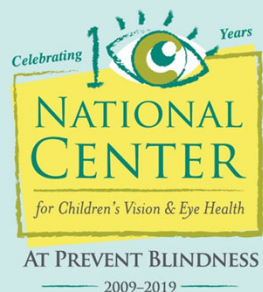


©2019 – For personal viewing only to review and refresh knowledge. Not to be used as a stand-alone training or presentation.

## Small Steps for Big Vision: A New Toolkit to Engage Parents & Caregivers in Improving Vision Health

December 11, 2019



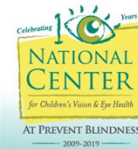
## Donna Fishman, MPH

- Director, National Center for Children's Vision and Eye Health since 2018
- 30+ years in public health
- Strategy, partnerships, publications, outreach
- Coordinates Better Vision Together Community of Practice



## Dr. P. Kay Nottingham Chaplin, EdD

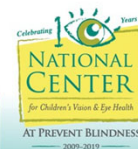
- Nearly 19 years in vision screening field
- *Former Director/Lead Trainer – Vision Initiative for Children – West Virginia University Eye Institute*
- Member –Advisory Committee to the National Center for Children’s Vision and Eye Health (NCCVEH) at Prevent Blindness
- *Consultant – Vision Screening Committee, American Association for Pediatric Ophthalmology and Strabismus*
- Consultant – Vision and Eye Health Initiatives at Good-Lite and School Health Corporation
- *Education and Outreach Coordinator for the NCCVEH*
- Focus = Encouraging age-appropriate and evidence-based vision screening – based on national guidelines and best practices – as part of a 12-component Strong Vision Health System of Care AND helping to decrease gap between vision screening referral and follow-up eye exam and treatment.



## Why a Family Vision Tool Kit?

### NHSA 2014 national survey

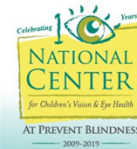
- 96% of 128 participants said providing informational materials to parents/caregivers about vision screening and vision disorders = valuable resource.
- Top barrier between vision screening referral and eye exam = parental involvement:
  - Unknowledgeable re: importance of vision
  - Unconvinced child has vision problem
  - Uninterested in referral/follow-up for care
  - No follow through with scheduling and appointments



## Why a Family Vision Tool Kit?

### Comments from December 2013 NHSA Parent Focus Group about vision and eye health

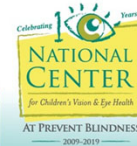
- Focus on the *impact* of good and bad vision on children and their overall health and wellbeing.
- Stress the importance of early screening/detection in *possibly preventing* long-term, serious vision problems.
- Why parents need to know about children's vision and eye health.
- Understanding the importance of vision and eye health.
- [Help parents] get educated about eye and vision issues.
- [Stress that parents] just get educated.



## Why a Family Vision Tool Kit?

- Barrier to follow-up eye care after vision screening referral = Lack of symptoms or family history
- “We have the habit that if we visualize something there is a problem, but if we don't see anything wrong, then there is nothing wrong.”
- “The single most important message for . . . parents is that most vision problems have no signs or symptoms, and usually remain hidden until vision is screened . . .”

Frazier, M., Garces, I, Scarinci, I, & Marsh-Tootle, W. (2009). Seeking eye care for children: Perceptions among Hispanic immigrant parents. *Journal of Immigrant and Minority Health, 11*(3), 215-221.



## Small Steps for Big Vision

### Tool Kit Development

- Focus group
- Developed a presentation
- Developed components
- Pilot Tested
- Review of materials



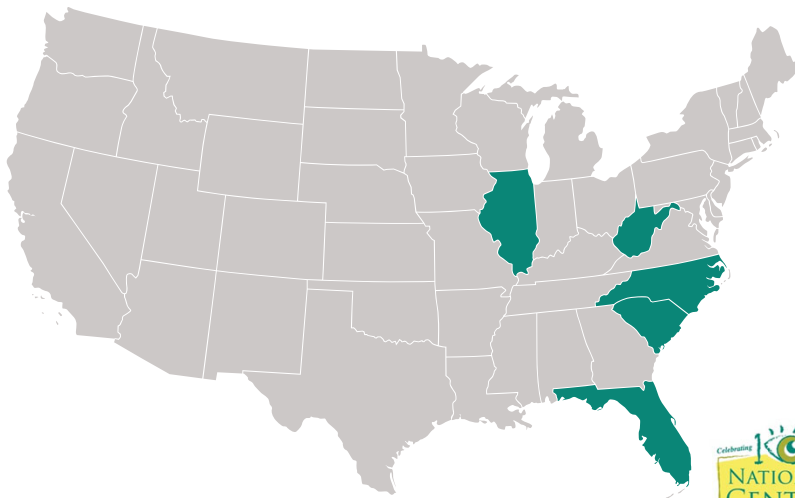
## Focus Group at 2018 Parent and Family Engagement Conference

