



# Visual Impairment in the elderly and targetting inequalities

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# Sight loss from Cataract, ARMD, Glaucoma and Diabetic Retinopathy



# Health Economics: “Future Sight loss UK”

## RNIB: UK Vision Strategy Confer. June ‘09

- Demographic Transition **Epidemic** Rise in UK Visual Impairment/Blindness by 2020
- Costs will spiral - £22 billion 2008 :  
**Unaffordable now need to invest to save**
- Cost Effective Health Promotion Interventions
  - BME Educational Campaign **£1,230/DALY**
  - Elderly Sight Test Campaign **£24,200/DALY**
  - Eye Injury Protection Benefit/Cost Ratio =1.6
  - Uptake Low Vision Services **£100,857/DALY**

# WHO SHOULD COLLABORATE IN TARGETTING VISUAL IMPAIRMENT + INEQUALITIES?



## 1. NATIONAL “TOP DOWN”

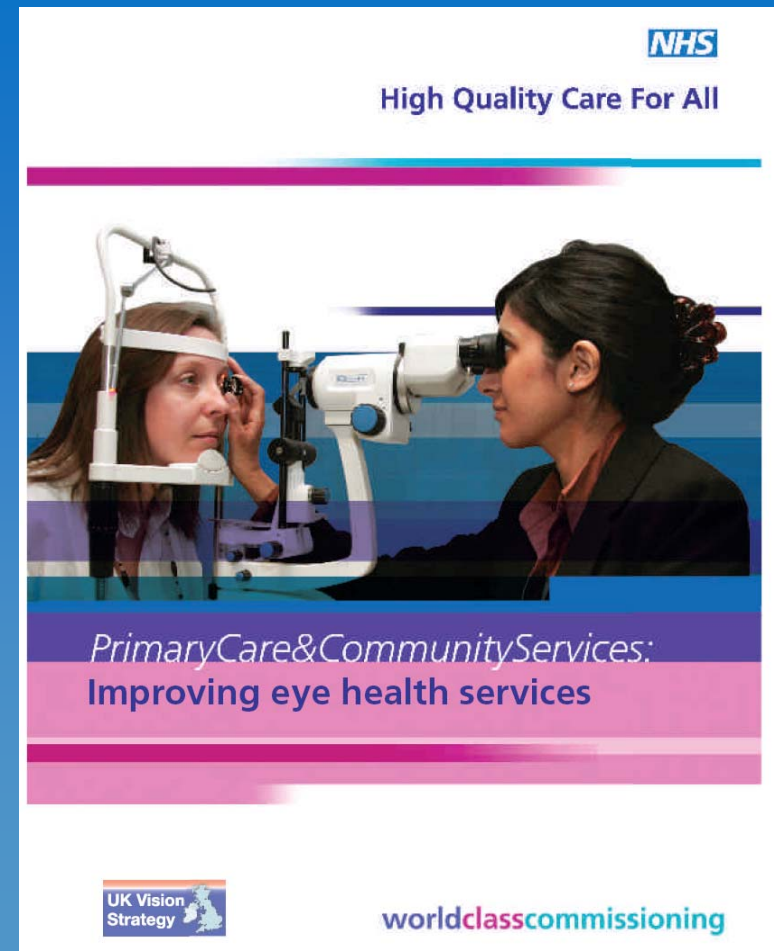
- GOVERNMENT AND DEPARTMENT OF HEALTH
- PROFESSIONAL BODIES/COLLEGES eg FPH
- PHARMACEUTICAL INDUSTRY

## 2. LOCAL “TOP DOWN”

- STRATEGIC HEALTH AUTHORITIES + PUBLIC HEALTH OBSERVATORIES eg national VIS-Unit/NODS
- PCT + PBC + LOCAL AUTHORITY + VOL SECTOR
- EYE + GENERAL HEALTH AND SOCIAL CARE

