

# STRAIGHT TALK:



## Diabetic eye disease in our communities

The real impact of vision loss  
and blindness from diabetes.



National Eye Institute



National Eye Health  
Education Program

**NEHEP**

*A program of the National  
Institutes of Health*

# Today's presenters



**Neyal J. Ammary-Risch, M.P.H., MCHES**  
Director  
National Eye Health  
Education Program (NEHEP)



**Hanna Rodríguez Coleman, M.D.**  
Assistant Clinical Professor  
New York Presbyterian Hospital  
Senior Consultant  
Digital Angiography Reading Center in  
New York



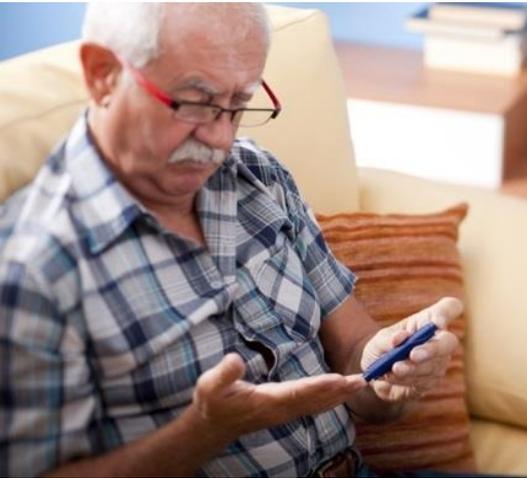
**Brett Ives, MSN, NP, CDE**  
Nurse Practitioner  
Diabetes Educator

# Agenda



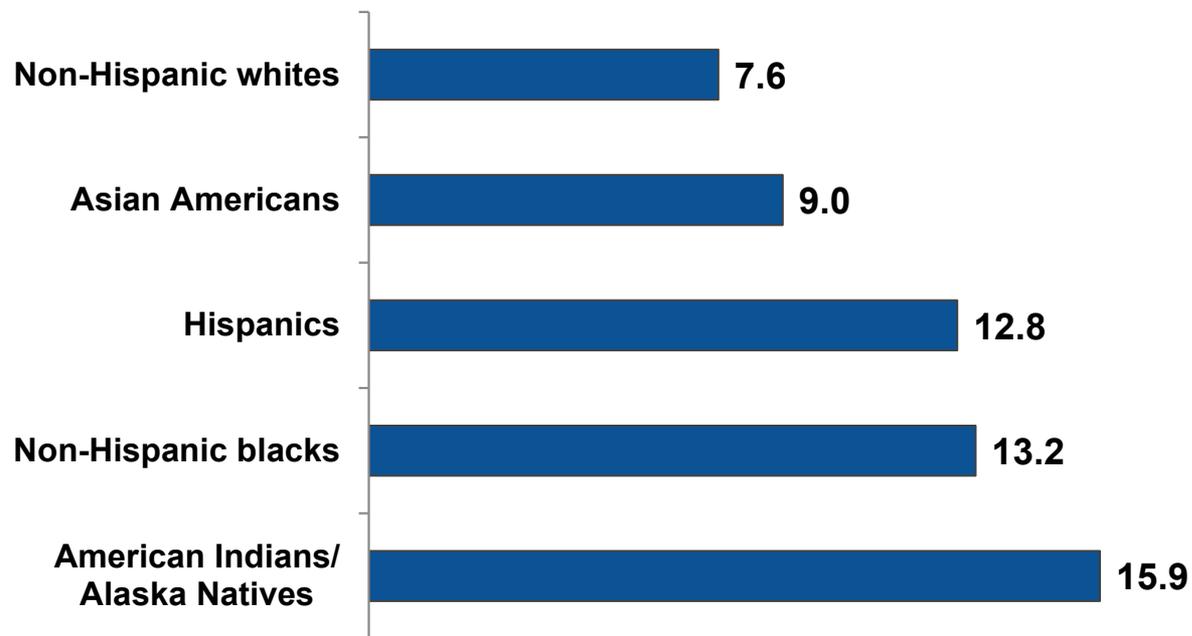
- Overview of diabetic eye disease
- Hispanics/Latinos, diabetes, and diabetic eye disease perceptions
- *Vision Voice* film and clips
- NEHEP resources to use in the community
- Q&A

# Diabetes today



- 29 million people have diabetes.
- 86 million people have prediabetes.
- Of those with diabetes, 8 million are undiagnosed.
- Of those with prediabetes, 9 out of 10 don't know they have it.

# Age-adjusted\* percentage of people aged 20 years or older with diagnosed diabetes, by race/ethnicity, United States, 2010–2012



\*Based on the 2000 U.S. standard population.

Source: 2010–2012 National Health Interview Survey and  
2012 Indian Health Service National Patient Information Reporting System.

# What is diabetic eye disease?

## Diabetic retinopathy



Normal vision

Vision with advanced stages of diabetic retinopathy

- Most common form of diabetic eye disease
- Diabetes damages the blood vessels in the retina, the light-sensitive tissue at the back of the eye.

## Cataract



Normal vision

Vision with advanced stages of cataract

- Clouding of the lens of the eye

## Glaucoma



Normal vision

Vision with advanced stages of glaucoma

- Increase in fluid pressure inside the eye that leads to optic nerve damage and loss of vision

# Diabetic eye disease



- All people with diabetes are at risk for diabetic eye disease.
- Diabetic eye disease is a serious complication of diabetes.
- Diabetes is the leading cause of vision loss and blindness in adults ages 20 to 74.

