11:00 p.m.**

The logo for WQED Pittsburgh, featuring a stylized blue 'Q' with a wave-like bottom, the call letters 'WQED' in blue, and 'PITTSBURGH' in a smaller blue font below.

**WQED Pittsburgh: Sunday,
October 28, 4:00 p.m.**

The logo for WHYY, featuring the call letters 'WHYY' in a bold, blue, sans-serif font with a blue circle behind the final 'Y'.

**WHYY Philadelphia: Thursday,
November 1, 10:00 p.m.**

Upcoming Broadcasts (*time/date subject to change):



**KUEN Salt Lake City: Saturday,
October 6, 8:00 p.m.**



**WXEL West Palm Beach: Tuesday,
October 9, 12:00 p.m.**



**DT3/ETV South Carolina: Thursday,
October 11, 1:00 p.m.**



**WSBE Rhode Island: Thursday,
October 25, 8:00 p.m.**

WGVU

**WGVU Grand Rapids:
Monday, November 7, 7:00 p.m.
Wednesday, November 14, 4:00 p.m.**

Upcoming Broadcasts (*time/date subject to change):

WSKG

**WSKG Binghamton: Thursday, October 25,
8:00 p.m.**



**KBME/KDSE/KSRE/KWSE North Dakota:
Tuesday, October 30**

More Than 100 Outreach Partners Support the Broadcasts

**ARE YOU OR SOMEONE YOU KNOW
EXPERIENCING VISION LOSS?**



***Going Blind —
Coming Out of the Dark
About Vision Loss***

is a film that explores vision loss and talks about services and solutions to help you maintain independence and quality of life.

**Attend a free screening of
Going Blind —**

September 19, 2012 3:00 PM at the First Presbyterian Church,
29 Grant Avenue in Endicott.

September 27, 2012 6:15 PM at the Whitney Point Methodist
Church, 7311 Collins Street in Whitney Point.

October 4, 2012 10:00 AM at Action For Older Persons,
32 West State Street in Binghamton.

Please RSVP to A.V.R.E. at 607-724-2428

**Transportation is available if necessary.
Reservations are required.**

Presented in partnership with:
Broome Co. United Way, Broome Co. Office for Aging,
Action for Older Persons, Broome Co. Council of Churches, and WSKG-TV.

Association for Vision Rehabilitation & Employment, Inc.
174 Court Street, Binghamton
607-724-2428 www.avreus.org

INSIGHT Promoting Independence
and Opportunities for People
with Vision Loss.

Fall 2012

Lunch and Learn Series

Events

INSIGHT's popular Lunch and Learn series returns this fall with several new workshops. The programs, which are free and hosted at INSIGHT, include lunch and a presentation on a topic of interest to people with visual impairments.

Our fall programs, listed at right, will include a workshop on a variety of accessible cell phones that are currently on the market, a hands on demonstration of accessible voting machines, our annual low vision technology fair with a number of local dealers, and strategies for making shopping easier.

Space is limited. To register for one or more of the fall workshops, call Rick Andrade at (401) 941-3322.



Ray Korman (left) shares his story with Joe Lovett in the film *Going Blind*.

Indiegogo.com:

The screenshot shows the Indiegogo website interface for the 'Going Blind: Outreach Campaign'. At the top, the Indiegogo logo is on the left, and navigation links for 'browse', 'learn', and 'create' are in the center. On the right, there is a user profile 'Hi Joseph' and a search bar. Below the navigation, a status message reads 'Draft mode: this campaign is currently hidden from the public.' and a 'MANAGE CAMPAIGN' button is on the right. The main content area features a campaign card with a thumbnail image of a person with a dog, the title 'Going Blind: Outreach Campaign', and the text 'Help get the documentary Going Blind to Capitol Hill and beyond this fall.' Below the title are two tabs: 'Campaign Home' (selected) and 'Gallery / 1'. To the right of the campaign card, it says 'Created by: [profile]', 'Location: New York City, New York, United States', and 'Category: Film'. Below the campaign card is a large video player showing a soldier in military gear with a play button overlay. To the right of the video player is a progress bar showing '\$0' raised, with a goal of '\$40,000' and a 'time left' indicator. Below the progress bar is a 'Perks for your contribution' section with a '\$25 minimum PLEDGE or more' perk, described as 'A sincere 'thank you' on a special page on the Going Blind Website', and '0 Claimed'.

