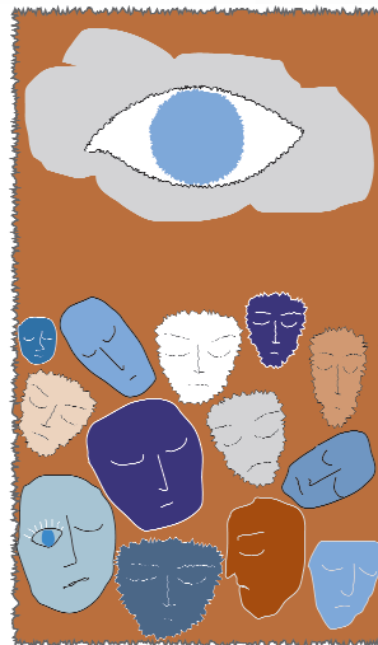


Ohio's Aging Eye Public Private Partnership

The Inspiration:

Vision Problems in the U.S.

Prevalence of Adult Vision
Impairment and Age-Related
Eye Disease in America





Ohio Aerospace Institute –April 23, 2003

Ohio's Vision... Awaken to the Challenge



Ohio Aerospace Institute
April 23, 2003

FOCUS ON EYE HEALTH
National Summit

 **Prevent
Blindness
America**
Our Vision Is Vision®



Ohio's Aging Eye Public Private Partnership

A statewide collaboration preparing
for the growth of aging eye challenges in Ohio

WHEREAS, on April 28, 2003, an Aging Eye Public Private Partnership⁷ has been established; and

WHEREAS, more than 2.5 million Ohioans will be affected from the threat of blindness from age-related eye disease. The number of Ohio seniors affected by these diseases is expected to double over the next 30 years as the Baby Boomer generation ages, largely resulting from the eye disease of diabetic retinopathy, cataract, glaucoma, and age-related macular degeneration (AMD); and

WHEREAS, the Aging Eye Public/Private Partnership will be formed within the Department of Aging to develop a strategic plan of action for public/private partnerships to address issues relating to vision care public policy, vision care services, vision education, and vision research that impact the quality of life for Ohio's seniors now and in the future; and

WHEREAS, the Aging Eye Public/Private Partnership will build partnerships and collaborations to provide input to various state agencies and organizations concerned with Ohio's aging population to insure a consistent and comprehensive statewide plan of action. Advise and make recommendations as to ways of increasing awareness about the growing future vision needs of Ohio's aging population; and examine and recommend best practices for seniors in the area of identifying eye problems and maintaining healthy eyes; and

WHEREAS, the formation of an Aging Eye Public Partnerships supported by the following organizations: NASA Glenn Research Center, National Governors Association, Office of the Governor, Ohio Department of Aging, Ohio Rehabilitation Services Commission, Ohio Department of Health, Ohio Ophthalmological Society, Ohio Optometric Association, Ohio Veteran's Administration Work Group, Opticians Association of Ohio, and Prevent Blindness Ohio.

NOW, THEREFORE, I, BOB TAFT, Governor of the State of Ohio, do hereby recognize April 28, 2003 as the

AGING EYE PUBLIC/PRIVATE PARTNERSHIP

throughout the State of Ohio and encourage all Ohioans to join with public and private entities across the state in understanding the importance of vision care.



Governor Bob Taft's
Proclamation April 28, 2003

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Structure

First Co-Chairs:

Joan Lawrence-Director, Ohio Department of Aging

Robert Newcomb, OD, Professor, The Ohio State University
College of Optometry



Sub-Committees:

Vision Research

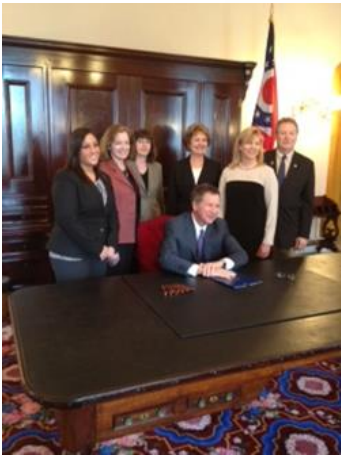
Public and Professional
Awareness

Public Policy



Mission

The Aging Eye Public/Private Partnership's mission is to develop a strategic plan of action to address issues relating to vision care public policy, vision care services, vision education, and vision research that impact the quality of life for Ohio's seniors now and in the future.



