

NEHEP Partnership

When Partners engage, great things happen

July 25, 2012



Today's presenters



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Chair, National Eye Health Education Program
Planning Committee



Today's Agenda

- An Overview of NEHEP
- The NEHEP Partnership
- Program Resources
- Five-Year Agenda
- Q&A

National Eye Institute, National Institutes of Health

Home » Education » NEHEP »

About NEHEP
NEHEP Programs
Healthy Vision Program
Outlook Newsletter
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Working with the Media
Webinars

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NEI Healthy Eyes Quiz

Take this quiz to test your knowledge about eye disease and eye health.

START

National Eye Institute National Eye Health Education Program NEHEP

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National Eye Health Education Program NEHEP

Making Vision a Health Priority

The goal of NEHEP is to ensure that vision is a health priority by translating eye and vision research into public and professional education programs. NEHEP supports collaboration among eye health professionals, healthcare providers, patients, and the public.

NEHEP Programs

Diabetic Eye Disease

The NEHEP Diabetic Eye Disease (DED) Education Program is designed to increase awareness about DED among people with diabetes, particularly those at higher risk.

Glaucoma

The NEHEP Glaucoma Education Program provides information about glaucoma to people at higher risk as well as those living with the disease.

Low Vision

The NEHEP Low Vision Education Program is designed to create awareness among adults, their families and friends, and the general public about vision rehabilitation services.

¡Ojo con su visión!

¡Ojo con su visión! or Watch out for your vision! is the Spanish-language program of NEHEP that targets the Hispanic/Latino community.

Vision and Aging

This program provides health professionals with tools and guidance for informing older adults about eye health, eye diseases and conditions, and the importance of comprehensive dilated eye examinations.

NEHEP Highlight

Eye Health Vodcasts

Healthy Vision Program

Healthy Vision Community Awards Program

Healthy Vision Month

Healthy Vision Community Programs Database

Healthy Eyes Toolkit

NEHEP Beginnings

"Eye diseases pose an enormous threat to our citizens. Many who are at increased risk of blindness from these diseases do not know that there are precautionary measures they should take to help save their sight."

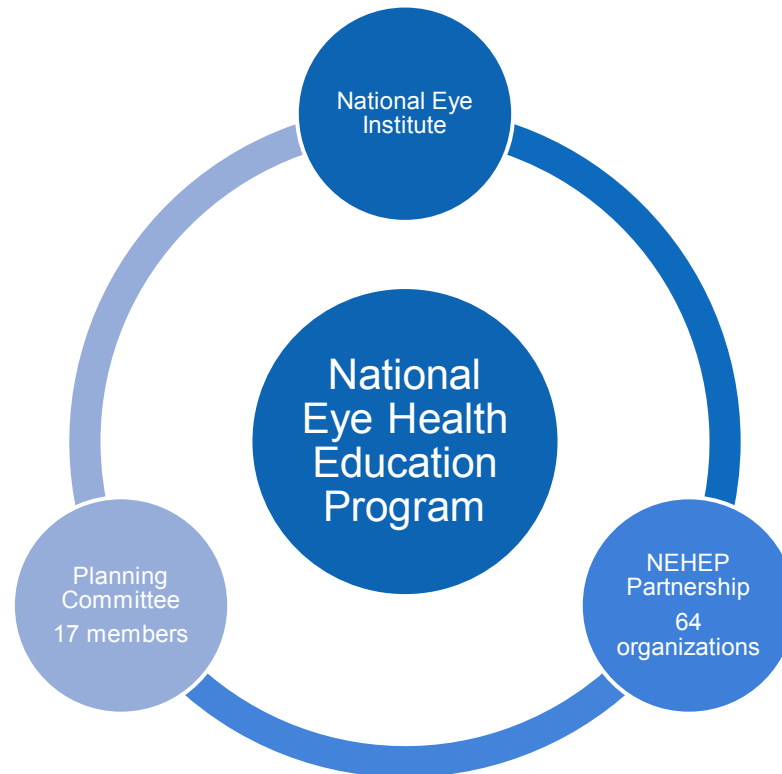
—1988 U.S. Senate Appropriations Committee Report