Going Blind: Outreach Campaign



GOING BLIND AND GOING FORWARD

HOW TO USE

GOING BLIND

OUTREACH TOOLKIT

HOW TO ORGANIZE A PANEL

Follow the film with a **panel discussion** to ensure the issues can be explored further. We suggest you invite a **local newscaster** to MC the event and moderate the panel. Such a person can be enlisted to publicize the event with stories about coping with blindness in your community. Possible panel participants include:

- Ophthalmologists
- Optometrists
- Low Vision Therapists (LVT)
- Vision Rehabilitation Therapists (VRT)
- Orientation and Mobility Therapists
- Representative from Local Advocacy Groups
- Blind or Visually Impaired people with Guide Dog or Cane

By putting a face to blindness we can remove the veil of prejudice and ignorance.

SAMPLE INVITATIONS YOU CAN CUSTOMIZE FOR COLLEAGUES, ORGANIZATIONAL PARTNERS AND GUESTS:



You are invited to a special screening of **Going Blind**

(Place) on (Date) at (time).

We have room for 10000 people and hope you will ask your membership to join us -- or have a screening of your own.

A panel will follow our screening, including (X, X.X and X) who will answer questions about light preservation, sight loss and coping with it.

We'd appreciate your help in finding ophthalmologists, optometrists, low vision therapists, mobility trainers and people using dogs and canes to be on our panel.

Sample Invite

<http://www.GoingBlindMovie.com/Outreach-Toolkit>

Outreach Toolkit

GOING BLIND BUY FILM | ACCESSIBILITY | DONATE

COMING OUT OF THE DARK ABOUT VISION LOSS

News Film Outreach Stream Film Videos Screenings Resources Funders Contact

GOING BLIND
WATCH THE TRAILER

CALL TO ACTION
OUTREACH TOOLKIT
EVALUATION REPORTS
BUY FILM

Great Review from Library Journal
Watch Now! Going Blind Available for Streaming for Individuals
Now Available Audio Described DVD for Educational Distribution
DIY: Check Yourself for AMD
Salient Facts About Vision Loss

NEWS

- Spotlight on the New Hampshire Association for the Blind
- Joseph Lovett Receives the Kitty

"Encourages and Inspires"
—The Washington Post

"Uplifting documentary... instills inspiration"
—British Journal of Ophthalmology

"Effectively demystifies the process of going blind"
—Variety



Resources



Resources

American Foundation for the Blind – AFB promotes technological access and provides people with important information and tools for those living with vision loss and their families.

National Federation for the Blind – The NFB improves blind people's lives through advocacy, education, research, technology, and programs encouraging independence and self-confidence.

GoingBlindMovie.com

Website



Twitter

BLIND Lovett Productions

@GoingBlindMovie

Going Blind is a documentary film that increases public awareness of sight loss issues profoundly affecting more and more people and those who love them.

