Going Blind and Going Forward
Today’s Presenters

Rosemary Janiszewski, M.S., CHES
Branch Chief
Office of Science Communications, Public Liaison, and Education
National Eye Institute

Joseph Lovett
Director, Producer, and Writer
Going Blind Film

Julie Gaynin
Outreach Coordinator
Going Blind and Going Forward

George Theriault
President and CEO
New Hampshire Association for the Blind

Stacy Pommer, LMSW
Visual Impairment Services Team Coordinator
Veterans Health Administration, New York Harbor Healthcare System
Prevalence of All Visually Impaired People in the United States

All Visually Impaired

- 2010
- 2030
- 2050

Prevalence by Race/Ethnicity:
- All
- White
- Black
- Hispanic
- Other
Going Blind and Going Forward:

Building a National and International Public Awareness Campaign Around a Film and its Messages

Joseph Lovett
Producer/Director/Writer, Going Blind President, Lovett Stories and Strategies
Thank you to our major funders:
"I never knew what my patients were going through, until I saw your film.”
—World Ophthalmology Congress Participant
“I have always felt uncomfortable with blind people because I didn’t know what to say. I was afraid of doing the wrong thing; as a result, I avoided talking to them. I won’t do that anymore.”

—Audience Member
Show movie clip
Congressional Screening: September 19, 2012
5:30-8:00 PM
Rayburn Bldg.

Public Broadcast Across America: October 2012
Upcoming Broadcasts (*time/date subject to change):

- **WLIW New York**: Saturday, October 6, 3:00 p.m.
- **KOCE Southern California**: Saturday, October 6, 7:00 p.m.
- **KCTS Seattle**: Monday, October 15, 11:00 p.m.
- **WQED Pittsburgh**: Sunday, October 28, 4:00 p.m.
- **WHYY Philadelphia**: Thursday, November 1, 10:00 p.m.
Upcoming Broadcasts (*time/date subject to change):

KUEN Salt Lake City: Saturday, October 6, 8:00 p.m.

WXEL West Palm Beach: Tuesday, October 9, 12:00 p.m.

DT3/ETV South Carolina: Thursday, October 11, 1:00 p.m.

WSBE Rhode Island: Thursday, October 25, 8:00 p.m.

WGVU Grand Rapids: Monday, November 7, 7:00 p.m.
Wednesday, November 14, 4:00 p.m.
Upcoming Broadcasts (*time/date subject to change):

WSKG Binghamton: Thursday, October 25, 8:00 p.m.

KBME/KDSE/KSRE/KWSE North Dakota: Tuesday, October 30
More Than 100 Outreach Partners Support the Broadcasts

**ARE YOU OR SOMEONE YOU KNOW EXPERIENCING VISION LOSS?**

*Going Blind — Coming Out of the Dark About Vision Loss* is a film that explores vision loss and talks about services and solutions to help you maintain independence and quality of life.

**Attend a free screening of Going Blind —**

- **September 19, 2012**
  3:00 PM at the First Presbyterian Church, 29 Grant Avenue in Endicott.

- **September 27, 2012**
  6:15 PM at the Whitney Point Methodist Church, 7311 Collins Street in Whitney Point.

- **October 4, 2012**
  10:00 AM at Action For Older Persons, 32 West State Street in Binghamton.

Please RSVP to A.V.E. at 607-724-2428.

Transportation is available if necessary. Reservations are required.

*Presented in partnership with:*
- Broome Co. United Way
- Broome Co. Office for Aging
- Action for Older Persons
- Broome Co. Council of Churches
- WSKG-TV

*Association for Vision Rehabilitation & Employment, Inc.*

174 Court Street, Binghamton
607-724-2428
www.avere.org

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**IN SIGHT**

Promoting Independence and Opportunities for People with Vision Loss.

**Fall 2012**

**Lunch and Learn Series**

IN SIGHT’s popular Lunch and Learn series returns this fall with several new workshops. The programs, which are free and hosted at IN SIGHT, include lunch and a presentation on a topic of interest to people with visual impairments.