# Preventing vision loss



- People with diabetes need to have a comprehensive dilated eye exam at least once a year.
- There are no early warning signs or symptoms.
- Early detection, timely treatment, and appropriate follow-up may prevent vision loss or blindness.
- In addition to having eye exams, people should keep their health on **TRACK**:

# Additional steps



**T**ake medications as prescribed.



**R**each and maintain a healthy weight.



**A**dd physical activity to your daily routine.

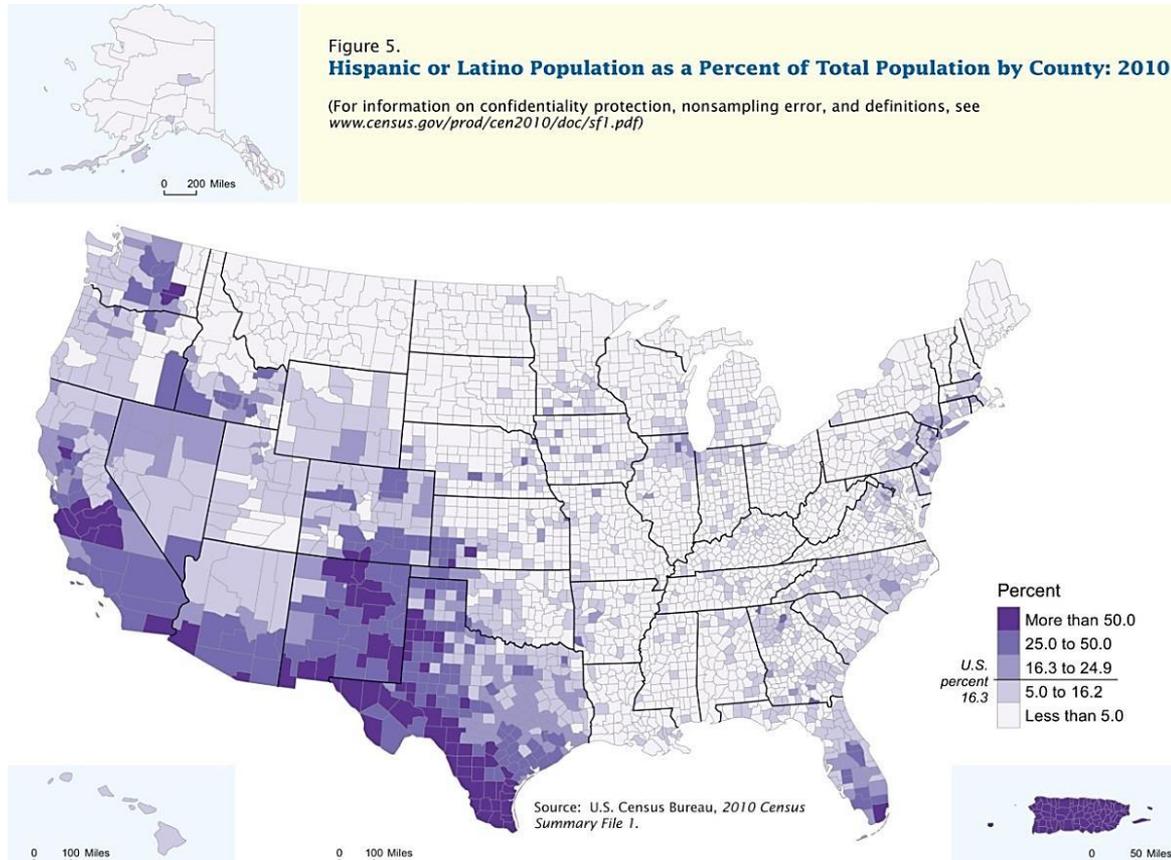


**C**ontrol blood sugar, blood pressure, and cholesterol.



**K**ick the smoking habit.

# Hispanics/Latinos in the United States



- There are more than 50 million Hispanics/Latinos
- 16 percent of the population
- Origin:
  - Mexico
  - Puerto Rico
  - Cuba

Source: U.S. Census Bureau, 2011.

# Eye health studies of Hispanics/Latinos

- **Proyecto VER**
  - 23 percent of those newly diagnosed had early-to-moderate diabetic retinopathy.
- **Los Angeles Latino Eye Study I (LALES)**
  - Almost half had diabetes, of which almost 25 percent had signs of diabetic retinopathy.
- **Los Angeles Latino Eye Study II**
  - 34 percent of those who had diabetes developed diabetic retinopathy.

# Diabetic eye disease prevalence

Hispanics/Latinos over age 40

Disease or condition	2012	2030*
Cataract	1.8 million	4.7 million
Diabetic retinopathy	1.2 million	3 million
Glaucoma	224,000	606,000

Source: National Eye Institute, 2012.

\*Estimates

# National Survey of Public Knowledge, Attitudes, and Practices

- **Results for Hispanics/Latinos:**
  - Reported the lowest access to eye health information
  - Knew the least about eye health
  - Were the least likely to have their eyes examined

# Nationwide focus groups



- Onset of diabetes a wake-up call for many.
  - Place high value on eyesight.
  - Vision is associated with independence, work, and enjoyment of life.
  - Willing to have their eyes examined.
- Only a few participants were familiar with the term “diabetic eye disease.”
  - Hispanics/Latinos were less likely to be familiar with the term than African Americans and whites.
- Inaccurate information about symptoms and how the eye is affected.
- Lack of awareness of treatments and prevention.