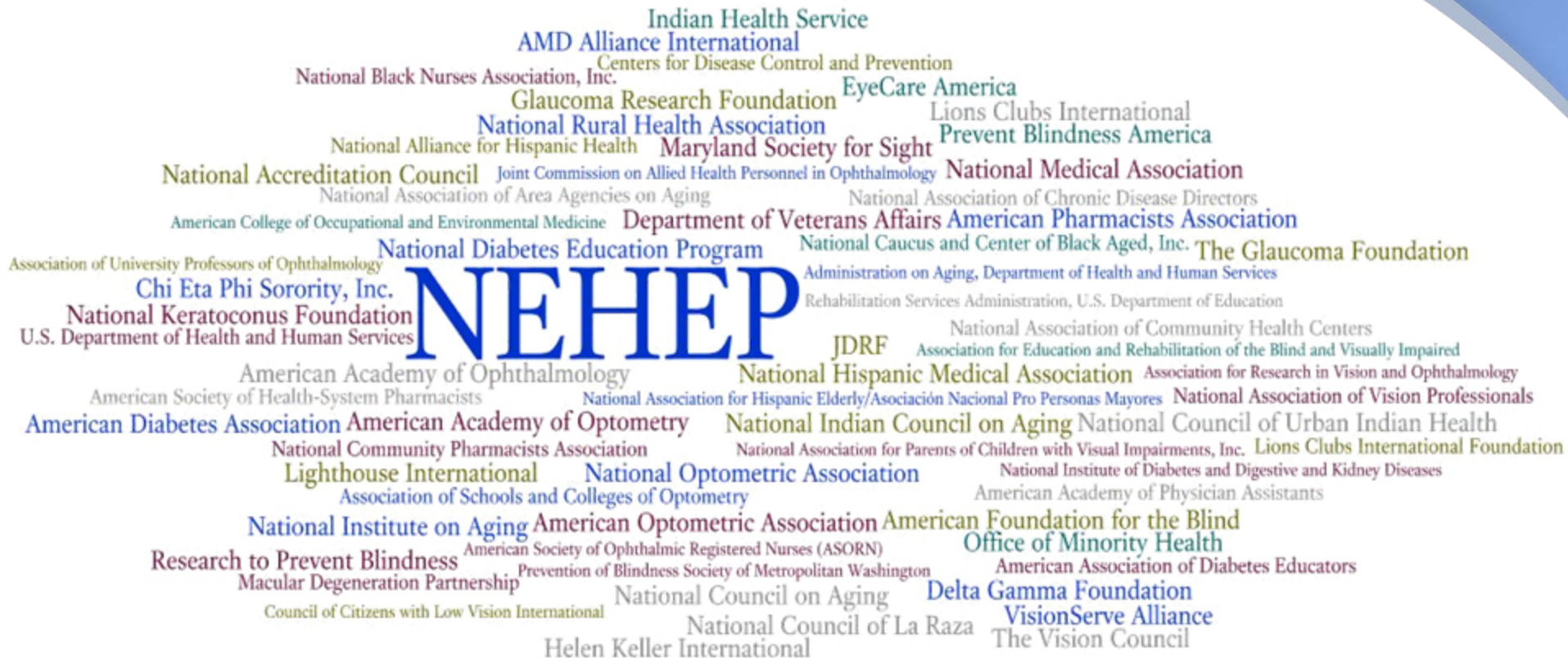
NEHEP Goal

To ensure that vision is a public health priority through the translation of eye and vision research into public and professional education programs.

NEHEP Structure



NEHEP Partnership



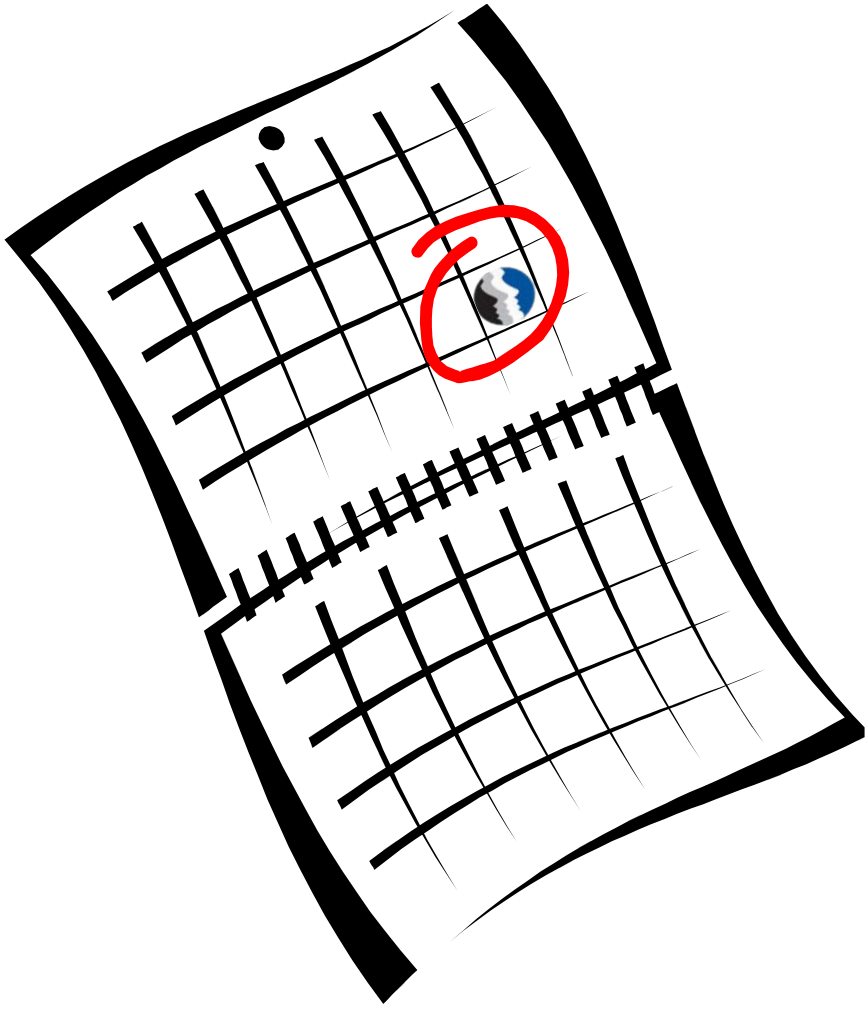


2006–2011 Five-Year Agenda—Final Report

June 2012

Five-Year Agenda 2006–2011





Five-Year Agenda

2013–2017

Diabetic Eye Disease Education Program

- Designed to increase awareness about diabetic eye disease among people with diabetes, particularly those at higher risk and health professionals who work with them.
- Key program messages:
 - People with diabetes need a comprehensive dilated eye exam at least once a year.
 - Early detection, timely treatment, and appropriate followup may prevent vision loss or blindness.



Glaucoma Education Program

- Designed to increase awareness about glaucoma among people at higher risk, their families and friends, and health professionals.
- **Key program messages:**
 - Glaucoma has no warning signs.
 - Left untreated, glaucoma can lead to permanent vision loss or blindness.
 - People at higher risk should have a comprehensive dilated eye exam every one to two years.



Low Vision Education Program

- Designed to create awareness among adults, their family and friends, and the general public about low vision and vision rehabilitation services.
- **Key program messages:**
 - If you have low vision, you can make the most of your remaining sight.
 - Vision rehabilitation can help you maintain independence.



Vision and Aging Program

- Designed to educate older adults about eye health, age-related eye diseases and conditions, and ways to protect their vision as they age.
- **Key program messages:**
 - Some vision changes are normal as you age. Blindness is not.
 - Age-related eye diseases often have no early warning signs.
 - Early detection and treatment may prevent vision loss or blindness.
 - Everyone age 50 and older should have a comprehensive dilated eye exam.

See Well for a Lifetime:
An Educational Series
on Vision and Aging

Everyone's Vision Can Change With Age

As you age, it is normal to notice changes in your vision. Vision changes can make it difficult to perform everyday activities, such as reading, walking safely, taking medications, performing self-care and household tasks, and driving.

Some changes are normal. These changes include the following:

- Losing focus, making it harder to focus vision up close.
- Having trouble distinguishing colors, such as blue from black, or where an object ends and its background begins.
- Needing more light to see well and more time to adjust to changing levels of light (e.g., going from a room that is dark to one that is brightly lit).

These changes do not have to stop you from enjoying an active lifestyle or maintaining your independence.

