VISION PRESERVATION AND THE NATIONAL PREVENTION STRATEGY: 
A Call to Action
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Prevent Blindness America offers this guide as a call to action to those organizations and individuals committed to the work of vision and eye health preservation to link our collective work to the focus areas of the recently released National Prevention Strategy. Prevent Blindness America’s commitment to public health and vision has been characterized by our ability to bring together scientific knowledge, evidence-based practice, and clinical and service providers at the local, regional and national level to influence policy and implement services. We strongly believe in the impact of prevention on the nation’s health and hope this resource helps guide your efforts to bring the focus of prevention to the country’s vision and eye health care.
The National Prevention Strategy is a comprehensive plan that will shift the focus of health in America from that of disease to one of wellness through prevention and increased activity. Created by the National Prevention, Health Promotion, and Public Health Council, as directed by the Affordable Care Act, the plan was developed with guidance from the public and an Advisory Group of experts. The National Prevention Strategy is a call to action across all sectors – government, healthcare, community organizations, educators, religious organizations, and individuals – to work together in addressing the growth of chronic disease, poor health habits, and rise in unhealthy behaviors that are leading America down a path of reduced quality of life. The plan focuses on four Strategic Directions and seven Priority Conditions that public and private partners can act on to lead us to a healthier U.S. that embraces prevention.

The National Prevention Strategy outlines the role that increasing prevalence of chronic conditions (such as diabetes and hypertension), poor health habits (such as lack of exercise and tobacco use), and decline in mental and emotional well-being plays in the increasing healthcare costs in the U.S. The effects of vision impairment cut across chronic co-morbid conditions, injuries, and quality of life. It is imperative that Prevent Blindness America, along with our affiliates and partners, promote vision and eye health preservation as a key preventive strategy for addressing these growing issues. This can be done through the development of health promotion programs and activities that integrate vision as a component and are inclusive of people with vision loss. We need to capitalize on opportunities provided through the National Prevention Strategy to promote the prevention of vision loss, particularly among high-risk populations. Never has our commitment to public health and vision preservation been more needed than in the challenges that have been brought forth in the National Prevention Strategy.
The National Prevention Strategy has outlined four Strategic Directions that provide the basis for a network of preventive approaches. When considered together as a part of program planning, they will ensure significant systems level changes.
STRATEGIC DIRECTION #1

Healthy and Safe Community Environments
Create, sustain, and recognize community environments that promote health and wellness through prevention.

Role for Vision
Falls Prevention
Poor vision and eye disease increases the risk of falls in seniors. Ensuring a vision assessment, along with an evaluation of proper lighting and other safety features of the environment, such as inclusion of handrails, in a safe home assessment for senior adults will reduce their risk for falls. Work with your State Department on Aging, falls prevention coalitions, Fire Marshall’s office, home nursing care businesses, and EMS systems to ensure their assessment plans include a vision component and that these systems are aware of your resources for eye health education and access to eye care.

State Vision Data
Data on the prevalence and effects of vision problems on the state level are critical in making the case for vision prevention efforts.

Build/Enhance your relationship with your state department of health to encourage including the optional vision module in the state Behavioral Risk Factor Surveillance System (BRFSS). Analyze the results of these vision questions in relationship to other BRFSS data on chronic disease, injuries, and life satisfaction. Encourage the inclusion of vision prevention activities as a part of proposals for conditions that increase the risk for vision problems (such as diabetes and tobacco use), as well as those that focus on vulnerable populations and groups which have been shown to have higher rates of disease.

Vision and Eye Care Workforce
In an effort to impact the vision and eye health needs of the community, an adequate workforce needs to be present. Ensure an adequate prevention workforce by increasing the availability of trained vision screeners in
targeted populations and communities. Assure vision screening volunteers have eye care resources to refer to following a failed vision screening. Advocate for a broader distribution of, and/or access to, culturally and linguistically appropriate vision care professionals in public health systems across your state, particularly in rural or under-served urban communities. Work with the education systems to create interest in vision related careers, with special emphasis on creating a diverse vision and eye care workforce.

**Eye Health in the Workplace**
Healthy vision means a productive and cost effective workforce. Promote employer integration of eye health and safety practices and information available on site for employees. Work with state Chambers of Commerce, large employers, and corporate health service providers to promote available resources, training for vision screening, and access for eye care for uninsured employees or their children.