# What They Said

- “Vision is the most important thing.”
  - *“La visión es la cosa más importante”.*
- “Vision is necessary for living.”
  - *“La visión es necesaria para vivir”.*
- “Vision is important for everything.”
  - *“La visión es importante para todo”.*
- “If people couldn’t see, they couldn’t work.”
  - *“Si las personas no pueden ver, no pueden trabajar”.*



National Eye Institute



National Eye Health  
Education Program  
**NEHEP**

A program of the National  
Institutes of Health

# Community-academic partnership came together to address diabetes-related disparities in Harlem

- CDC-funded Center of Excellence in the Elimination of Disparities (REACH U.S.)
- Rooted in community engagement and partnership
  - Focused in East and Central Harlem
    - Low-income, predominantly black and Latino; among highest obesity, diabetes prevalence, and mortality rates in New York City
- Community partners chose vision focus and formed an eye health work group:
  - Understand scope of problem locally
  - Develop strategies and interventions to improve receipt of eye screening



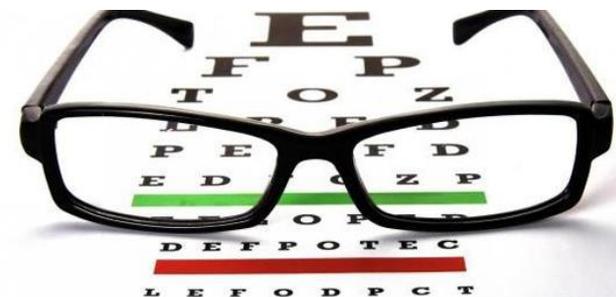
# Exploring the scope of the problem: survey of Harlem adults (n=635)

- Many reported having trouble with their vision and no eye exam in the past year:
  - 51 percent reported problems with vision that make it difficult to do the things that they like to do.
  - 54 percent reported difficulty recognizing the faces of family and friends.
  - 44 percent reported difficulty reading regular-size print.
  - 49 percent reported difficulty reading medicine and price labels.
  - 26 percent met validated criteria for low vision.
  - 28 percent reported not having had an eye exam in the past 12 months.



# Exploring the scope of the problem: survey of Harlem adults (cont.)

- Disparities in self-reported eye exams and prevalence of low vision:
  - People < age 65, Latinos, and those without diabetes were significantly **less** likely to have had an exam in the past year.
  - People > age 65, Latinos, and those with diabetes were **more** likely to report low vision.



# Take-away points

- Racial and ethnic disparities exist in eye health and exams.
- Poor vision is a major challenge for minority, low-income populations with high rates of diabetes, and yet they are less likely to get recommended eye screenings.
- Adults engage positively with materials that include relevant and relatable personal narratives.
- Certified diabetes educators and other professionals should consider developing narrative-based multimedia (video, photograph, radio) educational materials for disease prevention and control.
- Multimedia approaches that are developed in partnership with communities can increase the impact of outreach and diabetes education.







# Film Discussion



# National Diabetes Month

- ***Set your sight on healthy vision if you have diabetes.***



Set your sights on  
**HEALTHY VISION**  
if you have diabetes.

**NIH**  
National Eye Institute

**NEHEP**  
National Eye Health Education Program  
A program of the National Institutes of Health

[www.nei.nih.gov/diabetes](http://www.nei.nih.gov/diabetes)

# Infographics

## Diabetic Eye Disease

**What is it?**  
It refers to eye problems people with diabetes may have. These include:

- Cataract**  
Clouding of the lens of the eye.
- Diabetic retinopathy**  
Damage to blood vessels in the retina, most common.
- Glaucoma**  
Damage to the optic nerve.

There are often **NO** early warning signs.

**What are the numbers?**  
7.7 million people ages 40 and older have diabetic retinopathy. Will reach 11 million people by 2030.

**95%** of severe vision loss from diabetic retinopathy can be prevented by early detection, timely treatment, and appropriate follow-up.

**Who is at risk?**  
→ All people with diabetes.

The longer you have diabetes, the higher your risk of getting diabetic eye disease.

**How is it detected?**  
Through a comprehensive dilated eye exam.

**What can you do?**  
Get a comprehensive dilated eye exam at least once a year.

**Keep your health on TRACK:**

- Take your medications.
- Reach and maintain a healthy weight.
- Add physical activity to your daily routine.
- Control your blood sugar, blood pressure, and cholesterol.
- Kick the smoking habit.

**Where can you learn more?**  
Visit [www.nei.nih.gov/diabetes](http://www.nei.nih.gov/diabetes)

Source: National Eye Institute, 2013

## LEARN THE FACTS

### About DIABETIC RETINOPATHY

Diabetic retinopathy occurs when diabetes damages the tiny blood vessels inside the retina, the light-sensitive tissue at the back of the eye.

**A GROWING ISSUE**

Diabetic retinopathy is the leading cause of blindness in working-age adults ages 20-74.

**7.7 MILLION** TODAY    **11 MILLION** 2030    **14.5 MILLION** 2050

**NO EARLY SYMPTOMS**  
However, over time, diabetic retinopathy can get worse and cause vision loss or blindness.

**WHO IS AT RISK?**  
All people with diabetes—both type 1 and type 2—are at risk.

**95%** **REDUCED RISK OF VISION LOSS**  
Early detection, timely treatment, and appropriate follow-up care can reduce the risk of severe vision loss by 95 percent.

**YOU CAN PROTECT YOUR VISION.**  
Get a comprehensive dilated eye exam at least once a year if you have diabetes.

**Don't forget to—**

- T** Take your medications.
- R** Reach and maintain a healthy weight.
- A** Add physical activity to your daily routine.
- C** Control your blood sugar, blood pressure, and cholesterol.
- K** Kick the smoking habit.