These vision changes can often be corrected with the following:

- Glasses
- Contact lenses
- Improved lighting

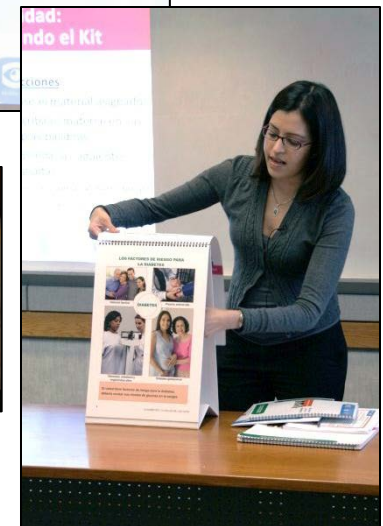
Vision loss is not a normal part of aging. But, as you get older, you are at higher risk of developing the following age-related eye diseases and conditions that can lead to vision loss or blindness:

- Age-related macular degeneration
- Cataract
- Diabetic retinopathy
- Glaucoma

See Well for a Lifetime: An Educational Series on Vision and Aging

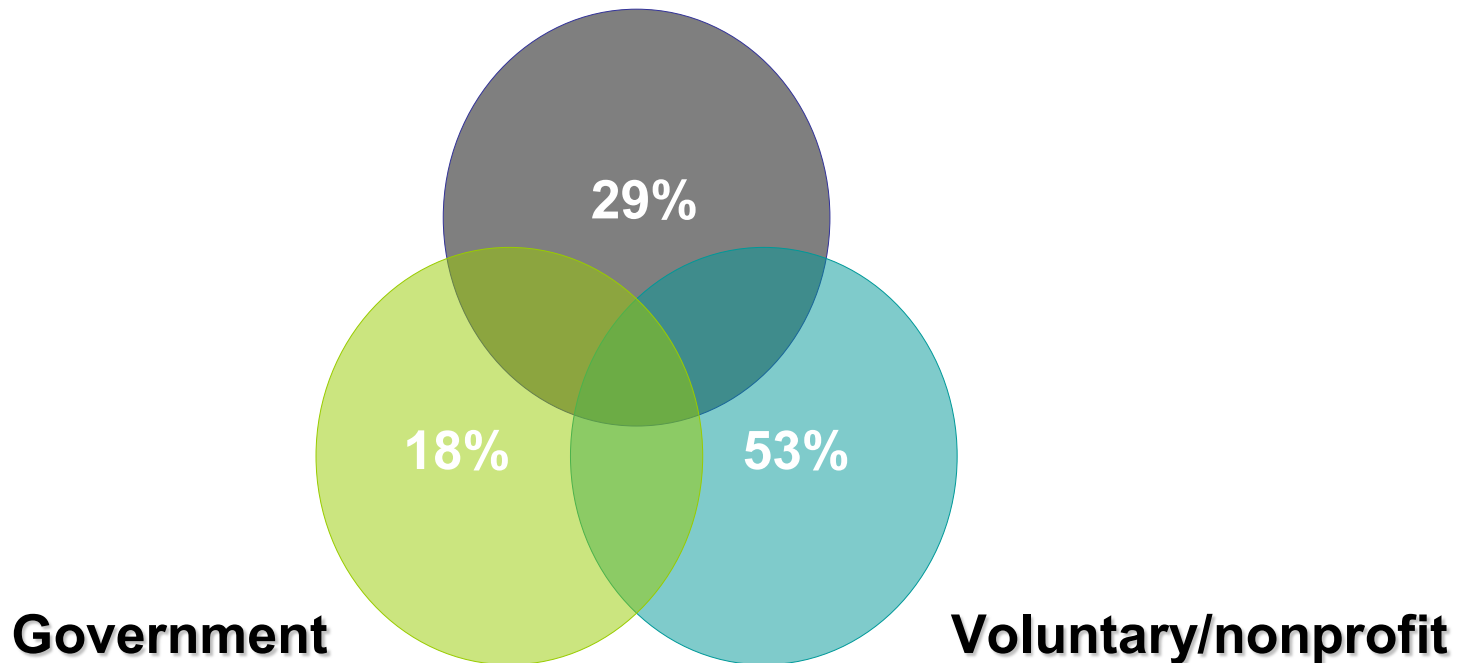
¡Ojo Con Su Visión! Program

- Designed to promote eye health among Hispanics/Latinos and to assist health professionals and community health workers in educating them about vision health.
- **Key program messages:**
 - Hispanics/Latinos are at higher risk for some eye diseases, many of which have no early warning signs or symptoms.
 - Early detection, treatment, and appropriate followup may prevent vision loss or blindness.



NEHEP Partnership Composition

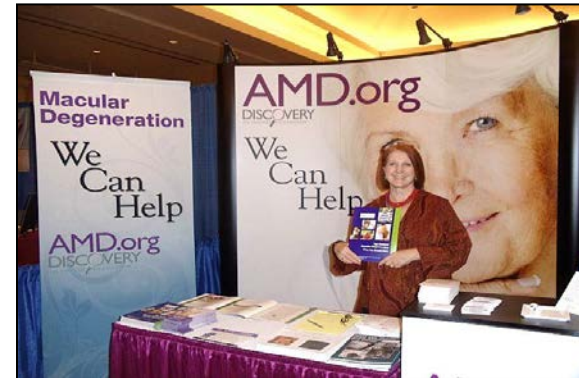
Professionals



NEHEP Partnership

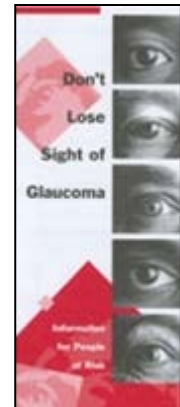
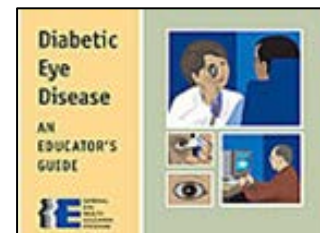
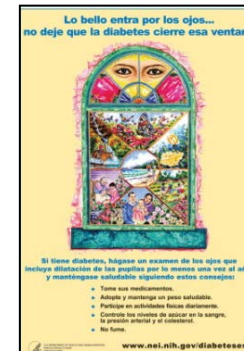
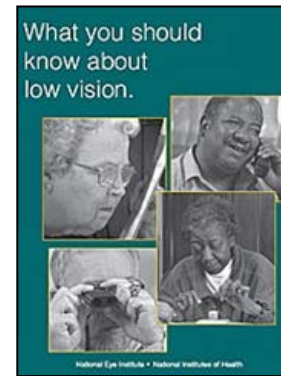
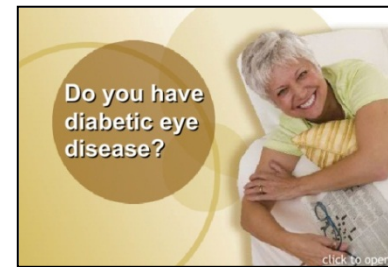
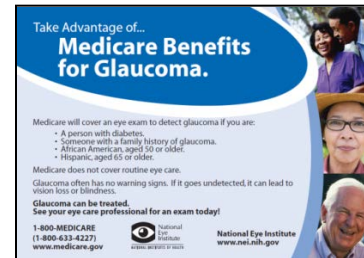
Roles

- Participate in NEHEP activities.
- Facilitate coordination of activities and promote collaboration.
- Endorse strategies and activities.
- Exchange information, views, and materials on eye health education.
- Assist NEHEP in efforts to inform groups at higher risk.