Attendees: Parent Board Members NHSA

Feedback: Messaging, Communication Channels,  
What Resonates with Parents/Caregivers

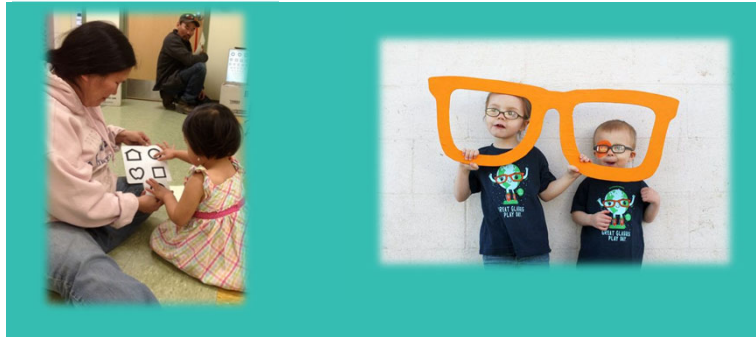


## SMALL STEPS FOR BIG VISION PILOT SITES



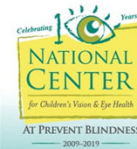
## Parent and Caregiver Vision Meeting





### Parent Vision Meeting:

Does Your Child Have a Vision Problem That Could Impact Learning, Behavior, and Development?



### What is the Current State of Children's Vision in the U.S.?

Up to 1 in 17 preschool-aged children in the United States has a vision problem that requires treatment.

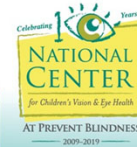
- Children's vision problems may lead to **permanent**, forever and ever, vision loss if not treated early, preferably before age 5 years.





- Your child's reading ability in 1<sup>st</sup> grade will give you an idea of how your child will read in 11<sup>th</sup> grade when it comes to:

- Understanding what they read,
- Vocabulary, and
- General knowledge.

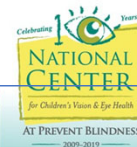


## Take Care of Your Own Vision

Is this how you see when you drive?



It may be time to take a trip to the eye doctor to make sure you keep everyone in your car safe.



## Take Home Messages

Children with good vision learn better, pay more attention during activities, participate more in classroom activities, and have improved confidence and behavior.

Most vision problems are not like a "boo-boo" that requires a bandage. Your child may have a vision problem that is not easily seen by a parent or another adult.

Children usually don't know they have a vision problem.

Parents/caregivers rarely know their child has a vision problem.

A vision screening, and an eye exam if your child does not pass vision screening, will let you know if your child has a vision problem.

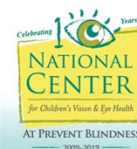
Take your child for an eye exam if your child does not (or did not) pass a vision screening to help your child have the best vision possible.

Follow the eye doctor's suggestions if your eye doctor says your child has a vision problem. The doctor may prescribe eye glasses, an eye patch, or other treatment.

Take care of your own vision needs.

Have an eye exam if you haven't had an eye exam in the last 12 months.

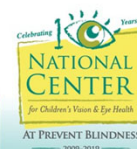
Get and wear prescription glasses if your eye doctor says you need glasses



## Pilot Testing

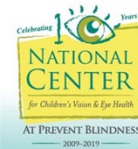


- ✓ Piloted presentation 2 times: April/May & September 2019
- ✓ 150+ parents attended the presentations
- ✓ 100+ parent comment forms completed



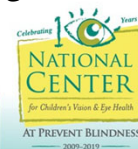


## Pilot Testing: Fun with Occluder Glasses



## What did parents learn?

- Vision affects behavior
- “How seeing affects their learning”
- Behavior can point to vision problems
- “I shouldn’t be driving my daughter around with bad vision”
- How to identify vision problems
- Eye exams and screening are important, especially at this age
- 1 in 17 preschool children has a vision problem
- “Damage could be permanent if not treated”



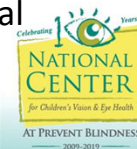
### Staff Feedback: Improving the Presentation

- Quality of Training was Excellent: 100%  
But...Prepare us with more clinical questions and answers.
- Facts, Statistics and stories very important to share  
But make the slides less wordy and use easier words
- Photos of how children and adults see when they have an eye conditions was very effective (more photos, less words)



### Tips

- Getting folks to attend: paper invitation, one-to-one conversations, social media
- Attach the presentation to other activities (EHS social, Ed. advisory meeting, etc.)
- Use incentives such as food, raffles, free books for the children.
- Host the meeting close to child pick-up time if possible.
- Give handouts: finding an eye doctor, financial resources, take home messages