**School Education and Sports Safety**
Prevention efforts are best started with young children, teaching them healthy behaviors that will last a lifetime. Work with your State Department of Education, early learning centers, and schools to incorporate eye health education into the curriculum. Ensure that the State Department of Education and schools encourage use of proper sports eye safety equipment and sun safety policies during organized activities. Work with teachers, counselors, school nurses and other school health professionals to ensure that vision and eye health is identified as a school readiness factor. Further engage families with easy to use and understand eye health education lessons for the home.
Strategic Direction #2

Clinical and Community Preventive Services

Ensure that prevention focused health care and community prevention efforts are available, integrated, and mutually reinforcing.

Role for Vision
High-risk Populations

Work with organizations and healthcare systems that target high-risk populations (individuals with chronic disease, seniors, young children, ethnic populations, and individuals with neurological and developmental delays) to integrate eye health education messaging, vision screening training, the importance of regular comprehensive eye care, and how to access vision services.

Increased Awareness and Expansion of Vision Benefits

Many individuals have vision benefits that are underutilized or misunderstood. Partner with your state insurance commissioner, managed care organizations, state Senior Health Insurance Information Program, and community organizations to promote use of and explain the eye care and wellness benefits available under Medicare and Medicaid. Advocate for expansion of benefits to individuals, and reimbursements to providers, related to vision and eye health care.

Vision Screening in the Health Care Home

Support the proper implementation of vision screening in the health care home. Provide vision screening training and educational presentations at association meetings, and encourage use of the Preschool Vision Screening module now available for pediatric Maintenance of Certification. Encourage primary care providers to capture patient level vision screening results within their electronic medical record system and make these results available to other providers responsible for follow-up services.
**Vision in Community Health Centers/School-based Health Centers**

Federally Qualified Health Centers/Community Health Centers serve as the largest representative of the health care home care and are growing in capacity due to funding provided by the Affordable Care Act. Similarly, school-based health centers are growing in number and some include on-site eye care for children and their families. Work with your state association of Community Health Centers and state School Based Health Center Association to identify centers that may be able to support onsite eye care services and help to promote its use.
Empowered People
Support people in making healthier choices.

Role for Vision
Cultural Competency and Health Literacy
Ensure that eye health information provided to the public is easy to understand and culturally competent. Utilize existing materials developed by Prevent Blindness America (many are listed in the “Resources” section of this document), or partner with your state department of health, state universities, and community members to review your own eye health education materials as they are developed and revised.

Social Media
Use social media tools (Facebook, Twitter, YouTube, etc.) and marketing approaches – such as press releases, public service announcements, and e-newsletters – to provide simple messages about eye health and safety approaches targeted to the general public.

Peer Teaching
Employ peer-to-peer teaching techniques by providing your grassroots volunteers with eye health and safety educational presentations, handouts, and vision screening training and certification that they can use in their network. Have educational strategies, including prepared materials, for audiences that may be pre-literate or have low literacy levels. The right information combined with a powerful personal story about vision can drive others to action.

Personal Risk for Eye Disease
Knowing the family history of vision problems can help someone understand their own increased risk for vision loss. Provide consumers with a tool they can use to gather their own family history of vision and eye health and share the results with their eye care provider.
Encourage Public Policy Advocacy

One of the most successful ways of empowering people is to encourage them to get involved in advocating for change in public policy. Encourage your grassroots volunteers and program recipients to become engaged in advocacy efforts. An easy way to do this is to join the Prevent Blindness America Eye CAN Action Network, which facilitates advocacy on behalf of vision and eye health. Anyone can join Eye CAN by visiting http://preventblindness.org/eye-care-action-network.
Elimination of Health Disparities
Eliminate disparities, improving the lives of all Americans.

Role for Vision
Identified Areas for Programming
Partner with your state department of health and/or minority health officer to identify the counties, neighborhoods, zip codes in your area where the population has more difficulty achieving and maintaining healthy vision due to barriers of chronic disease, low income, low educational attainment, food scarcity/insecurity, access to care, or poor health habits. Target your programmatic efforts to these areas.

Vision in Community Health Centers
Talk with your state association for Community Health Centers to learn how you can support existing vision services in these Centers, and advocate for expansion of services where none exist. Promote the availability of existing vision services in Centers throughout your community.