NEHEP Partnership Benefits

- Active involvement in the development of evidence-based eye health education activities.
- Implementation of evidence-based eye health education activities.
- Opportunity to exchange information and interact with other organizations interested in eye health education.
- FREE eye health education materials and resources.



NEHEP Partnership

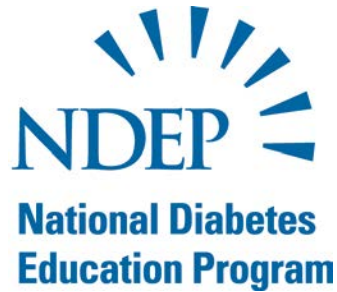
Accomplishments

- New Partnership organizations
- Partnership articles in every issue of *Outlook*
- NEHEP “likes” and “follows” on Partnership social media pages
- Collaborations



NEHEP Partnership

Sample Collaborations



Lions Clubs International



**NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS**
Promoting Health. Preventing Disease.



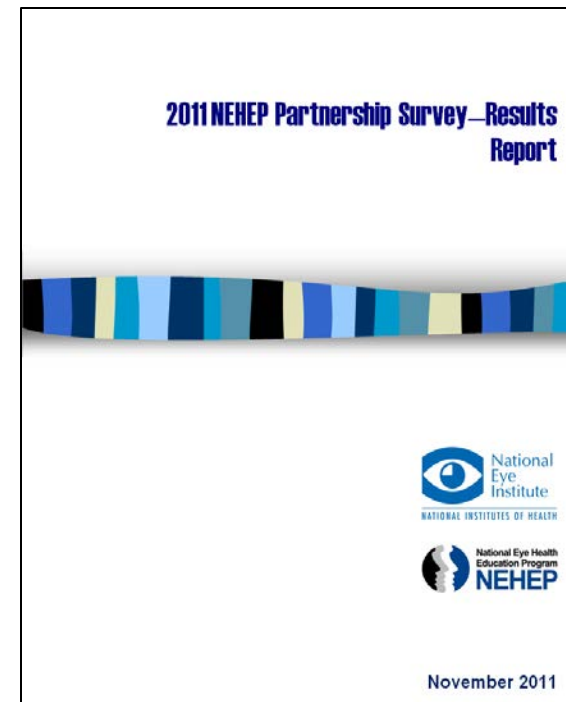
**American Academy of
PHYSICIAN ASSISTANTS**
Connecting PAs, Transforming Care



NEHEP Partnership

Online Survey

- **Those that see the benefit (93%)**
 - Relationship could improve through periodic meetings (electronic) and information shared through the NEHEP Website.
- **Those that visit the NEHEP Website monthly (82%)**
 - Organizations seek educational materials and resources (71%).
- **NEHEP areas supported by Partnership organizations**
 - Diabetic Eye Disease (59%).
 - Glaucoma (53%).
 - Low Vision (44%).
 - Vision and Aging (38%).
- **Target audiences served**
 - Older adults (56%).
 - Hispanics/Latinos (53%).
 - Healthcare professionals (50%).
 - Adults with low vision (50%).
 - African Americans (47%).
 - Children (44%).
- **Collaborations**
 - Partner with NEHEP on health education and promotional activities (91%).
 - Help promote NEHEP programs and resources (91%).
 - Help pretest NEHEP materials (68%).
 - Co-author articles and papers with NEHEP (68%).
 - Co-present at national-level conferences on health education and promotional activities (65%).
 - Co-sponsor webinars (62%).



What's New

- NEHEP Partnership Web button
 - Put it on your website!!
- Collaboration Corner
- Coming soon: A Partnership-only section on the NEHEP Website

Resources on the Web

To help you manage the vast amount of glaucoma information online, the Glaucoma Research Foundation regularly updates the following list of resources.

We provide these links for your convenience. This does not represent an endorsement by the Glaucoma Research Foundation.

Glaucoma-Related

- American Academy Of Ophthalmology
- National Eye Institute
- National Library Of Medicine
- Prevent Blindness America

Offers information for the general public and for ophthalmologists. Provides a searchable database of member ophthalmologists practicing in the US and abroad. You can search for ophthalmologists by specialty and region.

A division of the National Institutes of Health. Provides information on national clinical trials sponsored by the NEI as well as general public information on eye health.

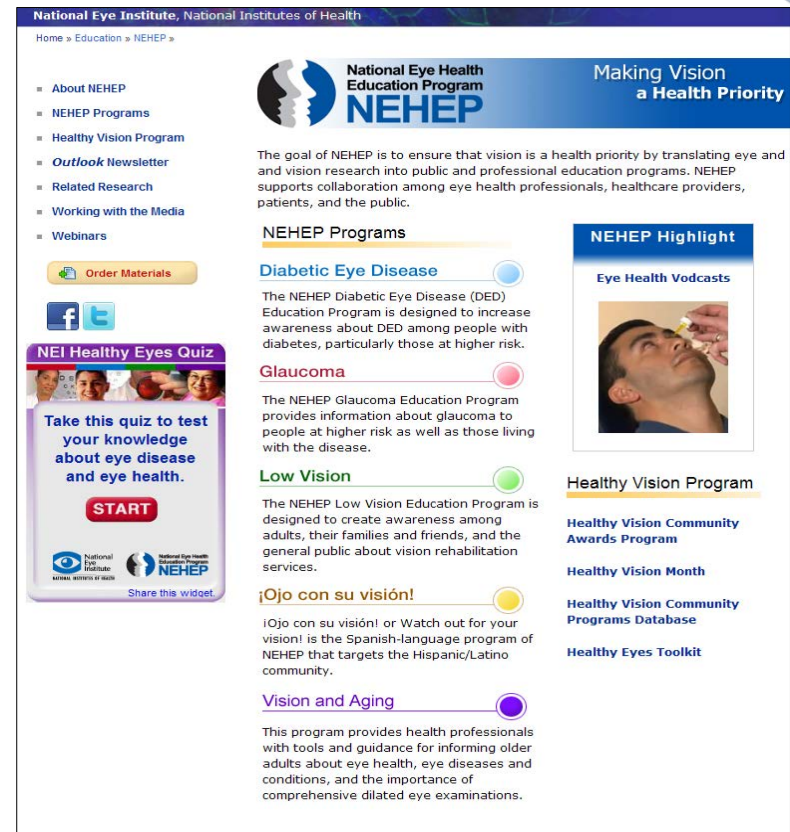
Reference site that provides free access to the MEDLINE database.