Our fall programs, listed alphabetically, will include a workshop on a variety of assistive technology products that are currently on the market, a hands-on demonstration of accessible voting machines, our annual Low Vision Technology Fair with a number of local dealers, and strategies for making shopping easier.

Space is limited. To register for one or more of the fall workshops, call Rob Andrade at (607) 441-3322.

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**Events**
Indiegogo.com: Going Blind: Outreach Campaign
HOW TO ORGANIZE A PANEL

Follow the film with a panel discussion to ensure the issues can be explored further. We suggest you invite a local newscaster to MC the event and moderate the panel. Such a person can be enlisted to publicize the event with stories about coping with blindness in your community. Possible panel participants include:

- Ophthalmologists
- Optometrists
- Low Vision Therapists (LVT)
- Vision Rehabilitation Therapists (VRT)
- Orientation and Mobility Therapists
- Representative from Local Advocacy Groups
- Blind or Visually Impaired people with Guide Dog or Canes

By putting a face to blindness we can remove the veil of prejudice and ignorance.

Who is using *Going Blind*?

- **Blind Services Organizations**: 33%
- **Libraries & Schools**: 20%
- **Physicians & Medical Institutions**: 17%
- **VAs**: 8%
- **Other**: 22%
“It’s fantastic to have different disciplines on the same panel and to all agree on what’s best for the patients.”
—Christopher Teng, M.D., New York Eye and Ear Infirmary
GOING BLIND
A FILM BY JOSEPH LOVETT

Coming Out of The Dark About Vision Loss

DVD:
Chaptered
Audio Described
Subtitled

Outreach Coordinator:
Julie Gaynin
(212) 242-8999 x26
julie@lovettproductions.com

Audio Described Edition

Video On Demand

Stream Going Blind Right Here!
$4.99 for 2-Day Access

Stream Audio Described Version of Going Blind for Visually Impaired Viewers.
$4.99 for 2-Day Access for the Audio Described Version.

All Major Credit Cards Accepted. To purchase, click on the PayPal button for the version of the movie you would like in VOD. The first button is for the Standard Version. The second button is for the version with Audio Description. A new window will launch and you can enter your payment information.

Once your payment is processed by PayPal, you will be directed back to our site to watch the Going Blind movie. You will also receive an email with a link to your private viewing page. This link will expire in 3 days from.
George Theriault  
President & CEO  
New Hampshire Association for the Blind
Outreach in the Medical Setting

Reaching multiple audiences

- Healthcare professionals
  (Medical students, residents/fellows, specialized clinical providers, hospital administrators, program support)

- Stakeholders
  (Veterans/patients/clients, individuals adjusting to vision loss, community agencies)

- Caregivers and the general public
  (Relatives, friends, home attendants)
Envision the Possibilities…

Be Creative: Using *Going Blind* as a tool

- Support groups (use available audio description and discuss)
- Host continual screening events (ability to view when convenient)
- Dialogue with featured character (Q & A with Veterans Health Administration [VHA] employee, Patricia Williams)
- Highlight a specific chapter (incorporate segment on Steve Baskis, a Veteran blinded while serving in Iraq during VHA in-service)
Promote Disability Awareness

VHA Events and Programs

- Develop e-mail distribution lists
- Create flyers
- Include in newsletters
- Offer incentives (raffle, educational credit, refreshments)

VHA In-Services and Workshops

- Coordinate with department chairs
- Provide low vision resource materials
- Integrate low vision simulator goggles
NEI Resources

Living With Low Vision: What you should know

Includes companion DVD

Living With Low Vision: Stories of Hope and Independence

Closed Captioned
Run Time: 11 minutes
Optional Audio Description

National Eye Institute
National Institutes of Health
NEHEP
NEI Resources

- NEI Listserv – INSIDENEI
  insidenei@list.nih.gov

- NEHEP
  http://www.nei.nih.gov/nehep
Questions?

Contact us:
Rosemary Janiszewski
Tel.: 301–496–5248
E-mail: rxj@nei.nih.gov