Access to Eye Care
Provide a listing of safety net vision care services available in your area. Distribute the list to agencies serving populations at the highest risk for achieving and maintaining strong vision and eye health. To assist with this, Prevent Blindness America offers a list of some financial assistance resources that can be accessed locally (if you have others that are available locally, please let us know so that we can add to our resource). Advocate for a broader distribution of, and/or access to, culturally and linguistically appropriate vision care professionals in public health systems across your state, particularly in rural or underserved portions of urban communities.

Surveillance of Vision Problems
Support surveillance of vision problems in your community by encouraging your state department of health to add the optional vision module to the annual Behavioral Risk Factor Surveillance System survey.
The National Prevention Strategy has identified seven Priority Conditions that, if addressed, will improve health and wellness for all Americans, including groups that are disproportionately affected by disease and injury. Nearly all of the Priority Conditions represent opportunities where vision health advocates can make programmatic changes to expand awareness about the importance of vision preservation in healthy living. The seven Priorities include:

- Tobacco Free Living
- Healthy Eating
- Active Living
- Injury and Violence Free Living
- Mental and Emotional Well Being
- Preventing Drug Abuse and Excessive Alcohol Abuse
- Reproductive and Sexual Health
Tobacco Free Living
By quitting use of tobacco, an individual possibly reduces their risk of developing several different types of eye diseases – including AMD\(^1\), cataract\(^2\), glaucoma\(^3\), and diabetic retinopathy\(^4\).

**Programmatic Strategies**

- Partner with your state tobacco prevention program to incorporate vision preservation messaging into their current tobacco cessation marketing messages.

- Provide a link to tobacco cessation programs on your educational materials about healthy living and healthy vision and on your vision resource guides.

- Support legislative actions to reduce the use of tobacco products.

Healthy Eating and Active Living
Poor diet and low levels of physical activity lead to an increased risk for vision problems. This risk is compounded for individuals with a physical/mental disability, low income, or those living in an environment that does not support outdoor activity\(^5\).

**Programmatic Strategies**

- Partner with schools, children’s and science museums, grocery stores, farmer’s markets, and other places families go to access information to educate about the importance a healthy diet plays in healthy vision.

- Partner with state chronic disease programs and public health associations to integrate eye health messaging into existing programs for chronic disease.

- Incorporate eye healthy recipes or exercises into your newsletters, social media or educational handouts.

- Support local and state initiatives to increase physical activity and healthy eating, incorporating their importance for vision preservation.
Injury and Violence Free Living

Visual impairment due to decreased visual acuity, contrast sensitivity, depth perception, and/or visual field has been found to independently influence the risk of falls\textsuperscript{6,7,8}. Thousands of eye accidents happen each day; 90 percent of these are preventable with the use of appropriate safety eyewear and other preventive measures\textsuperscript{9}.

**Programmatic Strategies**

- Join a state or regional injury prevention partnership to ensure that eye health and safety considerations are included in strategic plans for injury and falls prevention.

- Use National Falls Prevention Awareness Day (first day of Fall) to issue press releases, social media announcements, or speak on the relationship between poor vision and increased risk of falls.

- Provide adult vision screening training to senior service providers and promote its incorporation into fall risk assessments.

- Partner with schools, parks, recreation departments, and athletic associations to encourage the use of sun safety and sports eye safety equipment by children.

- Promote the importance of eye safety at home, work, and play by providing access to free eye safety wear at public events.
Mental and Emotional Well Being

Visual impairment can result in lower self-rated health,\textsuperscript{10} decreased physical functioning,\textsuperscript{11,12} decreased emotional functioning,\textsuperscript{13,14} lower socialization,\textsuperscript{15,13} and depression.\textsuperscript{16,17} Declining vision threatens the aging population’s ability to drive, and thus threatens their independence in the community.

Programmatic Strategies

- Partner with state mental health services to ensure they include messaging about the increased risk for depression with onset of vision loss or blindness within their educational efforts.

- Add mental health support services as a part of vision resource guides.

- Educate caregivers and service providers about the signs of depression that may occur with vision loss or blindness.

- Encourage primary care providers to conduct a depression screen on patients who have experienced vision loss or blindness.
As the nation’s leading voluntary eye health and safety organization dedicated to preventing blindness and preserving sight, we have available a wealth of resources on vision and eye health. Those listed below can be accessed through our website – http://preventblindness.org – or by calling 800.331.2020.

Additionally, Prevent Blindness America has a strong network of affiliates and regional offices around the country. These offices can provide additional resources and guidance as you seek to promote healthy vision and eye health in your community. To find out if there is an affiliate or regional office in your area, please visit our website at http://preventblindness.org/prevent-blindness-your-state.