## What is in the Tool Kit?

Meeting Materials:  
Instructions, presentation,  
experiential activities,  
handouts

Resources for teachers & parents

Background Information for Staff

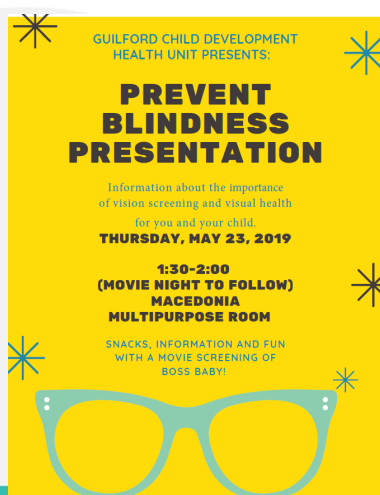
Effective Referrals

Social media messaging & newsletter articles

Including eye care providers



## Invitation Samples



### Invitation Template for Parent/Caregiver Meeting about Vision

Add your own text (e.g., food and child care will be available)



Maybe you don't know if your child's vision is clear like the 1<sup>st</sup> picture . . . or blurry like the 2<sup>nd</sup> picture . . .

- You are invited to learn how blurry vision could impact your child's learning, behavior, and development.
- Learn how to care for your own vision.

WHEN:

WHERE:

TIME:

## Social Media

**One in four children has a vision problem that requires treatment.**



Your child's vision is essential to her success in school.



For more information on what you need to know to help your child see well to grow and learn, visit [www.PreventBlindness.org/getting-your-child-ready-school](http://www.PreventBlindness.org/getting-your-child-ready-school)

 **Prevent Blindness**  
Bringing Americans to Eye Care



**NATIONAL CENTER**  
for Children's Vision & Eye Health  
AT PREVENT BLINDNESS  
2009-2019

## Referrals



AMBLYOPIA

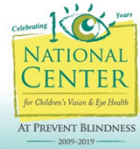
\_\_\_\_\_ 's eyes

date of birth / /	name of school	date of eye exam / /
----------------------	----------------	-------------------------

- ☒ To develop normal vision, your child needs two healthy eyes that work well together.
- ☒ One of your child's eyes does not work as well as the other.
- ☒ It is very important for your child that this problem be treated now.
- ☒ To correct this problem, your child must wear his or her eye glasses all of the time that he or she is awake. The eye doctor may decide your child needs to wear a patch, or use eye drops to correct this problem.
- ☒ Follow-up visits with the eye doctor are very important for your child.

**The vision condition that your child has is 'amblyopia'**




**NATIONAL CENTER**  
for Children's Vision & Eye Health  
AT PREVENT BLINDNESS  
2009-2019

# Is my child seeing clearly

Resources from  
Prevent Blindness  
And  
NCCVEH

A GUIDE TO VISION HEALTH  
FOR YOUR NEWBORN, INFANT,  
AND TODDLER



Prevent Blindness  
preventblindness.org

Take your child to an eye doctor if you see one or more of these signs:

**How do your child's eyes look?**

- One eye seems crossed, or wanders, or looks in, out, up, or down, especially when child is ill or tired.
- Droopy eyelid, covering part of the iris (the colored part of the eye).
- One eye looks different than the other.
- Eyes are crusty, red, watery, or swollen.

**How does your child frequently act?**

- Squints, frowns, rubs eyes or blinks very often.
- Avoids eye contact with you.
- Does not recognize familiar faces or objects.
- Extremely shy, quiet or clingy.
- Stares at bright lights.
- Difficulty with hand to eye movements, or picking up small objects, such as cereal.
- Holds objects close to face.
- Tilts head to one side, or covers or closes one eye, to look at something, such as a toy.
- Cannot stay still/attention wanders.
- Clumsy, bumps into things.
- Is not reaching age-appropriate developmental milestones (e.g., may not be reaching, crawling, walking).

**10th Year NATIONAL CENTER**  
for Children's Vision & Eye Health  
AT PREVENT BLINDNESS  
2009-2019

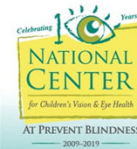
# Head Start Staff Presentation



**10th Year NATIONAL CENTER**  
for Children's Vision & Eye Health  
AT PREVENT BLINDNESS  
2009-2019

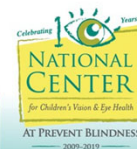
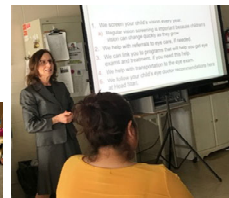
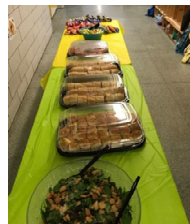
## Presenters