## 3. LOCAL COMMUNITY “ROOTS UP”

# The UK Vision Strategy and the NHS: World Class Commissioning



# **UKVS 3 MAIN OUTCOMES: LEVEL 1 PRIORITIES DEC 2010**

**UK Vision  
Strategy**



## **1. IMPROVE EYE HEALTH + RAISING AWARENESS**

- 1. MAXIMISE UPTAKE OF EYE TESTS**
- 2. AWARENESS FOR CHILDREN, FAMILIES, CARER**

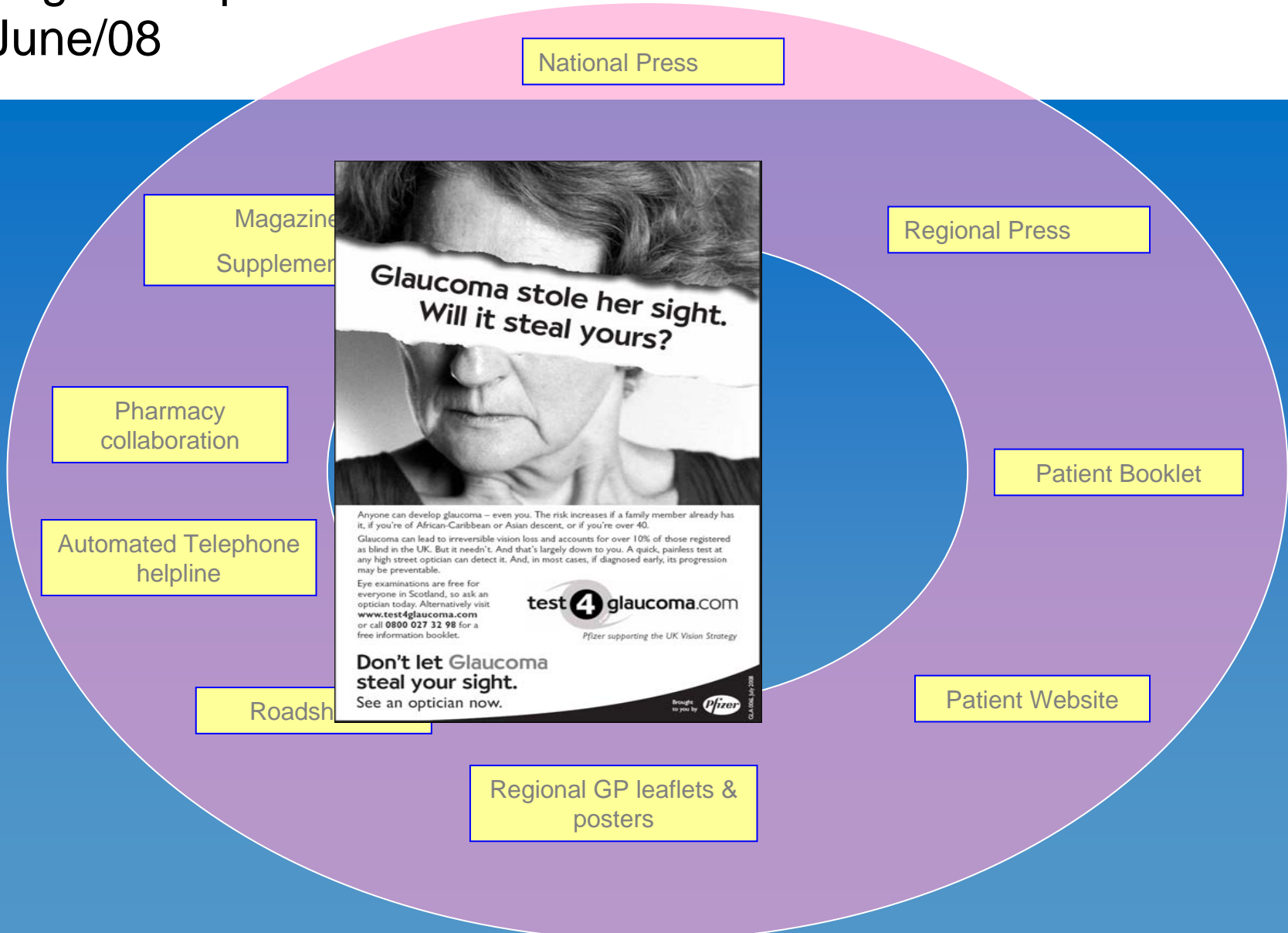
## **2. ELIMINATE AVOIDABLE SIGHT LOSS + EXCELLENT SUPPORT FOR PEOPLE WITH SIGHT LOSS**