**LEARN MORE AT:**  
[www.nei.nih.gov/diabetes](http://www.nei.nih.gov/diabetes)

National Eye Institute  
National Eye Health NEHEP  
A program of the National Institutes of Health

## Diabetic Eye Disease in Hispanics/Latinos

Hispanics/Latinos have high rates of diabetes and are at higher risk for vision loss and blindness from diabetic eye disease.

**What is diabetic eye disease?** Eye problems that people with diabetes may have. These include—

- Cataract** (clouding of the lens of the eye).
- Diabetic retinopathy** (damage to blood vessels in the retina).
- Glaucoma** (damage to the optic nerve).

**What are the numbers?**

**1.2 million** Hispanics/Latinos have diabetic retinopathy.

**95%** of severe vision loss from diabetic retinopathy can be prevented by early detection, timely treatment, and appropriate follow-up.

**2.9 million** by 2030. This number will more than double to 2.9 million by 2030.

**How can you protect your sight?**

- There are often no early warning signs of diabetic eye disease so don't wait until you notice problems with your vision.
- Get a comprehensive dilated eye exam at least once a year.
- Keep your health on TRACK:  
Take your medications. Reach and maintain a healthy weight. Add physical activity to your daily routine. Control your blood sugar, blood pressure, and cholesterol. Kick the smoking habit.
- Help is available. If you've already lost vision, talk to your eye care professional about vision rehabilitation.

**Where can I learn more?** Visit [www.nei.nih.gov/diabetes](http://www.nei.nih.gov/diabetes)

Source: National Eye Institute, 2013

## La enfermedad diabética del ojo en los hispanos/latinos

Los hispanos/latinos tienen altos índices de diabetes, y mayor riesgo de perder la visión y desarrollar ceguera por la enfermedad diabética del ojo.

**¿Qué es la enfermedad diabética del ojo?**  
Son problemas de los ojos que las personas con diabetes pueden tener. Estos incluyen—

- La catarata** (cuando se nubla el cristalino o "lente" del ojo)
- La retinopatía diabética** (daño en los vasos sanguíneos de la retina)
- El glaucoma** (daño en el nervio óptico)

**¿Cuáles son los números?**

**1.2 millones** de hispanos/latinos tienen retinopatía diabética.

**95%** de la pérdida de visión severa causada por la retinopatía diabética se puede prevenir con detección y tratamiento temprano y cuidado de seguimiento apropiado.

**2.9 millones, para el 2030.** Este número será más del doble, cerca de 2.9 millones, para el 2030.

**¿Cómo puede proteger su vista?**

- Muchas veces la enfermedad diabética del ojo no da señales de aviso. No espere a notar problemas con su visión para ver a su oculista.
- Hágase un examen completo de los ojos con dilatación de las pupilas por lo menos una vez al año.
- Siga estos consejos para mantenerse saludable:  
• Tome sus medicamentos.  
• Adopte y mantenga un peso sano.  
• Participe en actividades físicas a diario.  
• Controle los niveles de azúcar en la sangre, presión arterial y colesterol.  
• No fume.
- Hay ayuda disponible. Si usted ya perdió parte de su visión, hable con su oculista sobre la rehabilitación visual.

**¿Dónde puede aprender más?** Visite [www.nei.nih.gov/diabetes/espanol](http://www.nei.nih.gov/diabetes/espanol)

Fuente: Instituto Nacional del Ojo, 2013



# Social Media Toolkit

- Defines diabetic eye disease, outlines who is at higher risk, and provides key messages to share via social media outlets.
- Provides NEHEP resources to share:
  - Facebook posts and Twitter tweets
  - YouTube videos
  - Flickr
  - Pinterest
  - More!



Set your sight on healthy vision if you have diabetes

**NATIONAL DIABETES MONTH 2014**

Social Media Toolkit

### Introduction

Join the National Eye Health Education Program (NEHEP) of the National Eye Institute (NEI) during National Diabetes Month in November to increase awareness about diabetic eye disease. In this social media toolkit, we provide a variety of resources and strategies to help you educate people with diabetes about diabetic eye disease and ways they can protect their vision. Use Facebook posts, Twitter tweets, infographics, Web buttons, and other resources referenced below on your social media and website pages. Many of our resources are available in both English and Spanish.

### Process

In all social media campaigns, stakeholders conduct activities according to an established process in order to achieve maximum effectiveness and efficiency in disseminating messages. NEHEP has developed the following process to help you conduct a successful social media campaign relating to diabetic eye disease.

#### STEP 1: DEFINE THE PROBLEM

Set the stage to help people understand what diabetic eye disease is and who is at risk. Use the following information to help you.

#### What Is Diabetic Eye Disease?

Diabetic eye disease is a group of eye problems people with diabetes may face as a complication of the disease, which can lead to vision loss or blindness. These include:

- Cataract (clouding of the lens of the eye)
- Diabetic retinopathy (the most common form of diabetic eye disease, which damages the blood vessels in the retina)
- Glaucoma (damage to the optic nerve that affects peripheral or side vision)

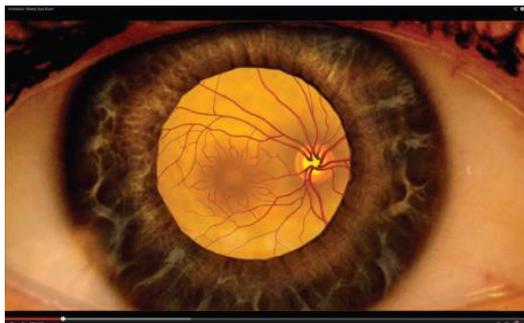
All people with diabetes, type 1 and 2, are at risk. The longer a person has diabetes, the greater his or her risk of diabetic eye disease. African Americans, American Indians/Alaska Natives, Hispanics/Latinos, and older adults are at higher risk of losing vision or going blind from diabetes.