We encourage you to take advantage of these resources in your own vision preservation efforts.
Fact Sheets
Prevent Blindness America has developed an array of fact sheets, all downloadable from our website, to educate and inform the public about vision and eye health. Dozens of topics are included that represent adult vision health, children’s vision health, and eye safety. Further, printed brochures on multiple topics can be obtained by contacting our office, and additional information about eye problems in both children and adults can be found on the Eye Health and Safety section of our website. Current fact sheet titles include:

**Adult Vision Health**
- AMD (Age-Related Muscular Degeneration)
- Color Vision Deficiency
- Common Eye Myths
- Contact Lenses and the Risk for Infections
- Diabetic Retinopathy Risk Quiz
- Eye Donation Facts
- Facts & Myths About Cataracts
- Finding an Eye Care Professional
- Glaucoma 17-Point Checklist
- Glaucoma Eye Q Test
- Guide to Cataract Surgery
- Nutritional Supplements and Vision
- Planning a Trip to the Eye Doctor?
- Pregnancy and Your Vision
- Retinal Tears and Detachments
- Safe Use of Eye Cosmetics
- Sunglasses
- Taking Your Eye Drop Medication
- Tips for Living with AMD
- Tips for Living with Low Vision
- Ultraviolet Light Awareness Quiz
- Understanding Conjunctivitis
- Understanding Dry Eye
- What to Know About Floaters

**Children’s Vision Health**
- Eye Patch Choices
- Facts About Fireworks Injuries
- Fireworks Eye Injury Safety Quiz
- Most Dangerous Toys to Children’s Eyes
- Most Hazardous Products to Children’s Eyes
- Quick Facts: Children’s Eye Problems
- Tips for Buying Sports Eye Protectors
- Tips for Choosing Safe Toys
- Trick-or-Treat Tips for Making Halloween Safe
- Understanding Conjunctivitis (pink eye)

**Eye Safety**
- 10 Ways to Prevent Occupational Eye Injuries
- Auto Battery Safety Facts
- Auto Battery Safety Quiz
- Contact lens use in industry
- Eye Safety Tips for Your Home
- Fireworks Facts
- Impact Protection and Polycarbonate Lenses
- Recommended Sports Eye Protectors
- Sports-Related Eye Injuries by Age
- The Scope of the Eye Injury Problem
- Workplace Safety Quiz
- Workplace-Related Eye Injuries
Health Education and Awareness Initiatives

Core to the Prevent Blindness America mission is increasing awareness and education about vision and eye health. These programs are designed to focus on specific populations and/or topics to increase knowledge.

- **Diabetic Eye Disease Educator Program**
  This comprehensive eye health education program is designed to teach outreach personnel and allied health professionals about the visual system and the signs, symptoms, and complications of the secondary diseases of diabetes affecting the eye – diabetic retinopathy and glaucoma. By training these professionals, the program fosters patient/client education messages about diabetic eye disease to be delivered through numerous channels – including community health centers, health departments, and civic and faith-based organizations – to those populations at highest risk for developing diabetes.

- **Healthy Eyes Adult Education Program**
  This program utilizes volunteers, health care professionals, and/or Prevent Blindness America staff to give presentations on vision and eye health and safety topics, using a series of modular training materials that allow for the presentation to be customized to the particular group. The program is ideal for outreach programs, health fairs, workplace presentations, and clinical settings.

- **Eye2Eye**
  This web-based eye safety education and training program is designed to help safety directors in industrial workplace settings build a network of “Safety Ambassadors” – employees who value on-site eye safety and are committed to peer education. Through this membership-based program, Ambassadors bridge the gap between safety managers and employees, helping to increase compliance and build a stronger culture of safety.

- **Star Pupils K-2 Children’s Eye Health and Safety Program**
  This school-based curriculum aimed at kindergarten through second grade students consists of three separate lessons: “The Importance of Sight,” “The Eye and How We See,” and “Eye Safety.” Each lesson consists of a set of lesson objectives, discussion points for the teacher, class discussion questions, an activity, and additional optional activity suggestions. The curriculum is aligned with the National Health, Science and Physical Education Standards.
• **Sight+Saved**
  This initiative is designed to promote the value of workplace vision benefits. Aimed at benefits managers and health plan brokers, the Sight+Saved website discusses differences in vision benefits and the economic impact of vision loss in the workplace, and provides tips for encouraging employees to take full advantage of existing vision benefits to seek regular professional eye care.