Offers information on a variety of eye and blindness issues.

NEHEP Website

www.nei.nih.gov/nehep

- Educational resources and ideas on how to use them in the community
- Radio and print PSAs
- *Outlook* newsletter
- Guide to working with media
- Eye health education research
- Webinar archives
- NEHEP Partnership information
- Links to resources



The screenshot shows the NEHEP website homepage. At the top, it reads "National Eye Institute, National Institutes of Health" and "Home » Education » NEHEP". The main header features the NEHEP logo and the slogan "Making Vision a Health Priority". A navigation menu on the left includes links for "About NEHEP", "NEHEP Programs", "Healthy Vision Program", "Outlook Newsletter", "Related Research", "Working with the Media", and "Webinars". Below the menu is an "Order Materials" button and social media icons for Facebook and Twitter. A prominent "NEI Healthy Eyes Quiz" widget is displayed, with the text "Take this quiz to test your knowledge about eye disease and eye health." and a "START" button. The main content area lists several NEHEP Programs: "Diabetic Eye Disease", "Glaucoma", "Low Vision", and "¡Ojo con su visión!". Each program has a brief description. On the right side, there is a "NEHEP Highlight" section titled "Eye Health Vodcasts" featuring a video thumbnail of a man looking up. Below that is a "Healthy Vision Program" section with links to "Healthy Vision Community Awards Program", "Healthy Vision Month", "Healthy Vision Community Programs Database", and "Healthy Eyes Toolkit".

Resources

Materials for Healthcare Professionals and Community Health Workers

- ***Diabetes and Healthy Eyes Toolkit***

- Provides community health workers with science-based, user-friendly materials that can be used to teach people about diabetic eye disease.

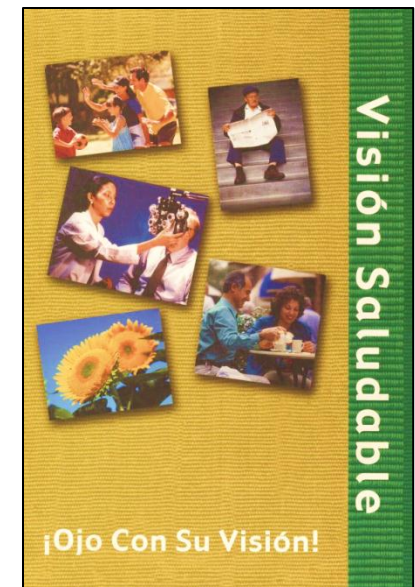
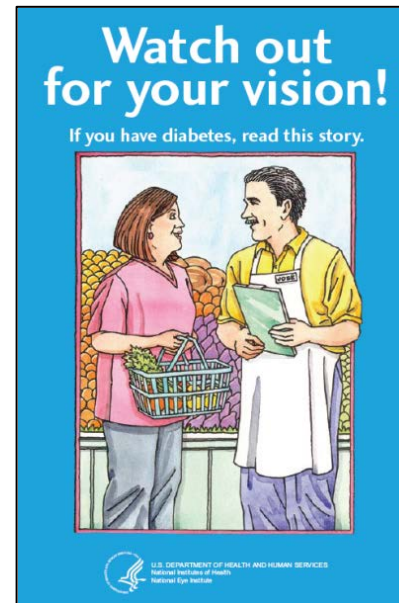


Program Resources

Materials for Populations at Higher Risk

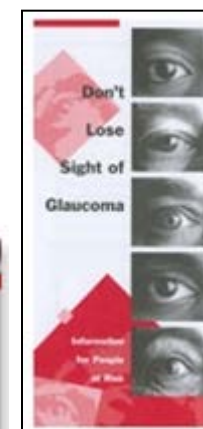
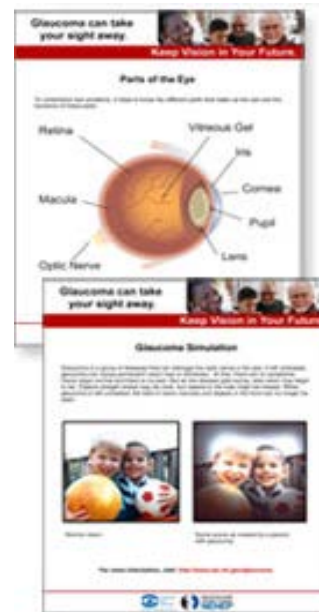
Watch out for your vision! and *Visión Saludable* booklets

- Provide information on eye health, including:
 - Age-related macular degeneration
 - Cataract
 - Common vision problems
 - Comprehensive dilated eye examinations
 - Diabetic eye disease
 - Glaucoma



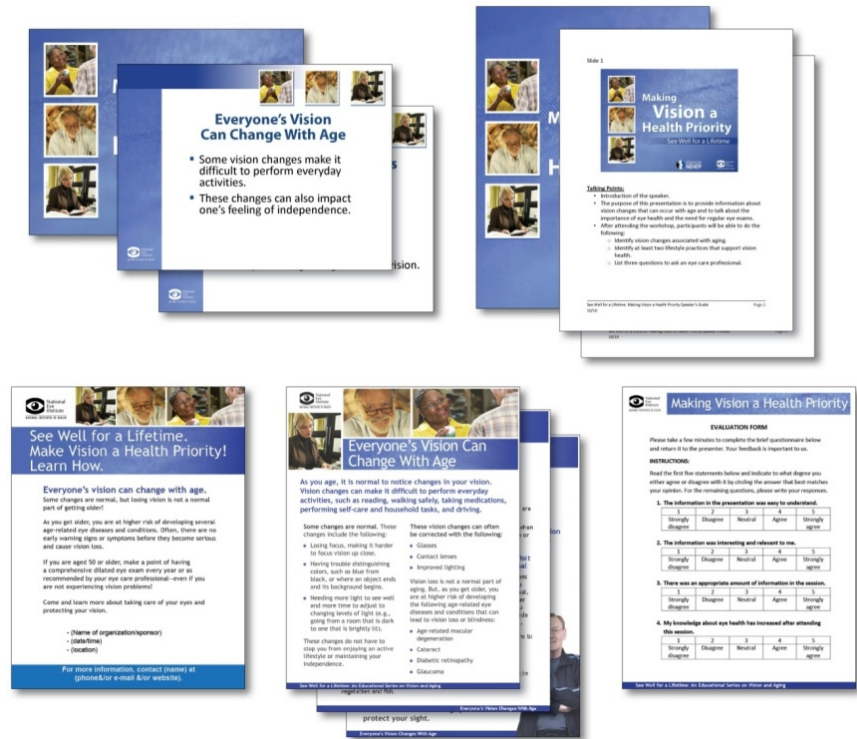
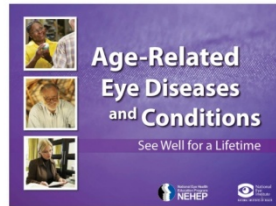
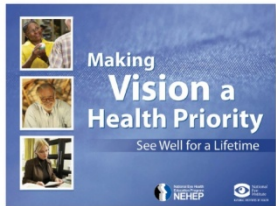
Keep Vision in Your Future: Glaucoma Toolkit