New York, NY <http://www.goingblindmovie.com>

Edit your profile

777 TWEETS

1,965 FOLLOWING

755 FOLLOWERS

Tweets

Following

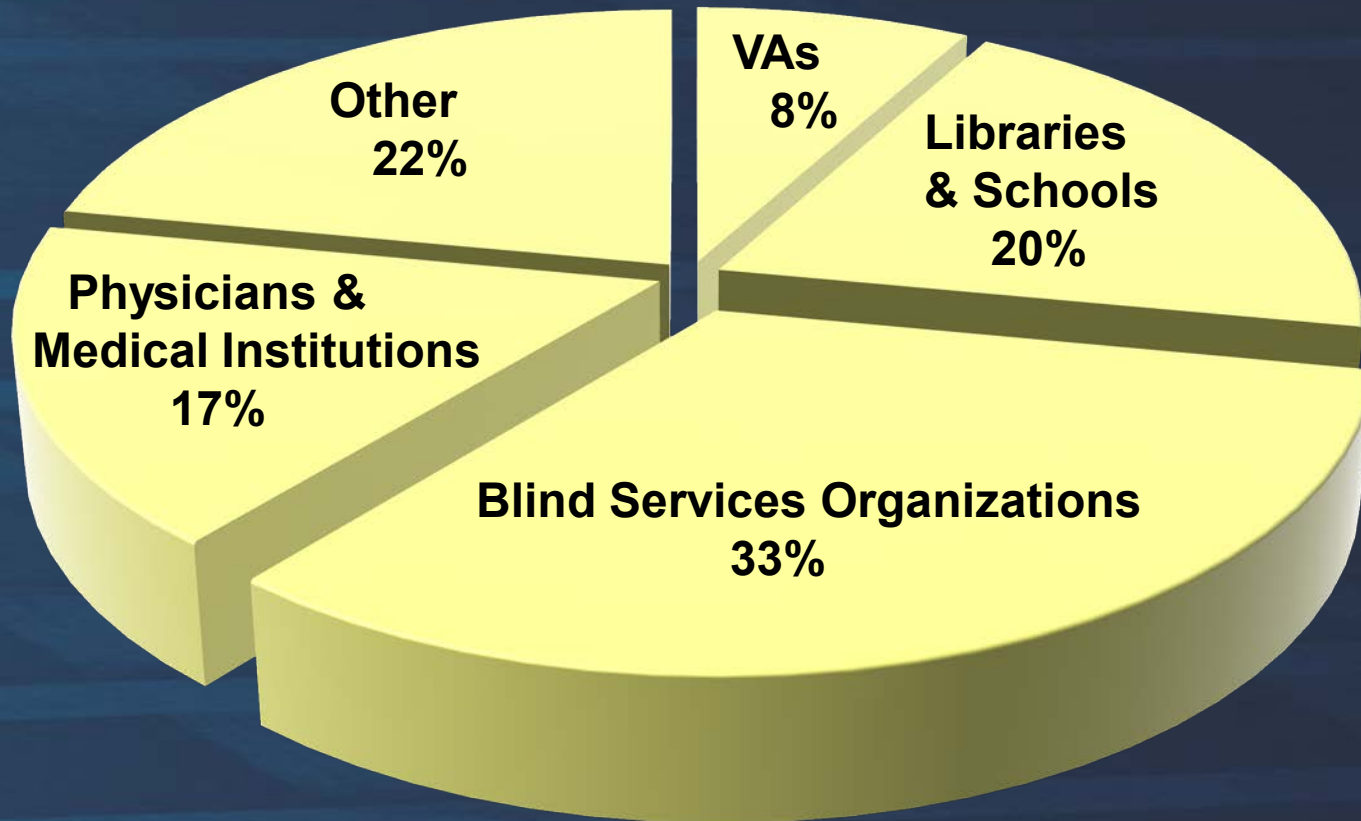
Followers

Favorites

Tweets

Lovett Productions @GoingBlindMovie
Screening tomorrow, Mar 27 at Antigua Girl's High School
bit.ly/qw6PJ #blind #vision #GoingBlindMovie 26 Mar

Who is using *Going Blind*?





“It’s fantastic to have different disciplines on the same panel and to all agree on what’s best for the patients.”
—Christopher Teng, M.D., New York Eye and Ear Infirmary

**DVD:
Chaptered
Audio Described
Subtitled**



Video On Demand

Stream Going Blind Right Here!

\$4.99 for 2-Day Access

Check out **PayPal**
The safer, easier way to pay

All Major Credit Cards Accepted. To purchase click on the PayPal button for the version of the movie you would like to view. The first button is for the Standard Version. The second button is for the version with Audio Description. A new window will launch and you can enter your payment information.

Once your payment is processed by PayPal you will be directed back to our site to watch the Going Blind movie. You will also receive an email with a link to your private viewing page. This link will expire in 2-days from your purchase.

WATCH THE TRAILER

**Outreach Coordinator:
Julie Gaynin
(212) 242- 8999 x26
julie@lovettproductions.com**



New Hampshire Association for the Blind

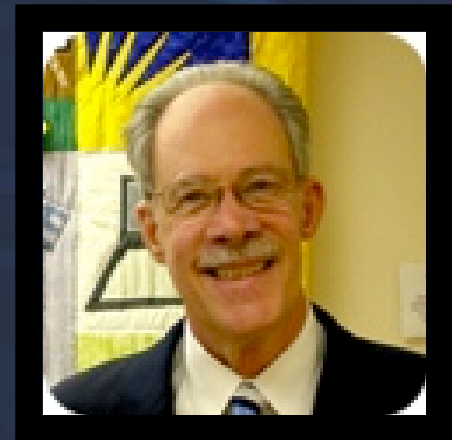
To advance the independence of persons who are blind and visually impaired

Home About Us Services News & Events Donate Now Volunteer Ways of Giving Resources Contact Us