#### STEP 2: DEVELOP THE MESSAGE

This year's theme is *Set your sight on healthy vision if you have diabetes*. Share eye health messages during National Diabetes Month and beyond. Post messages on Facebook or on your website, or print them in your newsletter or other publications.

# NEHEP videos



**Animation of a dilated eye exam**



**Diabetic eye disease overview**



**Animation of diabetic retinopathy**



**Comprehensive dilated eye exam overview**



**Webinar: What People With Diabetes Know About Their Eyes**



National Eye Institute



A program of the National Institutes of Health

# Drop-in articles

Set your sight on healthy vision if you have diabetes



## NATIONAL DIABETES MONTH 2014

### Set Your Sight on Healthy Vision if You Have Diabetes

National Eye Health Education Program Special Collaboration

If you have diabetes, your doctors most likely have told you to keep your blood sugar under control through diet, exercise, and proper medication. But did you know that you also need a dilated eye exam at least once a year? A dilated eye exam is when an eye care professional dilates, or widens, the pupil to check the retina in the back of the eye for signs of damage. All people with diabetes, type 1 and 2, are at risk for vision loss, but certain groups are at higher risk: African Americans, American Indians/Alaska Natives, and Hispanics/Latinos.

The longer a person has diabetes, the greater the risk of diabetic eye disease, which includes the following:

- Cataract (Clouding of the lens of the eye)
- Diabetic Retinopathy (Damage to the retina)
- Glaucoma (Damage to the optic nerve)

In November, when National Diabetes Month is observed in the United States, the National Eye Health Education Program (NEHEP) of the National Eye Institute (NEI) recommends that all people who have diabetes reduce the risk of vision loss from the disease by having a comprehensive dilated eye exam at least once a year.

"Half of all people with diabetes don't get annual dilated eye exams. People need to know that about 95 percent of severe vision loss from diabetic retinopathy can be prevented through early detection, timely treatment, and appropriate follow-up," said Dr. Suber Huang, chair of the Diabetic Eye Disease Subcommittee for NEHEP.

"Diabetic eye disease often has no early warning signs but can be detected early and treated before vision loss occurs," said Paul A. Sieving, M.D., Ph.D., director of NEI. "Don't wait until you notice an eye problem to have a dilated eye exam, because vision that is lost often cannot be restored."

(next)





Si tiene diabetes, enfoque su mirada en el cuidado de su vista



## Mes Nacional de la Diabetes 2014

### Si tiene diabetes, enfoque su mirada en el cuidado de su vista

Colaboración especial del Programa Nacional de Educación sobre la Salud del Ojo

Si usted tiene diabetes lo más probable es que su médico le haya indicado que controle sus niveles de azúcar por medio de dieta, ejercicio y medicamentos. Pero, ¿sabía que también necesita hacerse un examen completo de los ojos con dilatación de las pupilas por lo menos una vez al año? Durante este examen, el oculista le pone gotas en los ojos para agrandar o dilatar las pupilas para examinarle la retina en la parte de atrás del ojo y así detectar si hay señales de daño. Todas las personas con diabetes, tanto del tipo 1 como del tipo 2, corren riesgo de pérdida de la visión, pero hay ciertos grupos que están en mayor riesgo incluyendo los hispanos/latinos, afroamericanos y los indios americanos/nativos de Alaska.

Mientras más tiempo tenga diabetes, mayor es su riesgo de desarrollar la enfermedad diabética del ojo, la cual incluye:

- La catarata (cuando se nubla el cristalino o "lente" del ojo)
- La retinopatía diabética (daño en los vasos sanguíneos de la retina)
- El glaucoma (daño en el nervio óptico)

El Programa Nacional de Educación sobre la Salud del Ojo (NEHEP, por sus siglas en inglés) del Instituto Nacional del Ojo (NEI, por sus siglas en inglés), recomienda durante el Mes Nacional de la Diabetes, celebrado cada noviembre en los Estados Unidos, que todas las personas con diabetes se hagan un examen completo de los ojos con dilatación de las pupilas. Este examen debe hacerse por lo menos una vez al año para disminuir el riesgo de pérdida de la visión.

"La mitad de las personas con diabetes no se hacen el examen completo de los ojos con dilatación de las pupilas cada año. Casi el 95 por ciento de pérdida de la visión por retinopatía diabética se puede prevenir cuando la enfermedad se detecta en su etapa temprana y se sigue el tratamiento y cuidado apropiados", dijo el Dr. Suber Huang, presidente del Subcomité de la Enfermedad Diabética del Ojo de NEHEP.

(continúa)





# E-signature and Web buttons

November is National Diabetes Month.



Set your sight on  
**HEALTHY VISION**  
if you have diabetes.



National Institutes of Health

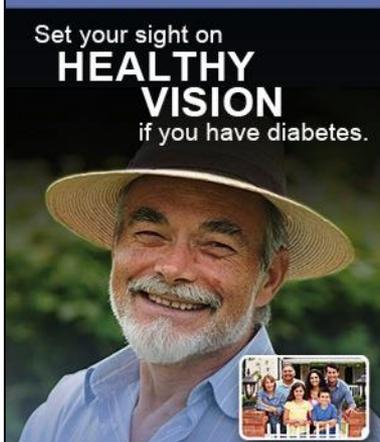


National Eye Health Education Program  
**NEHEP**  
A program of the National Institutes of Health

[www.nei.nih.gov/diabetes](http://www.nei.nih.gov/diabetes)

November is National Diabetes Month.