- Provides health professionals, health educators, and community health workers with everything they need to give a presentation to people in their community about glaucoma and how to protect their sight.



See Well for a Lifetime Toolkit


- For health professionals in community-based settings serving older adults



Medicare Benefits Card

Take Advantage of...

Medicare Benefits for Diabetic Eye Disease.




If you have diabetes, Medicare will help pay for yearly eye exams to detect diabetic eye disease. However, Medicare does not cover routine eye care.

Diabetic eye disease can affect anyone with diabetes. It often has no symptoms or pain. If it goes undetected, it can cause severe vision loss or blindness.

Diabetic eye disease can be treated.
See your eye care professional for an exam today!

1-800-MEDICARE
(1-800-633-4227)
www.medicare.gov



National Eye Institute
NATIONAL INSTITUTES OF HEALTH

National Eye Institute
www.nei.nih.gov

Aproveche los

beneficios de Medicare para la enfermedad diabética del ojo.



Si tiene diabetes, Medicare le ayudará a pagar los exámenes de los ojos. Aproveche los beneficios que pueden protegerle la vista.

La enfermedad diabética del ojo puede afectar a cualquier persona con diabetes. A menudo no hay síntomas ni dolor. Si no se detecta, puede causar una pérdida severa de la visión o incluso la ceguera.

Existe tratamiento para la enfermedad diabética del ojo.
¡Consulte a su oculista hoy mismo para hacerse un examen!




1-800-633-2273
www.medicare.gov/Spanish/Overview.asp

Instituto Nacional del Ojo
www.nei.nih.gov/health/espanol

Take Advantage of...

Medicare Benefits for Glaucoma.



Medicare will cover an eye exam to detect glaucoma if you are:


- A person with diabetes.
- Someone with a family history of glaucoma.
- African American, aged 50 or older.
- Hispanic, aged 65 or older.

Medicare does not cover routine eye care.

Glaucoma often has no warning signs. If it goes undetected, it can lead to vision loss or blindness.

Glaucoma can be treated.
See your eye care professional for an exam today!

1-800-MEDICARE
(1-800-633-4227)
www.medicare.gov



National Eye Institute
NATIONAL INSTITUTES OF HEALTH

National Eye Institute
www.nei.nih.gov

Aproveche los

beneficios de Medicare para el glaucoma.



Si usted:

- Tiene diabetes; o
- Tiene una historia familiar de glaucoma; o
- Es afroamericano/a y tiene 50 años o más; o
- Es latino/a y tiene 65 años o más...

Medicare cubrirá el costo del examen de los ojos para detectar el glaucoma. Aproveche los beneficios que pueden protegerle la vista.

El glaucoma a menudo no da señales de alerta. Si no se trata, puede causar pérdida de la visión.

Existe tratamiento para el glaucoma.
¡Consulte a su oculista hoy mismo para hacerse un examen!

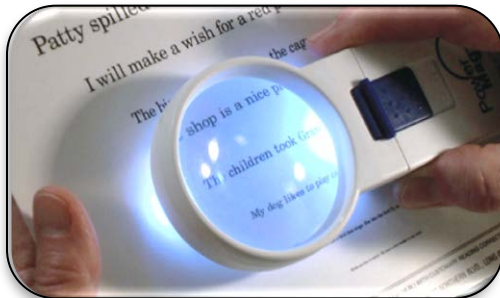


1-800-633-2273
www.medicare.gov/Spanish/Overview.asp

Instituto Nacional del Ojo
www.nei.nih.gov/health/espanol

Low Vision DVD—Coming Soon!

- For eye care professionals to promote referral for vision rehabilitation services
- For people with low vision and family and friends
 - Maintain independence and quality of life
 - Find assistive devices and vision rehabilitation services
 - Know where to seek help

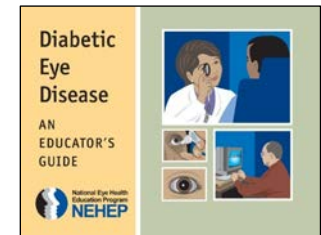
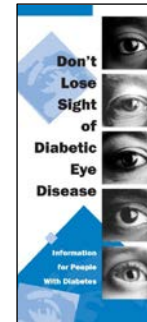
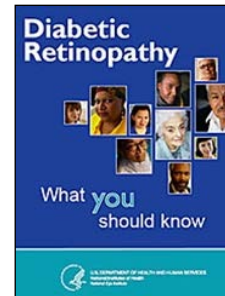
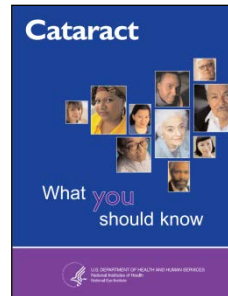
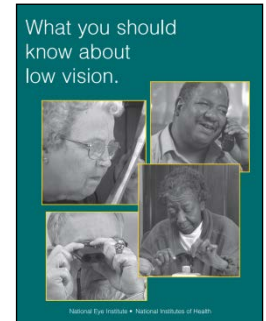
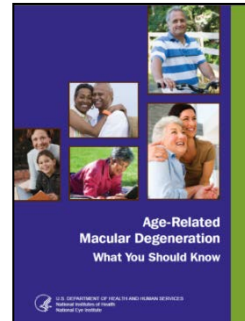
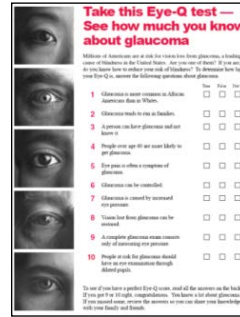


Eye Health Resources

<http://catalog.nei.nih.gov>

Variety of resources, brochures, public service announcements (PSAs), teaching tools, stickers, e-cards, and more

- Diabetic eye disease
- General eye health
- Glaucoma
- Low vision
- Occupational eye safety
- Sports eye safety
- Vision and aging



Public Education Website

<http://www.nei.nih.gov/healthyeyes>

Includes information on the following:

- Age-related eye diseases
- Common vision problems
- Comprehensive dilated eye examinations
- Diabetic eye disease
- Educational resources
- Financial assistance
- Glaucoma
- Low vision
- Tips for finding a doctor
- Tips for healthy eyes

Home > Healthy Eyes

Information for *Healthy Vision*

Glaucoma **Diabetic Eye Disease** **Low Vision** **Healthy Eyes**

When you take good care of your eyes, you take good care of your self.

