‘Check Today, See Tomorrow’

National Indigenous diabetes-related eye health promotion

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- Looma Remote Area Clinic, WA
- Deception Bay Clinic, QLD

and *community members* in each of these regions.

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CHECK TODAY, SEE TOMORROW

Minum Barreng
Indigenous Eye Health

- established in 2008
- led by Professor Hugh Taylor
  total 14 staff
- funded by Harold Mitchell Foundation, Ian Potter Foundation, Greg Poche, other private donors and Commonwealth Government
- our goal...

  to Close the Gap for Vision for Indigenous Australians
Vision Loss in Children
  One fifth as common as in mainstream

Vision Loss in Adults
  Blindness is 6 (now 3) times more common
  Low Vision is nearly 3 times more common

Main Causes of Blindness in Adults
  Cataract
  Refractive Error
  Diabetic Eye Disease
  Trachoma

Overall 94% of Vision Impairment is avoidable
  …and 35% have never had an eye exam
CHECK TODAY. SEE TOMORROW

Diabetes is a major cause of vision loss and blindness for Aboriginal and Torres Strait Islander people.

Aboriginal and Torres Strait Islander people with diabetes need to have a comprehensive dilated eye examination at least once a year.

98% of blindness from diabetes is preventable with early detection and timely treatment.

- 37% with self-reported diabetes (now 44%)
- 13% have already lost vision to a serious complication of diabetes known as Diabetic Retinopathy
- Only 20% had eye examination in past 12 months (now 53%)
The Roadmap
Launched 23 February 2012
42 recommendations... across 9 domains...

Endorsed by:

**NACCHO**  National Aboriginal Community Controlled Health Organisation
**OA**      Optometry Australia
**RANZCO**  Royal Australian and New Zealand College of Ophthalmologists
**Vision 2020 Australia**
Background

• Health Promotion and Awareness form part of the recommendations and activities within the *Roadmap to Close the Gap for Vision* to improve eye health outcomes

• Our aim was to develop a suite of health promotion materials that could be adopted nationally, adapted locally and support improved diabetes eye care outcomes
Introduction

• National roundtable held end of 2014 informed best practice approach and guiding principles for health promotion

• National initiative that can:
  – maintain community-led, strengths based approach
  – respond to diverse communication needs of urban, remote and regional
  – deliver consistent, evidence based diabetes eye care health messages
Resource Development

• 3 communities (Grampians, Looma and Deception Bay) across 3 States (Vic, WA and Qld)

• Regional, Remote and Urban

• Creative agency, community workshops – sightline and lyrics for print, song and personal stories
Resource Development
engaging, community-led approach

“I don’t wanna be milliago”

“I didn’t listen, I never realised that diabetes can affect your eyes”
CHECK TODAY. SEE TOMORROW

"Don't be shame, go and get an eye check"

Diabetes can cause blindness.
Get your eyes checked YEARLY.
Ask your local clinic about making an appointment today.

"I didn't listen. I never realised, diabetes can affect your eyes"

Diabetes can cause blindness.
Get your eyes checked YEARLY.
Ask your local clinic about making an appointment today.
‘Check Today, See Tomorrow’ Resource Kit supports the key diabetes eye care messages
‘Check Today See Tomorrow’ Multimedia additional persuasive communication mediums to support health seeking behaviour change

Music Videos

Personal Stories

Diabetes Eye Care

Personal Stories of Aboriginal and Torres Strait Islander People

#NDW16
#checktodayseetomorrow

facebook.com/CheckTodaySeeTomorrow
'Check Today See Tomorrow' Multimedia
Multimedia cont.
encouraging local media partnerships to support community awareness activities
Use, acceptability & integration of resources

- Launched in Nov 2016
- National distribution available through online ordering [www.iehu.unimelb.edu.au](http://www.iehu.unimelb.edu.au)
- Encourage adaptations and modifications
- Encourage local health promotion awareness activities
- Evaluation key findings – 2016 online survey:
  - 29% respondents ‘eye health’ professional role
  - Well received, easy to use, effective in delivery of eye health messages, adaptability was important
  - 87% language appropriate, 76% said resources helped their own personal knowledge and awareness
....it is now time to close the gap for vision, together

For further information, resources and support, please visit: www.iehu.unimelb.edu.au