Set your sight on  
**HEALTHY VISION**  
if you have diabetes.



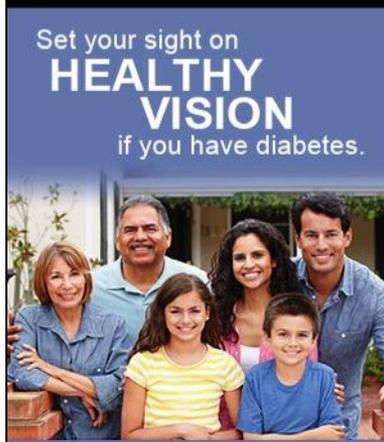
 National Institutes of Health

 National Eye Health Education Program  
**NEHEP**  
A program of the National Institutes of Health

[www.nei.nih.gov/diabetes](http://www.nei.nih.gov/diabetes)

November is National Diabetes Month.

Set your sight on  
**HEALTHY VISION**  
if you have diabetes.



 National Institutes of Health

 National Eye Health Education Program  
**NEHEP**  
A program of the National Institutes of Health

[www.nei.nih.gov/diabetes](http://www.nei.nih.gov/diabetes)



# Announcement and Receipt Messages

- Uses

- Phone systems when people are on hold
- Digital signage systems
- Website highlights reel
- Waiting areas
- Payment receipts
- Client statements or invoices

Set your sight on healthy vision if you have diabetes

**NATIONAL DIABETES MONTH 2014**



**Announcer Copy**  
Listed below are some suggested announcements your employees can make over the public address system or record for the on-hold phone line at your store to help spread the word about diabetic eye disease.

1. November is National Diabetes Month. If you have diabetes, you are at risk for diabetic eye disease. There are no warning signs. You can prevent vision loss by getting a comprehensive dilated eye exam. Schedule an exam today.
2. We care about our customers and know how important it is for people with diabetes to take care of their vision. November is National Diabetes Month, a perfect time to schedule a comprehensive dilated eye exam with your eye care professional.
3. Do you have diabetes? When was the last time you had a dilated eye exam? [Insert store name] would like to remind you that it is important to have a dilated eye exam at least once a year to prevent vision loss from diabetic eye disease. Schedule an eye exam today.
4. If you have diabetes, set your sights on healthy vision. Get a dilated eye exam at least once a year to prevent vision loss. Schedule a dilated eye exam today.
5. [Insert store name] and the National Eye Institute care about your vision. If you have diabetes, you are at risk for vision loss from diabetic eye disease. But you can protect your sight. Call your eye care professional and schedule an eye exam today.
6. November is National Diabetes Month. [Insert store name] and the National Eye Institute want you to take steps to prevent vision loss from diabetic eye disease. Call your eye care professional and schedule a dilated eye exam today.
7. Your eyes are an important part of your health. If you have diabetes, set your sight on healthy vision. [Insert store name] and the National Eye Institute encourage you to call your eye care professional and get a dilated eye exam at least once a year.
8. Diabetic eye disease has no warning signs. Finding and treating the disease early, before it causes vision loss or blindness, is the best way to protect your sight. [Insert store name] and the National Eye Institute would like to remind you to take care of your eyes. Call your eye care professional to schedule a comprehensive dilated eye exam today.

Set your sight on healthy vision if you have diabetes

**NATIONAL DIABETES MONTH 2014**



**Receipt Messages**  
Choose any of the promotional statements below to place on your receipts to help raise awareness about diabetic eye disease:

1. November is National Diabetes Month. Prevent vision loss from diabetic eye disease. Schedule a dilated eye exam today.
2. [Insert store name] cares about its customers. If you have diabetes, you are at risk for vision loss from diabetic eye disease. Schedule a dilated eye exam today.
3. Join [Insert store name] in recognizing National Diabetes Month. If you have diabetes, don't let diabetic eye disease catch you off guard. Schedule a dilated eye exam today.
4. [Insert store name] encourages you to set your sights on having healthy vision. If you have diabetes, schedule a dilated eye exam to protect your sight from diabetic eye disease.
5. November is National Diabetes Month. [Insert store name] cares about its customers. If you have or a loved one has diabetes, prevent vision loss from diabetic eye disease. Schedule a dilated eye exam. Visit <http://www.nei.nih.gov/diabetes> for more information.
6. Do you have diabetes? Don't lose sight of diabetic eye disease. Schedule a comprehensive dilated eye exam today. Visit <http://www.nei.nih.gov/diabetes> for more information.
7. Don't let diabetic eye disease catch you off guard. If you have diabetes, schedule a comprehensive dilated eye exam today. Visit <http://www.nei.nih.gov/diabetes> for more information.
8. If you have diabetes, set your sights on healthy vision. Schedule a comprehensive dilated eye exam today. Visit <http://www.nei.nih.gov/diabetes> for more information.
9. If you have diabetes, focus on healthy vision. Visit your eye care professional for a comprehensive dilated eye exam. Visit <http://www.nei.nih.gov/diabetes> for more information. Schedule an eye exam today.

# Public Service Announcements



**Set your sight on healthy vision if you have diabetes.**

**What is diabetic eye disease?**  
It is a complication of diabetes that has no warning signs and can lead to vision loss or blindness if left untreated.

**What should you do?**  
Get a comprehensive dilated eye exam at least once a year. Ninety-five percent of severe vision loss from diabetes can be prevented with early detection, timely treatment, and appropriate follow-up care.

