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& VISION**

Report on The Vision Tales Project by Cherish Eyesight & Vision Inc. in Collaboration with
World Council of Optometry

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Introduction:

Far too often, individuals experience blindness or visual impairment due to preventable causes. Although many people acknowledge that vision loss would significantly impact their daily lives, this perceived importance does not always translate into preventive actions. Utilization rates of vision care services remain low, even among those with visual impairments. Reasons for this include assumptions that no further medical intervention is possible, lack of insurance coverage, and limited access to eye care services in the United States. Additionally, a considerable number of people simply do not consider eye exams necessary.

For individuals aged 40 and older with moderate-to-severe visual impairment, cost and lack of health insurance are common reasons for not visiting an eye care professional, as noted by Lee et al. Common responses to questions about eye care include, "I haven't thought about it," "I haven't gotten around to it," "I don't have any problems seeing," or "I can get my glasses from the store." Other factors contributing to infrequent eye doctor visits include availability, scheduling limitations, myths, and general lack of awareness.

Chronic diseases such as diabetes and hypertension significantly impact communities. While there is some public understanding of these diseases, their ocular implications are often surprising. Many are unaware that children should have their first eye exam by six months old or that young children may need glasses to see clearly. There is also confusion between vision screenings and comprehensive eye exams, and many are unaware that some eye diseases are asymptomatic until significant vision loss occurs. It is not widely known that ocular emergencies exist and that comprehensive eye exams can uncover life-threatening systemic conditions.

Due to widespread unawareness and misinformation, many people do not seek necessary vision and eye care services. Although most blindness is preventable, rates continue to rise partly due to low awareness levels.

Project Summary:

The Vision Tales Project aimed to improve visual health literacy through animations and storytelling. The primary goals were to fill educational gaps and empower the public with accurate information about eye health.

The objectives to achieve the goal were to:

1. Develop stories highlighting the real-life implications of eye diseases.
2. Animate these stories engagingly.
3. Create five ~60-second animations on topics such as Diabetes Mellitus, Low Vision, Ultraviolet Light Safety, Laser Safety, Sickle Cell Retinopathy, and Contact Lens Safety/Dry Eye.



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Progress

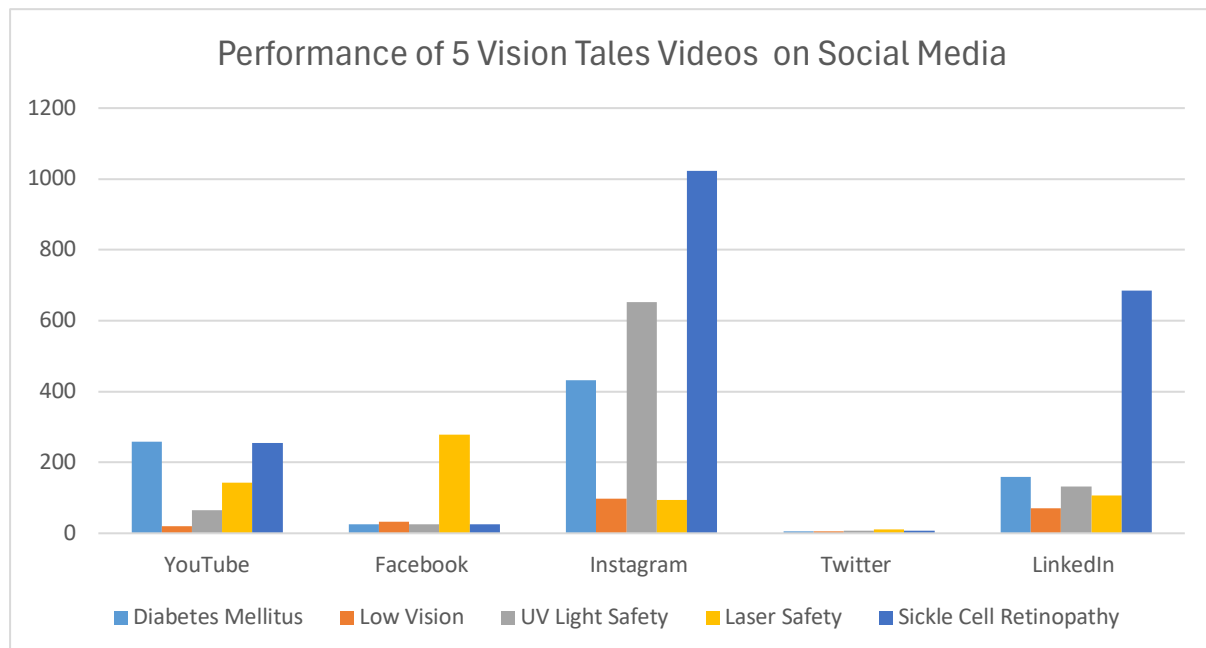
Eye care providers developed stories that were animated to entertain and educate the public via social media. The stories featured diverse characters and used clear, concise language to ensure broad understanding and retention. The animated videos ranged from 1 to 4 minutes and were shared on YouTube, LinkedIn, Instagram, Twitter, and Facebook, leveraging these platforms' accessibility and cost-effectiveness.