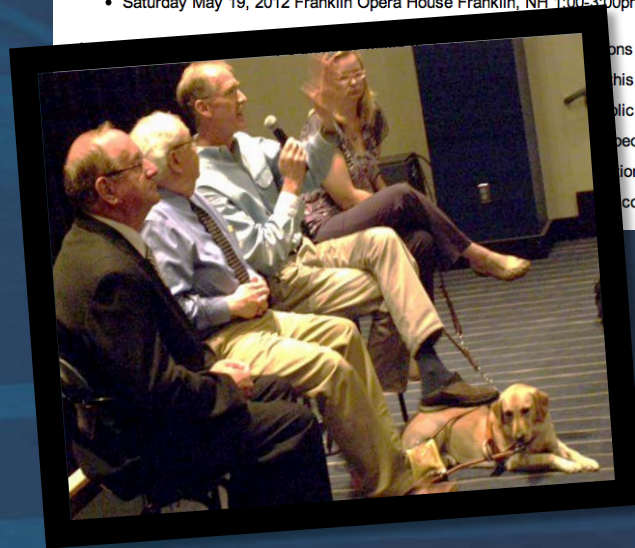
Events

Going Blind and Going Forward

- Wednesday March 21, 2012 Keene State College, Alumni Center Keene, NH 4:00-6:00pm
- Saturday April 21, 2012 Hopkinton Town Library, Hopkinton, NH 1:00-3:00pm
- Friday April 27, 2012 VA Medical Center, White River Junction VT-Two Screenings: 10:00 am-12:00pm and 1:00-3:00pm
- Saturday May 12, 2012 Palace Theatre Manchester, NH 9:30-11:30am Special Guest Joseph Lovett; the film's producer/director
- Saturday May 19, 2012 Franklin Opera House Franklin, NH 1:00-3:00pm



George Theriault President & CEO New Hampshire Association for the Blind



Outreach in the Medical Setting

Reaching multiple audiences

- Healthcare professionals
(Medical students, residents/fellows, specialized clinical providers, hospital administrators, program support)
- Stakeholders
(Veterans/patients/clients, individuals adjusting to vision loss, community agencies)
- Caregivers and the general public
(Relatives, friends, home attendants)



Envision the Possibilities...

Be Creative: Using *Going Blind* as a tool

- Support groups (use available audio description and discuss)
- Host continual screening events (ability to view when convenient)
- Dialogue with featured character (Q & A with Veterans Health Administration [VHA] employee, Patricia Williams)
- Highlight a specific chapter (incorporate segment on Steve Baskis, a Veteran blinded while serving in Iraq during VHA in-service)



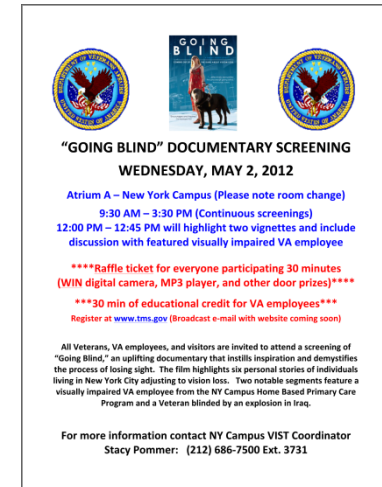
Promote Disability Awareness

VHA Events and Programs

- Develop e-mail distribution lists
- Create flyers
- Include in newsletters
- Offer incentives (raffle, educational credit, refreshments)

VHA In-Services and Workshops

- Coordinate with department chairs
- Provide low vision resource materials
- Integrate low vision simulator goggles




The flyer features the VA Department of Veterans Affairs seal on both sides. In the center is a movie poster for "GOING BLIND" showing a man with a white cane and a dog. The text below the poster provides details for a screening on Wednesday, May 2, 2012, at the Atrium A - New York Campus. It lists screening times (9:30 AM - 3:30 PM and 12:00 PM - 12:45 PM) and highlights that the 12:00 PM screening will feature two vignettes and a discussion with a visually impaired VA employee. Incentives include a raffle ticket for everyone participating (with prizes like a digital camera, MP3 player, and other door prizes) and 30 minutes of educational credit for VA employees. Registration is at www.tms.gov. A note at the bottom states that all Veterans, VA employees, and visitors are invited to attend a screening of "Going Blind," an uplifting documentary that instills inspiration and demystifies the process of losing sight. The film highlights six personal stories of individuals living in New York City adjusting to vision loss. Two notable segments feature a visually impaired VA employee from the NY Campus Home Based Primary Care Program and a Veteran blinded by an explosion in Iraq. For more information, contact NY Campus VIST Coordinator Stacy Pommer: (212) 686-7500 Ext. 3731.




NEI Resources

Living With Low Vision:
What you should know



▶ Includes companion DVD



Living With Low Vision:
Stories of Hope and Independence

DVD

Closed Captioned
Run Time: 11 minutes
Optional Audio Description



NIH...Turning Discovery Into Health®

NEI Resources

- NEI Listserv – INSIDENEI
insidenei@list.nih.gov
- NEHEP
<http://www.nei.nih.gov/nehep>

Questions?



New Hampshire
Society for the Blind

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