[www.nei.nih.gov/diabetes](http://www.nei.nih.gov/diabetes)  
1-877-569-8474



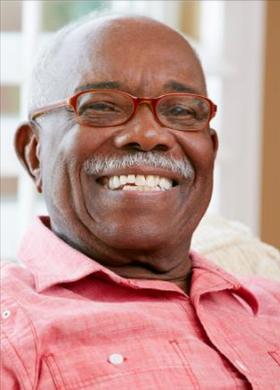
**If you have diabetes, you are at risk for diabetic eye disease.**

Diabetic eye disease has no warning signs and can lead to vision loss or blindness if left untreated. Visit your eye care professional at least once a year for a comprehensive dilated eye exam. Vision loss from diabetes can often be prevented with early detection, timely treatment, and appropriate follow-up care.

[www.nei.nih.gov/diabetes](http://www.nei.nih.gov/diabetes)  
1-877-569-8474

Connect with the National Eye Health Education Program (NEHEP) on Facebook and Twitter.





**A lot of things can catch us off guard. Diabetic eye disease doesn't have to.**

**What is diabetic eye disease?**  
It is a complication of diabetes that has no warning signs and can lead to vision loss or blindness if left untreated.

**What should you do?**  
If you have diabetes, get a comprehensive dilated eye exam at least once a year. Ninety-five percent of severe vision loss from diabetes can be prevented with early detection, timely treatment, and appropriate follow-up care.

[www.nei.nih.gov/diabetes](http://www.nei.nih.gov/diabetes)  
1-877-569-8474



**Set your sight on healthy vision if you have diabetes.**

Diabetic eye disease has no warning signs and can lead to vision loss or blindness if left untreated. If you have diabetes, visit your eye care professional at least once a year for a comprehensive dilated eye exam. Ninety-five percent of severe vision loss from diabetes can be prevented with early detection, timely treatment, and appropriate follow-up care.

[www.nei.nih.gov/diabetes](http://www.nei.nih.gov/diabetes)  
1-877-569-8474

Connect with the National Eye Health Education Program (NEHEP) on Facebook and Twitter.




# E-blast

## National Diabetes Month Set your sights on healthy vision if you have diabetes



**November is National Diabetes Month**, an ideal time to encourage people with diabetes to get a comprehensive dilated eye exam at least once a year.

NEHEP has a variety of materials, including an updated social media toolkit, drop-in articles, public service announcements, web buttons, e-signature, and more! We invite you to use these resources to help raise awareness about diabetic eye disease in your community. Many are available in both English and Spanish.

### Check out our new diabetic retinopathy infographic and infocards!

Get your free resources and ideas on how to use them in your community at:

<http://www.nei.nih.gov/nehep/NDM>

Together, we can spread the word and help encourage people at higher risk for diabetic eye disease to set their sights on healthy vision.



# Check out these NEHEP Web pages

<http://www.nei.nih.gov/nehep/NDM>

<http://www.nei.nih.gov/nehep/programs/ojo/index.asp>

## National Diabetes Month

**November is National Diabetes Month**

Join NEHEP in raising awareness about diabetic eye disease by using these resources.



Use the resources below to encourage people with diabetes to have a comprehensive dilated eye exam at least once a year to detect diabetic eye disease in its early, treatable stages.

### Diabetic Eye Disease Infographics



Add these graphics to an article, story, newsletter, or website to provide at-a-glance information on diabetic eye disease, how many people have it, the lack of symptoms, who's at higher risk, and what can be done to help prevent vision loss.

Download the Diabetic Eye Disease Infographic

Download Diabetic Eye Disease Among Hispanics/Latinos (English)

Download Diabetic Eye Disease Among Hispanics/Latinos (Spanish)

### Public Service Announcements (PSAs)

Use these PSAs when posting messages on Facebook, on your website, or in your newsletter or other publications. [Download diabetic eye disease PSAs here.](#)

### Announcements and Receipt Copy

Use the copy in the announcements below over public address systems or record one for the on-hold phone line at your store or organization. Use the receipt copy on statements or receipts to raise awareness about diabetic eye disease.

Download announcements. [Word](#) | [PDF](#)\*

Download receipt copy. [Word](#) | [PDF](#)\*

### Diabetic Eye Disease Drop-in Articles

Use these articles in newsletters, magazines, newspapers, or on websites to raise awareness about diabetic eye disease.

## NEHEP Programs

**¡Ojo con su visión!**



¡Ojo con su visión! or Watch out for your vision! is a program designed to promote eye health among Hispanics/Latinos and to assist health professionals and community health workers in educating them about vision health. NEHEP provides culturally and linguistically appropriate educational materials and resources about eye diseases and conditions Hispanics/Latinos are at higher risk for and information on how they can protect their vision.

### Outreach Opportunities

- Outreach Materials
- Community Activity Ideas
- Celebrations
- Prevalence Data
- For Community Health Workers
- Social Media Messages
- Infographics (en español)

### Resource Spotlight

*Diabetes and Healthy Eyes Toolkit for Community Health Workers*



### Additional Resources and Materials

Join health professionals, public health educators, and community organizations in raising awareness about eye health and blindness prevention among Hispanics/Latinos by using these resources.

### Materials for Patients and the Public



Share and distribute information in English and Spanish to Hispanics/Latinos to increase awareness about eye health.

### For Health Professionals and Community Educators



Educate people with diabetes about diabetic eye disease with the use of these resources in your clinic or other community settings.

# ¡Ojo con su visión! resources

<https://catalog.nei.nih.gov>

**Aproveche los beneficios de Medicare para la enfermedad diabética del ojo.**

Si tiene diabetes, Medicare le ayudará a pagar los exámenes de los ojos. Aproveche los beneficios que pueden protegerle la vista.