• **Vision and Eye Health News**
  To stay on top of news and events related to vision and eye health, visit the “News” section of our website where you can access press releases, obtain a copy of our latest newsletter, register to receive our e-newsletter, and join our Facebook and Twitter network.

• **Monthly Observance Calendar**
  Each month, Prevent Blindness America features a different eye health topic and the newest information is provided to our partners, media outlets across the country, and the general public. We encourage you to visit our website or Facebook page, or call our toll free number for free and easy-to-use information on topics ranging from January’s Glaucoma Awareness Month to December’s Safe Toys and Gifts Month.
Vision Screening Resources
Early detection of vision problems is a key to the prevention of vision loss and blindness. Only an eye doctor can diagnose and treat a vision problem, but vision screenings and risk assessments help find children and adults who need a full eye exam.

Prevent Blindness America believes that the key to successful vision screening programs is that they be well-designed and properly administered. Otherwise, they fail in their intended public health role in the continuum of vision and eye health care. To ensure our vision screening program is well-designed, we rely on the guidance of our volunteer scientific advisors – including leading ophthalmologists, optometrists, pediatricians, public health strategists, and vision and eye health researchers – to establish our screening protocols as determined through evidence-based science.

Prevent Blindness America’s vision screenings are an accurate, cost-effective way to find vision problems and refer people with signs of problems to eye doctors for professional care. Further, Prevent Blindness America has the only national program that trains and certifies people around the country to conduct vision screenings. Our screening procedures are recommended by many of the nation’s leading children’s eye care professionals and researchers.

In addition to our efforts to train lay screeners across the country, we also train health care professionals in the early detection of vision problems, working with them to develop tools and guidelines for the primary health care environment. The tools include a Vision Screening Guide for Healthcare Professionals, designed collaboratively with the American Academy of Pediatrics; and a Preschool Vision Screening Maintenance of Certification Module, developed in partnership with the American Board of Pediatrics.

To augment our screening programs, we also promote the use of risk assessments to help adults determine whether they are at risk of age-related eye disease. Again, these do not replace an eye exam, but by answering a series of self-guided questions, individuals are able to better understand how their personal circumstances – age, race, personal and family medical history, and other factors contribute to their own potential for eye problems.

To find out more about our training programs and available resources – including vision screening charts and equipment, visit the vision screening section of the Prevent Blindness America Website.
Patient Support Programs
Prevent Blindness America offers a number of patient support initiatives to assist individuals in accessing care and dealing with their various vision and eye health problems.

• **Financial Assistance Resources**
  At Prevent Blindness America we coordinate an ever-developing list of financial assistance resources. Working with a number of partners, we coordinate access to donated eye exams, eye glasses, and other services for financially qualified, uninsured individuals.

• **Eye Patch Club**
  This program helps families manage a child’s amblyopia patching treatment. Designed for kids ages 3 and up, this is a fun and supportive way to encourage a child to wear the eye patch. Each Eye Patch Club kit contains The Eye Patch Club News, a patching calendar, incentive items and membership in the Patch Birthday Card Club. Families who sign up are also granted access to the Eye Patch Club website which includes profiles of members, patching tips and stories, activities, and more.

• **Super Specs Eyeglass Program**
  This program helps children feel comfortable wearing their glasses, and provides tips for caring for them. It also includes a letter to parents with advice on encouraging compliance and a website for kids with educational games.

• **Eye Health and Safety Web Forums**
  Prevent Blindness America hosts a series of online discussion/support groups to help patients, parents, and other family members deal with ongoing vision and eye health problems, and understand that they are not alone. Topics include: Children and Eye Problems, Glaucoma, Diabetic Retinopathy, Uveitis (inflammation of the middle layer of the eye), Children and Sports and Eye Safety, and Safe Contact Lens Use.

Public Health/Surveillance Resources
Prevent Blindness America is first and foremost a public health organization, focused on improving the health of communities through education, health promotion, and research. We offer a wealth of vision-related public health documents as resources provide information about the state of eye and vision health in the United States and identify national, state, and local challenges and opportunities for public health approaches to vision care.