RELATED TOPICS

- [How we see](#)
- [Common vision problems](#)
- [Age-Related Eye Diseases](#)
- [Eye health tips](#)
- [Text Messages](#)
- [Glossary of vision related terms](#)
- [Healthy Eyes Bulletin \(PDF*\)](#)
- [For professionals](#)
- [Español](#)

RESOURCES

- [What is a comprehensive dilated eye exam?](#)
- [Find an eyecare professional](#)
- [Talking to your doctor](#)
- [Financial aid for eye care](#)

Send Free E-Cards

Take the time to take care of your eyes. Get an eye exam. [View Healthy Vision Month](#)

Healthy Eyes

Having a comprehensive dilated eye exam is one of the best things you can do to make sure that you're seeing the best you can and that you're keeping your eyes healthy.

Millions of people have problems with their vision every year. Some of these problems can cause permanent vision loss and even blindness, while others are common problems that can be easily corrected with glasses or contact lenses.

What is a comprehensive dilated eye exam?
A comprehensive dilated eye exam is a painless procedure in which an eye care professional examines your eyes to look for common vision problems and eye diseases, many of which have no early warning signs. Regular comprehensive eye exams can help you protect your sight and make sure that you are seeing your best. [Read more.](#)

What are common vision problems?
Some of the most common vision problems are uncorrected refractive errors. These include myopia (nearsightedness), hyperopia (farsightedness), astigmatism, and presbyopia. [Read more.](#)

What are age-related eye diseases and conditions?
As you age, you are at higher risk of developing age-related eye diseases and conditions. These include: age-related macular degeneration, cataract, diabetic eye disease, glaucoma, low vision and dry eye. [Read more.](#)

What can I do to keep my eyes healthy?
Read these tips for keeping your eyes healthy and your vision at its best. [Read more.](#)

OTHER RELATED RESOURCES

- [Online NEI Publications Catalog](#)
- [Eye Health Organizations Database](#)

Webinars

<http://www.nei.nih.gov/nehep/webinars>




What people with diabetes know about their eyes: Results from nationwide focus groups



Eye health knowledge and information preferences of people at risk for glaucoma: Results of nationwide focus groups

Widget and YouTube Videos



NEI Healthy Eyes Quiz

Diabetes is the leading cause of new cases of blindness among adults ages 20 to 74.

True
False

www.nei.nih.gov/healthyeyes
1 of 4 [Share this widget.](#)

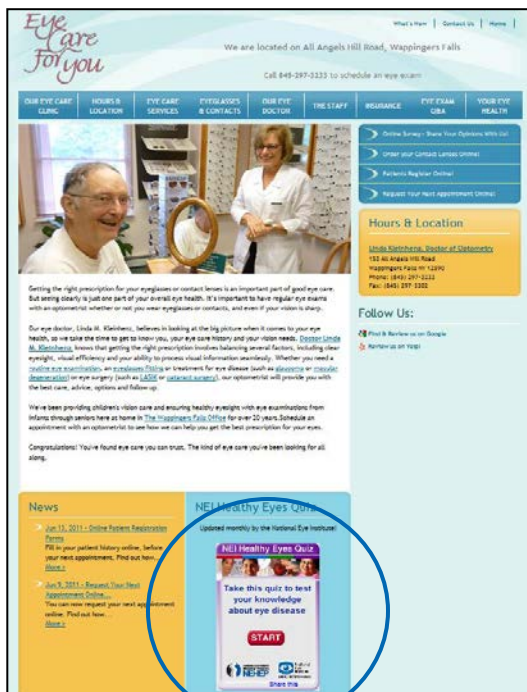


NEI Healthy Eyes Quiz

You Chose True - correct
Answer

True. According to the Centers for Disease Control and Prevention, more than 4 million people with diabetes ages 40 years or older had diabetic retinopathy. Download the 2011 **National Diabetes Fact Sheet** for more information.

NEXT QUESTION >>
www.nei.nih.gov/healthyeyes
1 of 4 [Share this widget.](#)



Eye Care for you

We are located on All Angels Hill Road, Wappingers Falls

Call 845-297-3333 to schedule an eye exam

OUR EYE CARE CLINIC | HOURS & LOCATION | EYE CARE SERVICES | EYEGLASSES & CONTACTS | OUR EYE DOCTOR | THE STAFF | RESURGENCE | EYE FRAME Q&A | YOUR EYE HEALTH

Active Surveys: Share Your Opinions with Us!
Order your Contact Lenses online!
Patients Register Online!
Request your next appointment online!

Hours & Location

Indie Srinivasan, Doctor of Ophthalmology
102 St. Michaels Hill Road
Wappingers Falls, NY 12590
Phone: (845) 297-3333
Fax: (845) 297-3332

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Getting the right prescription for your eyeglasses or contact lenses is an important part of good eye care. But seeing clearly is just one part of your overall eye health. It's important to have regular eye exams with an optometrist, whether or not you wear eyeglasses or contacts, and even if your vision is sharp.

Our eye doctor, Linda M. Skidmore, believes in looking at the big picture when it comes to your eye health, so we take the time to assess your eye care history and your vision needs. [Optical Linda M. Skidmore](#), knows that getting the right prescription involves balancing several factors, including clear eyesight, visual efficiency and your ability to process visual information accurately. Whether you need a routine eye examination, an occlusion (filter) treatment for eye disease (such as glaucoma or cataract management) or eye surgery (such as LASIK or cataract surgery), our optometrist will provide you with the best care, advice, options and follow-up.