- 1. INTEGRATED HEALTH/SOCIAL CARE eg ECLO/CVI + DH LV**
- 2. EMOTIONAL SUPPORT AT DIAGNOSIS**

## **3. INCLUSION, PARTICIPATION AND INDEPENDENCE FOR PEOPLE WITH SIGHT LOSS**

- 1. BARRIERS TO EMPLOYMENT**
- 2. BENEFITS PROVISION TO ASSURE EQUAL OPPORTUNITY/QOL**
- 3. ACCESSIBLE TRANSPORT**

# Glaucoma Disease Awareness programme launched to general public Glaucoma Awareness Week in June/08

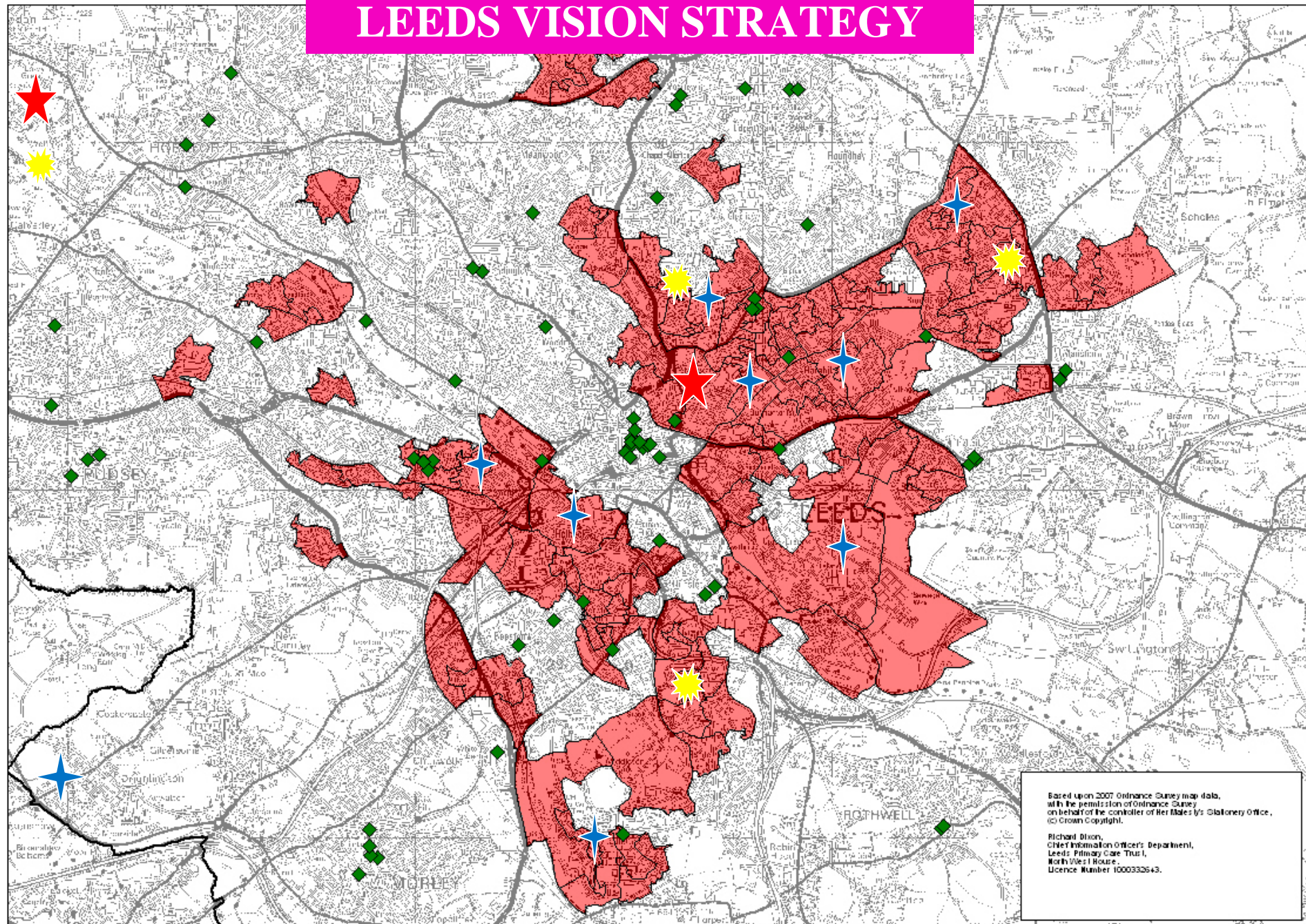


# Progress in Community “Roots Up” Awareness



- BIRMINGHAM “REGGAE” PROJECT FOR AFRICAN CARIBBEAN GLAUCOMA PETE SHAH et al
- EALING + HOUNSLOW + ISLE OF WIGHT TARGETTING GLAUCOMA + DIABETIC RETINOPATHY IAN MURDOCH et al
- LEEDS VISION STRATEGY “SYS” CAMPAIGN
  - ELDERLY
  - SOCIO-ECONOMIC DEPRIVED AREAS
  - ASIAN DIABETICS + AFRO-CARIBBEAN GLAUCOMA

# LEEDS VISION STRATEGY



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# LEEDS VISION STRATEGY

Decentralise from Hospital Eye to...