Responsibilities:

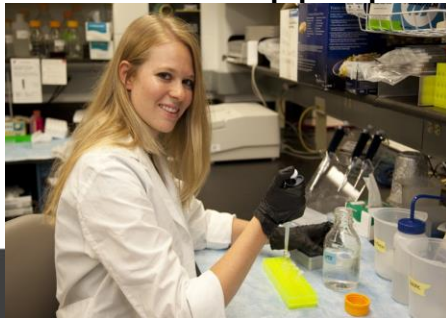
Build partnerships and collaborations to provide input to various state agencies and organizations concerned with Ohio's aging population to insure a consistent and comprehensive statewide plan of action.

Advise and make recommendations as to ways of increasing awareness about the growing future vision needs of Ohio's aging population.

Examine and recommend best practices for seniors in the area of identifying eye problems and maintaining healthy eyes.

Identify ways to increase vision research and vision research collaborations that seek the causes of and cures for sight-robbing eye diseases.

Provide annual reports which identify and assess the status of its work within Ohio and recommend appropriate actions by both the private and public sector.

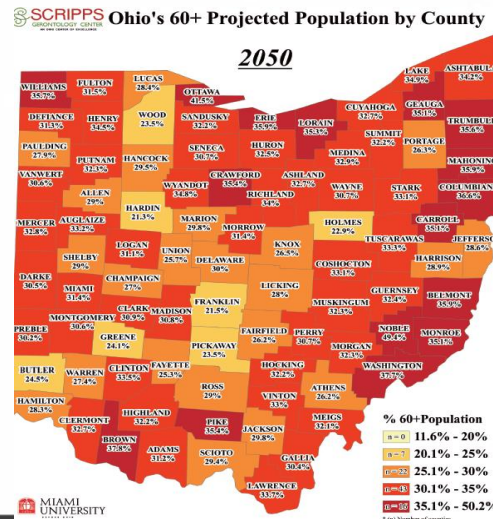


Member Organizations:

Association of Ohio Health Commissioners
Council for Older Adults of Delaware County
NASA Glenn Research Center
Ohio Association of Area Agencies on Aging
Ohio Association of Gerontology and Education
Ohio Agencies Serving the Blind and Visually Impaired
Ohio Department of Aging
Ohio Department of Development
Ohio Department of Health
Ohio Department of Insurance/OSHIIP
Ohio Ophthalmological Society
Ohio Rehabilitation Services Commission
Ohio Osteopathic Association
Ohio Optometric Association
Ohio Veterans Visual Impairment Services Team
Opticians Association of Ohio
Prevent Blindness Ohio
State Senator Capri Cafaro
State Representative Tom Letson

Key Public Policy Issues

Require on-going use of the Optional Vision Module of the Behavioral Risk Factor Surveillance System (BRFSS) done by the Centers for Disease Control and Prevention in cooperation with the Ohio Department of Health.



Key Public Policy Issues

Maintain optional preventive vision care services for 800,000 Ohio adults in the State Medicaid Budget.



Key Public Policy Issues

Encourage the Ohio Department of Health and its partnerships to provide technical assistance and support to Ohio's Federally Qualified Health Centers that focus on adult vision loss and provide training and technical assistance to Health Center professionals to implement adult vision assessment in a general wellness exam and emphasize the urgency of professional vision care for patients with diabetes.