We've been providing children's vision care and ensuring healthy eyesight with eye examinations from infancy through adolescence at home in The [Wappingers Falls Office](#) for over 25 years. Schedule an appointment with an optometrist to see how we can help you get the best prescription for your eyes.

Congratulations! You've found eye care you can trust. The kind of eye care you've been looking for all along.

News

- Jan 11, 2011 - Online Patient Registration Reminds You to get to know you, your eye care history and your vision needs. [Find out how.](#)
- Jan 3, 2011 - Request Your Next Appointment Online... You can now request your next appointment online. [Find out how.](#)

NEI Healthy Eyes Quiz

Updated monthly by the National Eye Institute

NEI Healthy Eyes Quiz

Take this quiz to test your knowledge about eye disease

START



National Eye Institute - Diabetic Eye Disease

LighthouseOnline 34 videos [Subscribe](#)

YouTube
Broadcast Yourself

1:31 / 2:09

360p

Share NEHEP YouTube videos.
<http://www.nei.nih.gov/videos>

Publish the NEHEP widget on your website.
To download the code, go to
<http://www.nei.nih.gov/healthyeystoolkit/widget.asp>



facebook Search for people, places and things

Diabetic Eye Disease

Glaucoma

Low Vision

See for Yourself

¡Ojo con su visión!

Vision and Aging

National Eye Health Education Program
 NATIONAL INSTITUTES OF HEALTH

528 likes · 73 talking about this

Government Organization
 The National Eye Health Education Program (NEHEP) is part of the National Eye Institute, National Institutes of Health. Visit www.nei.nih.gov/nehep for more.

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Keep vision in you

Glaucoma has no early warning signs and can lead to blindness. African Americans over age 40 and people of the disease are at higher risk. Early detection

See an eye care professional

www.nei.nih.gov/glau

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National Eye Health Education Program
 July 6

The lazy, crazy, hazy days of summer are here! Don't forget to protect your eyes when you go outside. Sunglasses protect against ultraviolet light that can damage the fragile lenses and retinas of your eyes.

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 Take an eye break with 20-20-20! Look up from your work every 20 mins. 20 ft away. for 20 secs. nei.nih.gov/healthyeeyes/ey...
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 #IFCA #Chicago fans, does this pic look familiar? Check out the PSA we have on buses & billboards in your area!
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 Farewell to NEHEP & NEI friend #ErnestBorgnine who worked with us to educate others about #AMD and eye exams. Read more go.usa.gov/m9w6w.
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 #Summer is here, so don't forget your shades! Sunglasses protect against UV light that can damage the fragile lenses & retinas of your eyes.
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 Maintain a healthy weight to keep your body, including your eyes, in tip-top shape! Download this booklet from @NDEP: ndep.nih.gov/media/GP_FoodA...
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 #Fireworks accidents on July 4th cause approx 1,300 eye injuries. Protect ur vision w/ tips from @jaac_optth @geteyesmart: bit.ly/Mu8f0
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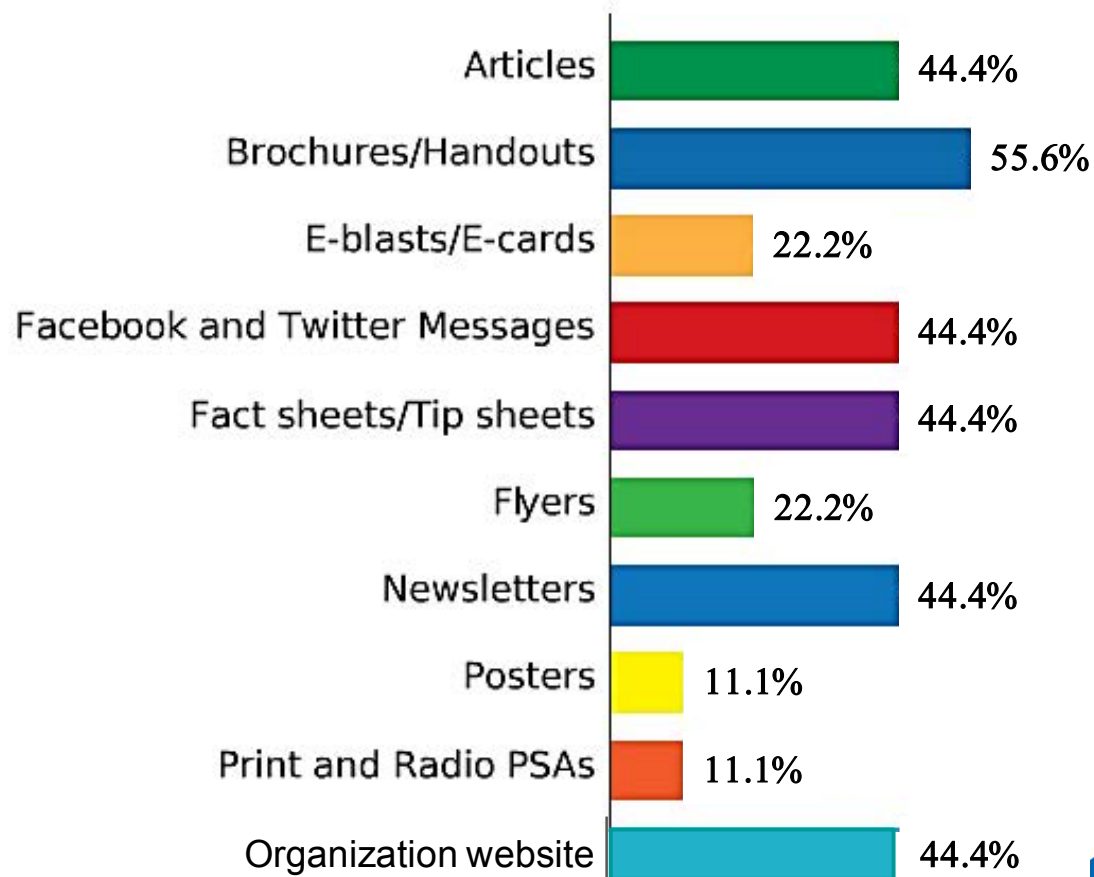
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Which of these do you use the most with your members or in the community to deliver eye health messages?

- Articles
- Brochures/Handouts
- E-blasts/E-cards
- Facebook and Twitter Messages
- Fact sheets/Tip sheets
- Flyers
- Newsletters
- Posters
- Print and Radio PSAs
- Organization website

Which of these do you use the most with your members or in the community to deliver eye health messages?



What can we do for you?

Thank you for participating in today's Webinar!

To share your activities, send us collaborations, or discuss new outreach opportunities, please contact—

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