La **enfermedad diabética del ojo** puede afectar a cualquier persona con diabetes. A menudo no hay síntomas ni dolor. Si no se detecta, puede causar una pérdida severa de la visión o incluso la ceguera.

Existe tratamiento para la enfermedad diabética del ojo. **(Consulte a su oculista hoy mismo para hacerse un examen)**

**1-800-633-2273**  
www.medicare.gov/Spanish/Overview.asp

Instituto Nacional del Ojo  
www.nei.nih.gov/health/espanol



**Enfermedad diabética del ojo**

Una guía para el educador






**Watch out for your vision!**  
If you have diabetes, read this story.



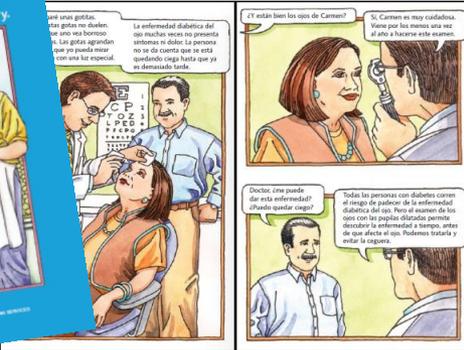
**¡Están bien los ojos de Carmen?**

¡Sí, Carmen es muy cuidadosa. Viene por los menos una vez al año y hacerse este examen.

La enfermedad diabética del ojo muchas veces no presenta síntomas ni dolor. La persona no se da cuenta que ya está quedando ciego hasta que ya es demasiado tarde.

¡Doctor, esto puede dar esta enfermedad! ¿Puedo evitarla?

Todas las personas con diabetes corren el riesgo de padecer de la enfermedad diabética del ojo. Pero al examen de la visión con las pupilas dilatadas permite detectar la enfermedad a tiempo, antes de que afecte al ojo. Podemos tratarla y evitar la ceguera.



**Ayúdala a cuidar su visión...**



**NO PIERDA DE VISTA EL GLAUCOMA**



**NO PIERDA DE VISTA LA ENFERMEDAD DIABÉTICA DEL OJO**

Información para las personas con diabetes

Información para las personas en riesgo



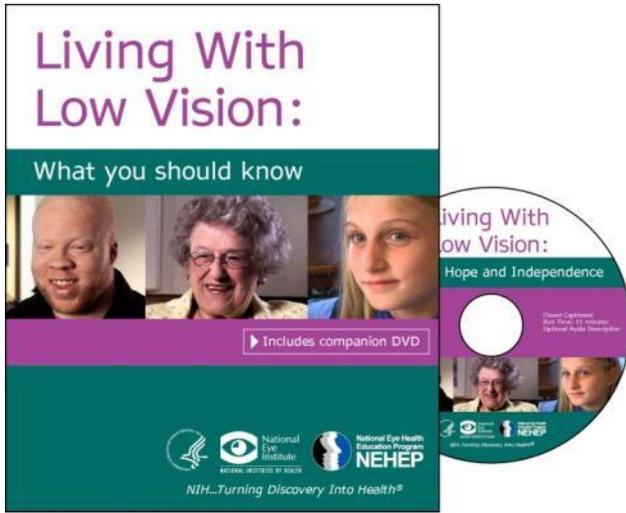
# Diabetes and Healthy Eyes Toolkit

<http://www.nei.nih.gov/diabetestoolkit>

- Provides community health workers with science-based, user-friendly materials that can be used to teach people about diabetic eye disease.
- Includes:
  - Flipchart and educator's guide
  - Participant handouts
  - Pre- and post-tests
  - Sample materials
  - Publications order form
  - Evaluation form
  - CD



# Vision loss resources



- ***Living With Low Vision* booklet and DVD**
  - Designed for people with vision loss and their friend, family, and caregivers
  - **[www.nei.nih.gov/lowvision](http://www.nei.nih.gov/lowvision)**



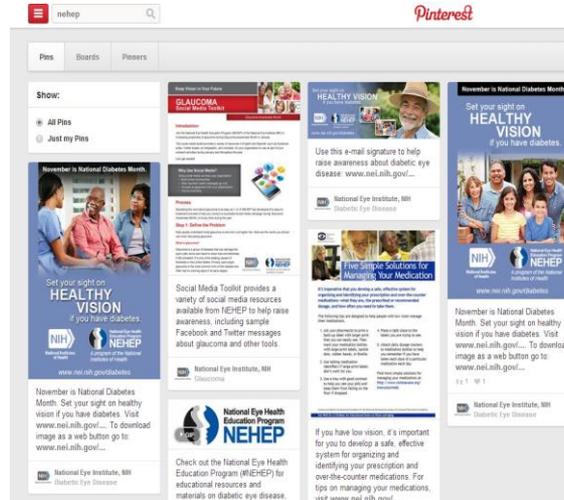
National Eye Institute



National Eye Health  
Education Program  
**NEHEP**

A program of the National  
Institutes of Health

# Stay engaged with NEHEP



National Eye Institute - Diabetic Eye Disease

LighthouseOnline 34 videos Subscribe



National Eye Institute



National Eye Health Education Program  
**NEHEP**

A program of the National Institutes of Health

# Questions?

**Thank you!**

**Please share your activities with us.**

Neyal J. Ammary-Risch, M.P.H., MCHES

Tel: 301-496-5248

[ammaryn@nei.nih.gov](mailto:ammaryn@nei.nih.gov)

Brett Ives, MSN, NP, CDE

[blives@bu.edu](mailto:blives@bu.edu)

For information about the film: <http://visionvoice.cinemedical.com>