

## Introduction

The mission of Prevent Blindness is to prevent blindness and preserve sight. Since our founding in 1908, we have championed eye health and safety by educating the public, advocating for equitable access to quality eyecare, promoting the early detection of vision problems, and supporting patients and their care partners.

Guided by the dedicated volunteers serving on our Board of Directors and Committees, along with our Scientific Advisors, we stridently uphold a patient-centered and evidence-based approach to our work rooted in integrity, experience, science, and accountability. Working in collaboration with our state-based affiliates and a wide network of partners across the country, our efforts are made possible through the generous financial support of individuals and organizations spanning both the private and public sectors.

This Five-Year Strategic Plan will guide our work from April 1, 2025-March 31, 2030, and has been designed to advance the mission of Prevent Blindness during a time of significant organizational growth and a rapidly evolving eye health landscape shaped by breakthroughs in research, emerging technologies such as artificial intelligence, rising prevalence of children’s vision issues such as myopia, shifting demographics, and an aging population.

The plan outlines three Strategic Pillars—**Educate, Advocate, and Collaborate**—and identifies an Operational Area of Focus dedicated to strengthening our capacity to effectively deliver on our mission. Each year, a Prevent Blindness Action Plan will set measurable objectives to ensure progress toward achieving the goals outlined in this strategic framework.

### **Strategic Planning Committee**

Matt MacDonald, Chair

Ruth Shoge, OD, MPH, FAAO

Pete Lothes

Jacqueline Herd, DNP, RN, NEA-BC, FACHE

Paul Delatore

Rajeev Ramchandran, MD, MBA

## Strategic Pillars



1. **EDUCATE**—Prevent Blindness will leverage its expertise, knowledge, and resources to increase awareness of the importance of eye health and improve knowledge about individual eye health conditions. Our aim is to drive measurable increases in public awareness, engagement, and understanding of eye health topics, while continuing to grow our reputation as the premier source for eye health education for the public, our partners, and policymakers.



2. **ADVOCATE**—Prevent Blindness is committed to advancing policies and practices that improve vision and eye health and expand access to care leading to a high vision-related quality of life. Through collaboration, advocacy, and patient engagement, and in alignment with our policy matrix, Prevent Blindness will influence public policy, secure funding, and promote systemic changes that integrate eye health into broader health and community frameworks.



3. **COLLABORATE**—Prevent Blindness is dedicated to fostering strong partnerships, both with our affiliates—Prevent Blindness Georgia, Prevent Blindness Iowa, Prevent Blindness North Carolina, Prevent Blindness Ohio, Prevent Blindness Texas, and Prevent Blindness Wisconsin—and other partners with aligned goals related to improving eye health and overall public health.

## Three Strategic Pillars



### EDUCATE

- **Goal 1:** Raise awareness of overall eye health and access to eye care.
- **Goal 2:** Serve as a trusted public resource for information on all eye health conditions.
- **Goal 3:** Serve as a training and technical assistance resource in vision and eye health.
- **Goal 4:** Enhance understanding of critical intersections between eye health and broader health-related factors, including mental wellness, chronic health conditions, brain health, bias, social determinants of health, child development, and education.



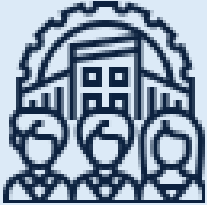
### ADVOCATE

- **Goal 1:** Lobby and improve legislative relations to promote strong public policy and funding for vision and eye health.
- **Goal 2:** Equip patients, care partners, and allies with the knowledge, skills, and opportunities to advocate for eye health, contribute to research, and champion person-centered approaches throughout the eye health ecosystem.
- **Goal 3:** Promote the integration of vision health and eye care into community health systems, early childhood programs, and educational settings.



### COLLABORATE

- **Goal 1:** Honor Prevent Blindness' commitments to Affiliates and actively support their missions, as outlined in the Affiliate Agreement and reinforced through affiliate dues.
- **Goal 2:** Collaborate with Prevent Blindness Affiliates to ensure early input and active participation in national education and advocacy initiatives where aligned interests exist.
- **Goal 3:** Coordinate with and support leading organizations in vision, research, education, and health to advance policy, programmatic, research, and funding goals that align with our mission.



## Operational Areas of Focus: Capacity

Prevent Blindness is dedicated to strengthening its operational capacity to ensure the effective delivery of its mission.

- Raise awareness about Prevent Blindness and our programs and resources by continually evolving marketing and communications strategies.
- Further the growth of the National Center for Children’s Vision and Eye Health as the preeminent resource for children’s eye health education, training, and technical assistance.
- Annually align a fiscal year Action Plan and budget with the Strategic Plan.
- Increase and diversify revenue, reducing dependency on the Behren’s Fund by 10% year over year until annual revenue meets or exceeds operational expenses.
- Continuously enhance financial management, systems and technologies, data collection and analysis, and reporting to support organizational needs.
- Ensure Prevent Blindness’ governance and staffing meet strategic demands by regularly reviewing and updating communications, relationships, policies, documents, and systems to reflect best practices and support critical decision-making.

## Throughlines

- Our North Star is equitable access to high-quality eye care for all.
- We stridently uphold a patient-centric and evidence-based approach to our work rooted in integrity, experience, science, and accountability.
- We remain actively attuned to and engaged in advancements in research and technology.