- Tina Hairston, Health & Nutrition Specialist, Guilford Child Development, Guilford, NC
- Nicole Luebke, Health and Nutrition Services Specialist, Catholic Charities, Diocese of Joliet

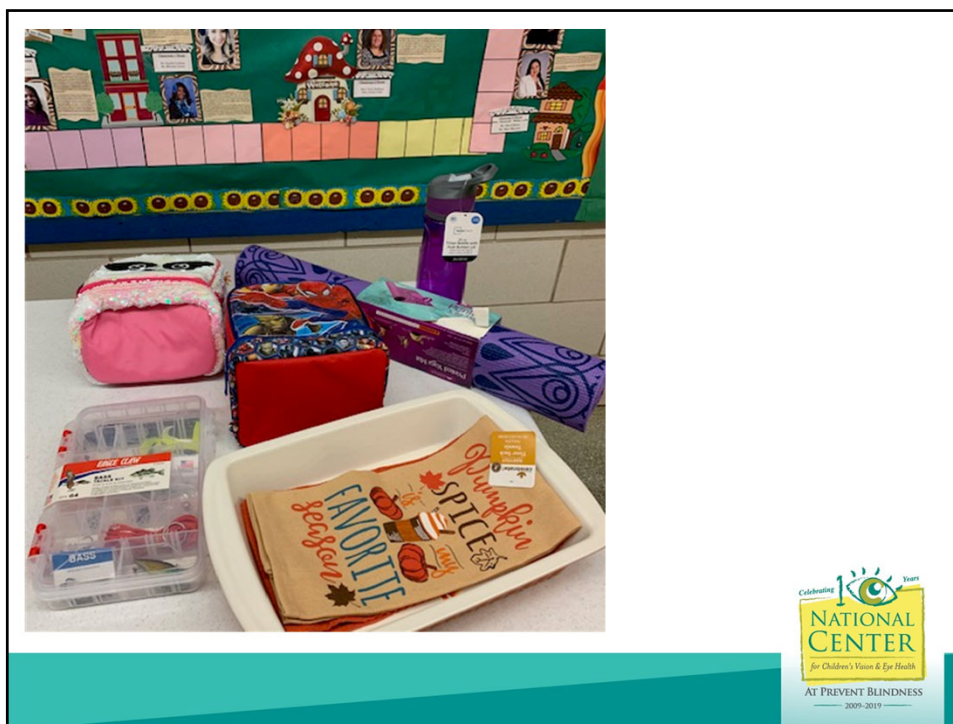


## BROADWAY CENTER

- Dr. Caren Weisz
  - Optometrist
  - Spoke about different vision problems and treatment.
- Lions Clubs
  - Performed vision screenings to over 30 children and gave referrals if needed
- Provided food, gift incentives and childcare

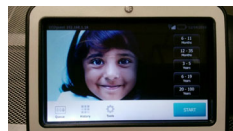
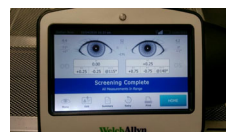




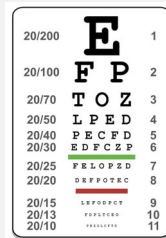


## BRISTOL HEAD START, GREENSBORO NC

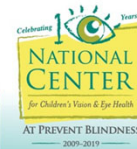
- 8 parents in attendance for morning meeting.
- Vision screening instrument used at centers
- Blue = Pass
- Red = Did not pass



## Group Activity

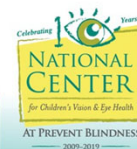


- Vision glasses used instead of plastic wrap
- Glasses were worn while trying to read screening test



## IMPROVEMENT Ideas for Meeting

- Slides were too lengthy – Hard to keep attention of parents after long day.
- Spanish and English materials
- Interpretation of medical terms
- Vision glasses vs plastic wrap





ABOUT US PROGRAMS AND RESOURCES [Donate to Prevent Blindness](#)

## Small Steps for Big Vision

Family Vision Resource Kit

The National Center for Children's Vision and Eye Health at Prevent Blindness, in partnership with the National Head Start Association, is creating the *Small Steps for Big Vision Family Vision Resource Kit* to provide parents and caregivers with the education, actions, and connections they need to be an empowered partner in their child's vision health. The kit can be used by Head Start and Early Head Start.

 **Small Steps for BIG VISION**

<https://nationalcenter.preventblindness.org/small-steps-big-vision>



AT PREVENT BLINDNESS  
2009-2019

## Next Steps

- Launch of tool kit in April at NHSA conference
- More info and register to receive an email of the online tool kit at  
<https://nationalcenter.preventblindness.org/small-steps-big-vision>
- Send us your ideas:  
[dfishman@preventblindness.org](mailto:dfishman@preventblindness.org)  
[Nottingham@preventblindness.org](mailto:Nottingham@preventblindness.org)

