



CHERISH EYESIGHT & VISION

Introduction:

Vision impairment and blindness frequently stem from preventable causes. Despite the significant impact of vision loss, preventive measures and the use of vision care services remain inadequate. Many individuals do not prioritize regular eye exams, resulting in undiagnosed conditions. Barriers to proper eye care include the misconception that vision loss is inevitable, limitations in health insurance coverage, and a general lack of awareness. The widespread unawareness and misinformation contribute to the rising rates of preventable blindness.

Project Overview:

The Vision Tales Project aims to enhance public awareness of eye health and preventable blindness through a comprehensive digital campaign and targeted educational materials. This multifaceted approach includes the creation of engaging content and active participation in key conferences to disseminate crucial information.

Key Achievements:

Educational Materials:

- Produced and disseminated 5 educational videos
 - Topics: Diabetes Mellitus, Low Vision, Ultraviolet Light Safety, Laser Safety & Sickle Cell Retinopathy
- Created corresponding blog posts & posters to reinforce video content

Digital Engagement:

- The social media campaign archived nearly 5,000 video views
- Generated 1,300 website visits with approximately 600 unique visitors

Conferences and Presentations:

- Presented at the 2023 American Public Health Association (APHA) Conference
- Participated in the International Agency for the Prevention of Blindness (IAPB) 2030 Insight Live Event

Impact and Outcome:

The initiative successfully informed and empowered the public, significantly promoting better eye health decision-making. Instagram exhibited the highest engagement among the social media platforms used, while Twitter had the lowest. Overall, the project's success was measured by the substantial number of video views and social media interactions.

Future Directions:

Building on the success of this project, future efforts will focus on expanding the reach of educational materials, enhancing engagement on underperforming platforms, and continuing active participation in relevant conferences. Efforts may also include targeted paid promotions, collaborations, and funding opportunities to further the mission of preventing blindness through education and awareness.