The Partnership in Action

Website

Educational materials

TV and radio shows

Conferences

Newsletters and newspaper articles

Annual Report to the Governor & Ohio
Legislator



Larry Leguire appears on
“Finer with Age”

“Ohio’s Aging Eye Public Private Partnership sends information to our offices at the Ohio Senate every year. Reading that information was responsible for catching my eye disease early! I had been experiencing problems with reading and assumed I needed to update my glasses. Then, I started to notice more changes in my vision. When I looked at the siding on my house, the lines were wavy. I recognized these symptoms from the age-related macular degeneration (AMD) information that the Aging Eye Partnership sent. I called my eye doctor immediately and am now being treated for AMD. If I could share a message with the public about the importance of eye health and safety it would be---- Take care of your eyes!”



Donna Pusecker, Administrative Assistant, Ohio Senate

The Partnership in Action

Aging Eye Summits

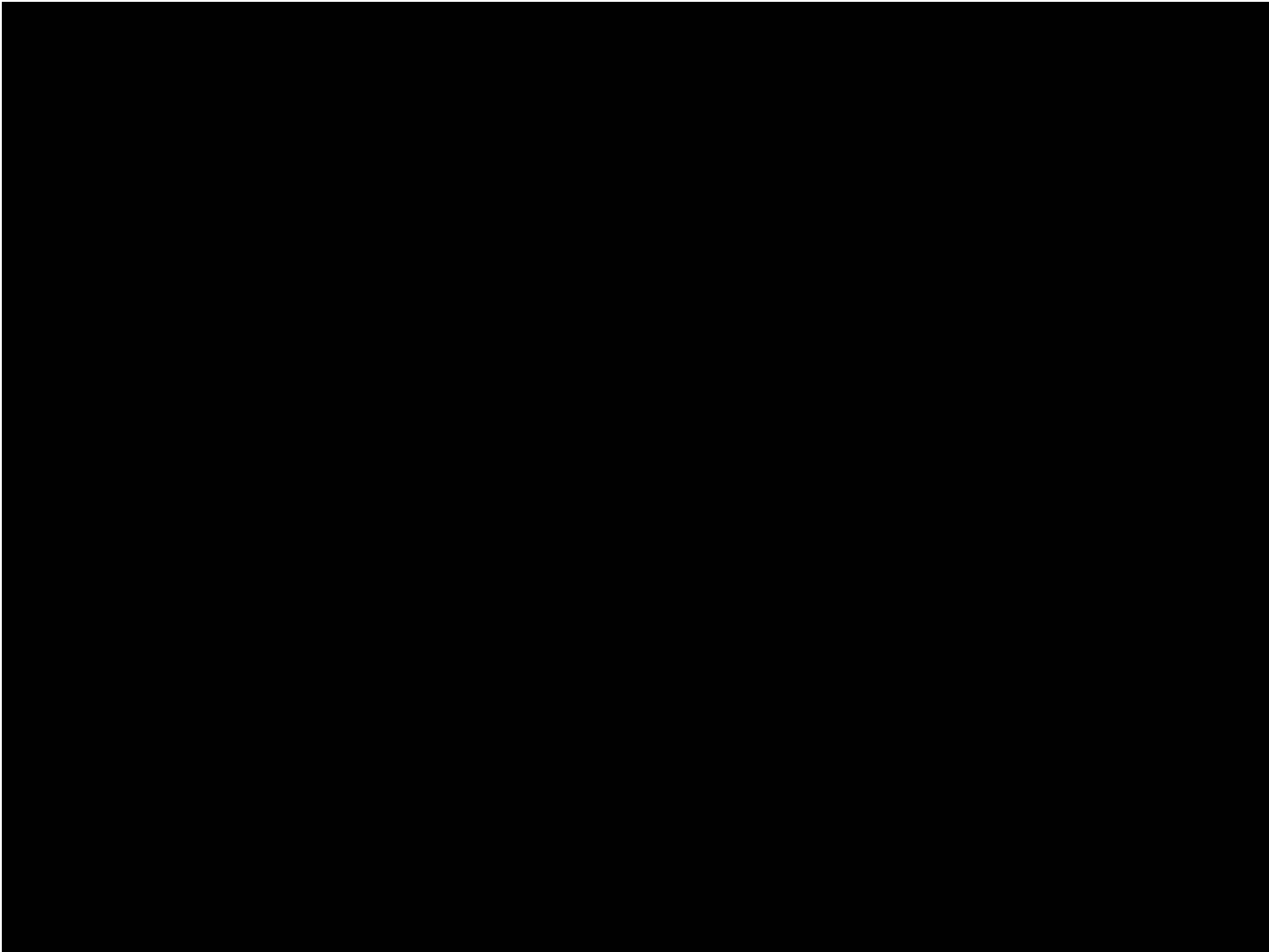
Vision Research Scientific Forums



Aging Eye Summit, The Ohio State University, 2011



