



AMERICAN ACADEMY
of OPTOMETRY



Future Directions for Improving Consumer and Physician Education About Eye and Vision Health

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INCORRECT ASSUMPTIONS

Most everyone in the USA who needs vision correction can access it.

Disparities in access to care between communities is minimal.

As long as I can see well, my eyes are just fine.

If there was a real problem someone would have already addressed it.

Insurance covers glasses.

AUDIENCE: CONSUMERS

Development of downloadable patient education developed in common and available from all key stakeholder's webpages.

Role of Key Stakeholders – Nominate POC(s) to assist in development of patient education products and agree to place on website.

AUDIENCE: PRIMARY CARE PROVIDERS

1-2 page key findings sheet from report provided to the following journals:

American Family Physician

Pediatrics

Annals of Internal Medicine

Journal of the American Academy of Nurse Practitioners

Journal of the American Academy of Physician Assistants

Role of Key Stakeholders: Nominate POC(s) to assist in putting together key findings sheet.

AUDIENCE: EYECARE PROVIDERS AND PUBLIC HEALTH PRACTITIONERS

Once or twice per year CDC or NEI host a Hybrid (Blended) Online Course supplemented with a couple of weekends of in person attendance (Executive MBA style) to develop and strengthen the ophthalmic public health community.

(Participants - Ophthalmologists, Optometrists, Public Health Practitioners, Policy Makers).

Course based upon the NASEM report with expansion/updates as logical and necessary.

Role of Key Stakeholders – Provide POCs to provide content and nominate a certain number of candidates per year.