• **Vision Problems in the U.S.: Prevalence of Adult Vision Impairment and Age-Related Eye Disease in America**
  This report was issued in partnership with the National Eye Institute and includes information on the prevalence of blindness and vision impairment, significant refractive error, and the four leading eye diseases affecting older Americans: age-related macular degeneration, cataract, diabetic retinopathy, and glaucoma.
• **The Economic Impact of Vision Problems: The Toll of Major Adult Eye Disorders, Visual Impairment and Blindness on the U.S. Economy**
This report combines studies advanced by Prevent Blindness America and the Centers for Disease Control and Prevention to describe the economic burden in this country of the four leading eye diseases, as well as overall vision problems and blindness.

• **Our Vision for Children’s Vision**
This national call to action for the advancement of children’s vision and eye health provides a six-plank platform for children’s vision and eye health encompassing professional vision care, children’s vision screening, school readiness as it relates to vision, children’s eye safety, public awareness and pediatric vision research.

• **Improving the Nation’s Vision Health: A Coordinated Public Health Approach**
Developed by the Centers for Disease Control and Prevention’s Vision Health Initiative, in partnership with a series of diverse stakeholders, this report highlights a national public health framework to prevent vision impairment and blindness and coordinate prevention and rehabilitation efforts between all sectors. It provides comprehensive and coordinated vision health strategies and activities that will serve to provide forward momentum at this critical juncture in time.

• **The State of Vision, Aging, and Public Health in America**
This issue brief, developed by the Centers for Disease Control and Prevention, summarizes the prevalence of vision loss and eye diseases reported by people aged 65 or older, and it provides information about access to eye care, health status, and co-morbid conditions among older adults.

• **UV and Our Nation’s Vision**
This report serves as an overview of a Prevent Blindness America-hosted Congressional Briefing highlighting the dangers of UV exposure to eyesight.

• **Vision Problems in the United States: Recommendations for a State Public Health Response**
This report, a collaborative effort between Prevent Blindness America and the National Association of Chronic Disease Directors, includes recommendations about the potential role for state public health agencies in vision conservation.

• **A Plan for the Development of State-Based Vision Program**
A summary of a collaborative retreat on public health vision preservation, this report makes recommendations to enhance the collaboration of organizations in initiating system changes and strengthen state efforts in the prevention of vision loss and preservation of eye health.
National Center for Children’s Vision and Eye Health

The National Center for Children’s Vision and Eye Health exists to support the development of a public health infrastructure to promote and ensure a comprehensive, multi-tiered continuum of vision and eye health care for young children, and to serve as a central resource for health promotion and leadership development. It also serves as a resource for education and training in respect to children’s vision and eye health throughout the United States, and is committed to conducting its work through strong partnerships, sound science, and targeted policy initiatives. The Center was established in partnership with the Maternal and Child Health Bureau at the Health Resources and Services Administration of the U.S. Department of Health and Human Services.

Eye CAN

The Eye Care Action Network (Eye CAN) is the embodiment of the Prevent Blindness America volunteer corps. It is through this network that our volunteers are organized to take action, are educated on topics of interest to the vision and eye health community, and share stories of successful advocacy efforts on behalf of the Prevent Blindness America mission. Take action now…join today!
There is a critical need for a national investment in highlighting the adverse consequences of vision impairment and its importance as a major public health issue. Prevent Blindness America and its network of affiliate offices and regions are uniquely poised to begin identifying and implementing effective vision and eye health-related health policy interventions, and integrating efforts and building partnerships with diverse public health and scientific disciplines, universities, organizations, and communities to bring this issue to the forefront. Prevent Blindness America’s ultimate aim with this information is to help our network develop effective and sustained vision and eye health-related policy interventions, programs and partnerships that will successfully address the complex and deeply rooted public health problems as outlined in the National Prevention Strategy. Take steps now to share this information with your Board of Directors, volunteers, state departments of health, aging and education, foundation proposals, legislators, patient advocacy groups, and incorporate it into your strategic planning process.
At Prevent Blindness America, our vision is a vision – a vision that all children are afforded the benefits of sight as they grow and learn; a vision that all adults are educated about proper eye healthcare and have access to that same care; a vision that necessary attention is provided to issues surrounding the aging eye; and a vision that no one needlessly loses their sight due to unsafe practices.

Founded in 1908, Prevent Blindness America, the nation’s leading voluntary eye health and safety organization dedicated to preventing blindness and preserving sight, is first and foremost a public health organization. As such, we focus on improving the nation’s vision and eye health by enhancing community capacity through our core competencies of early detection, patient support, systems enhancement, public policy, research, public awareness, and health education. Half of all blindness can be prevented, yet this can only occur through these essential interventions.
References