Aging Eye Summit, University of Cincinnati, 2012



FOCUS ON EYE HEALTH
National Summit



Challenge

Keeping the momentum alive over the long-term

Approach:

- involve the Governor's Office and the Ohio Department of Aging
- hold regular Partnership meetings with an educational component
- involve partners in a variety of activities
- utilize PBA's studies on Vision Problems in the U.S. and The Economic Cost of Vision Problems to frame our messages
- include regular reports and briefings for state policy-makers
- include support for Partnership goals on Prevent Blindness Ohio's staff job descriptions
- Dedicate a PBO staff position dedicated to facilitate the work of the Partnership



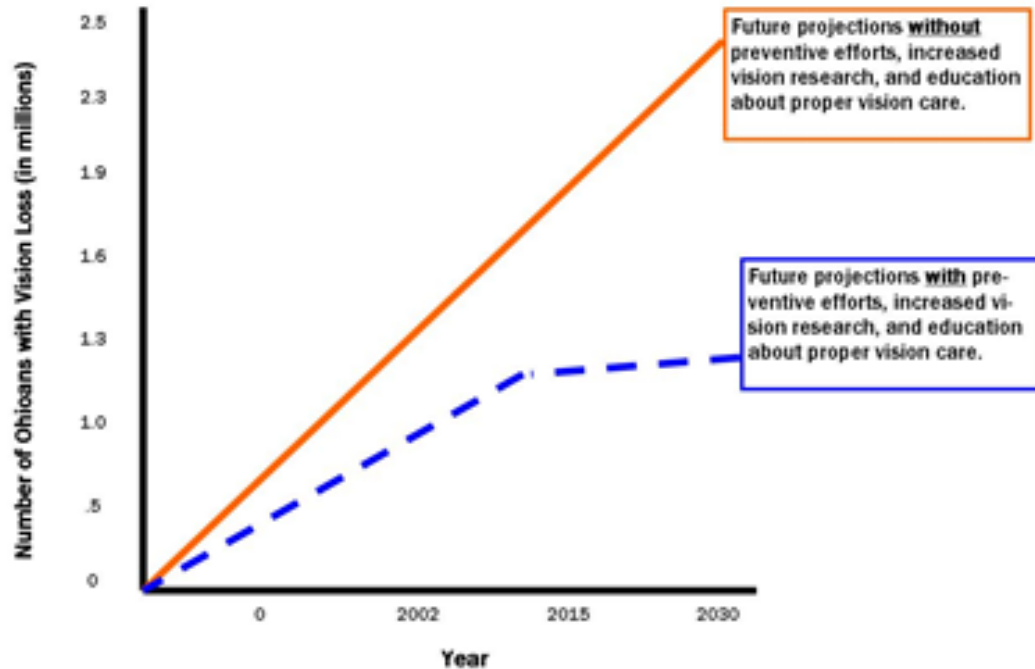
Lessons Learned

1. Leverage resources and reach of partners.
2. Build strong relationships.
3. Keep messaging clear, consistent, and concise.
4. Collaborate!



Planning Committee “The Aging Eye: Today’s Treatment-Tomorrow’s Hope” April 24, 2013”

Growth of Vision Loss in Ohio





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TRENMV
UYTRMSG
ASDWHJUO
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PUTRD