Achievements

The project adhered to the grant agreement, producing five educational videos and related blog entries. The work was presented at the 2023 American Public Health Association Conference and will be presented at the International Agency of Prevention of Blindness (IAPB) 2030 In Sight Live in Mexico.

Outcomes

The project's success is measured by tracking video views and social media interactions. At the time of this report, social media metrics are represented in the table below. It is evident that Instagram had the most traction and Twitter had the least traction. The Vision Tales project has effectively informed and empowered the public, promoting better eye health decision-making. To that end, the Vision Tales project in collaboration with the World Council of Optometry has achieved the purpose for which it was proposed. The Vision Tales videos will remain accessible online, continuing to serve as a resource, influencing public health-seeking behavior regarding vision and eye health.





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Vision Tales Videos Links on YouTube:

- [Laser Safety](#)
- [Diabetes Mellitus](#)
- [Diabetes Mellitus \(Alternate\)](#)
- [Low Vision](#)
- [UV Light Safety](#)
- [Sickle Cell Retinopathy](#)

Future/expected outcomes:

To expand the project's reach, future efforts may include paid promotions to enhance content dissemination. Additionally, seeking potential collaborations and exploring diverse funding opportunities will be critical to sustain and amplify the project's impact.

Areas for exploration:

1. Targeted Paid Promotions:

- **Social Media Advertising:** Utilize platforms like Facebook, Instagram, and YouTube for targeted ad campaigns to reach specific demographics.
- **Google Ads:** Leverage Google Ads to increase visibility on search engines, ensuring the content reaches individuals actively searching for related topics.
- **Influencer Partnerships:** Collaborate with influencers in the healthcare and wellness space to promote the Vision Tales videos, leveraging their follower base for wider reach.

2. Collaborations:

- **Partnerships with Health Organizations:** Form alliances with local and international health organizations to co-promote the content and integrate it into their educational programs.
- **Schools and Educational Institutions:** Work with schools to incorporate the videos into their health education curriculum, targeting younger audiences for early awareness.
- **Community Outreach Programs:** Collaborate with community centers and non-profits to distribute the videos and related educational materials during their events and activities.

3. Funding Opportunities:

- **Grants and Sponsorships:** Apply for grants from government agencies, private foundations, and corporate sponsorships that focus on health education and preventive care.
- **Crowdfunding:** Launch crowdfunding campaigns on platforms like Kickstarter or GoFundMe to raise funds from the public, emphasizing the social impact and benefits of the project.
- **Corporate Social Responsibility (CSR) Programs:** Engage with companies to include the Vision Tales Project as part of their CSR initiatives, securing both funding and additional promotion channels.



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By integrating these strategies, the Vision Tales Project can significantly broaden its reach, ensuring that more individuals are informed, educated, and empowered about eye health. This comprehensive approach will help in addressing the critical issue of preventable blindness and visual impairment on a larger scale.

Conclusions

The Vision Tales Project has shown promising reach and reveals that animations and storytelling is a good way to improve visual health literacy. Animations used to tell impactful stories can significantly change public perceptions and attitude towards eye care. Individuals can access, understand, and evaluate information to promote their vision related quality of life and support efforts to address this very important global and public health issue.

Financial Statement: Grant Fund Utilization

Grant funds of \$2,500 are yet to be disbursed to cover the production costs of five Vision Tales Videos. These videos were produced in collaboration with the World Council of Optometry, whose feedback and logo were incorporated. Funding will cover the cost of production as outlined in the table below.

Category	Rate	Qty/1	Total
Story development and edits <ul style="list-style-type: none">Eye care providers: stories & blogs	\$250/story	5	\$1,250
Professional Services <ul style="list-style-type: none">Artists & Animators	\$200/story	5	\$1,000
Marketing (website) <ul style="list-style-type: none">Social mediaAdvertising, promotion, public relations	\$0	5	0
Conferences (APHA Nov 12 – Nov 15 th , 2023) <ul style="list-style-type: none">Registration: \$265Travel & ground transportation: \$127.96Housing: \$307.5Poster Printing Cost \$136.81	\$837	1	\$837
Total Expenses			\$3,087

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