Community Eye Centres

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# Leeds Save Your Sight Campaign training “eyechamps” to case detect/promote eye health

- Home wardens/Residential care
- Health/Community Centres
- Falls prevention Teams
- Intermediate/Social Care teams
- Voluntary sector (eg NNSchemes)
- Libraries, outreach services

Health Education and Promotes free  
sight tests (>60yrs)

Empowered to refer (94%sens/78% spec)

Tells how to refer + domiciliary visit



# LEEDS VISION STRATEGY

## Social Marketing

- Chapeltown Carnival/Radio

## Radio Health Promotion

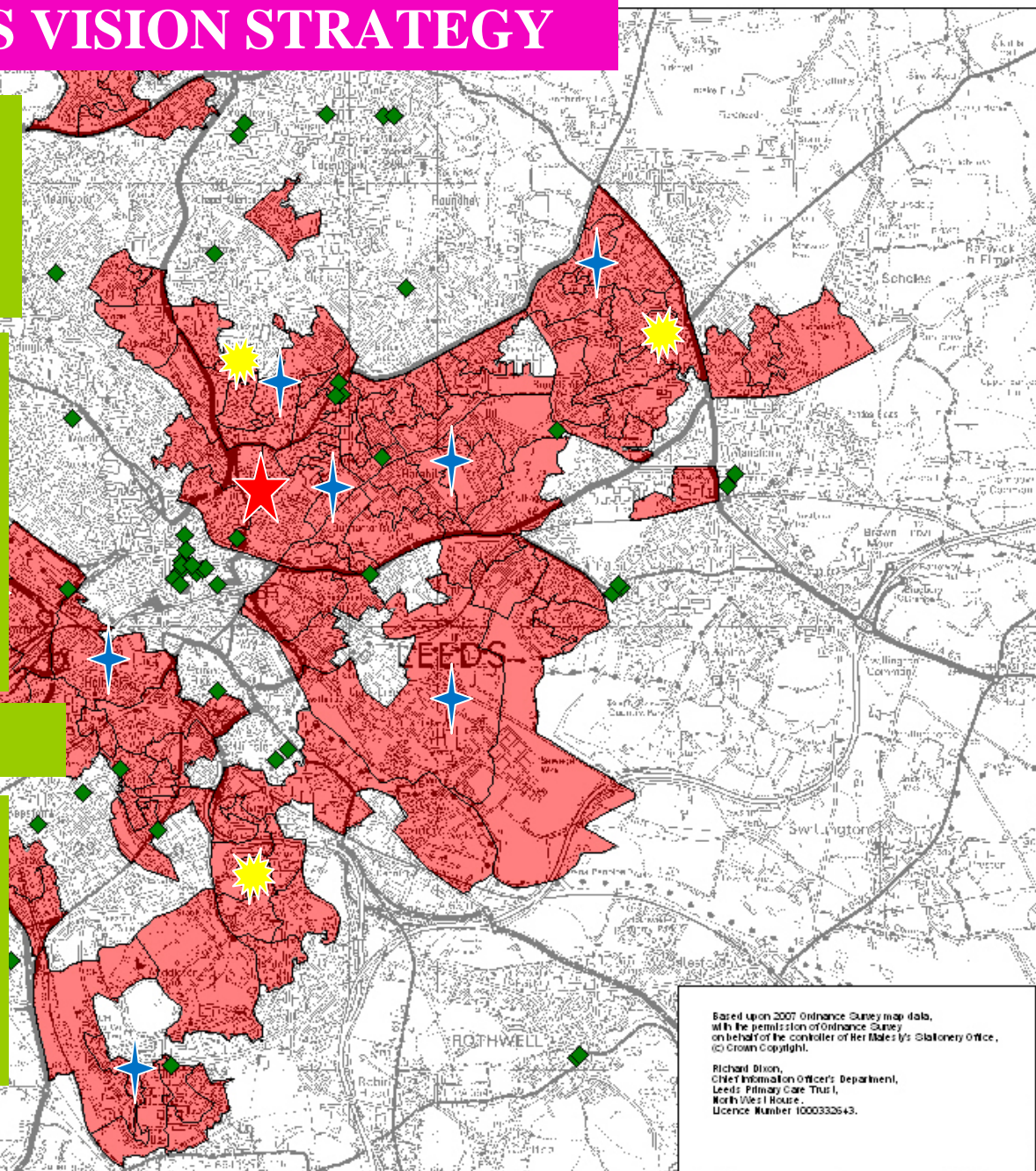
- Asian Fever Radio
- Peoples FM Reggae

## Community Health Educators

## NHS OPTOMETRY

- Libraries
- Day Centres
- GP Health Centres

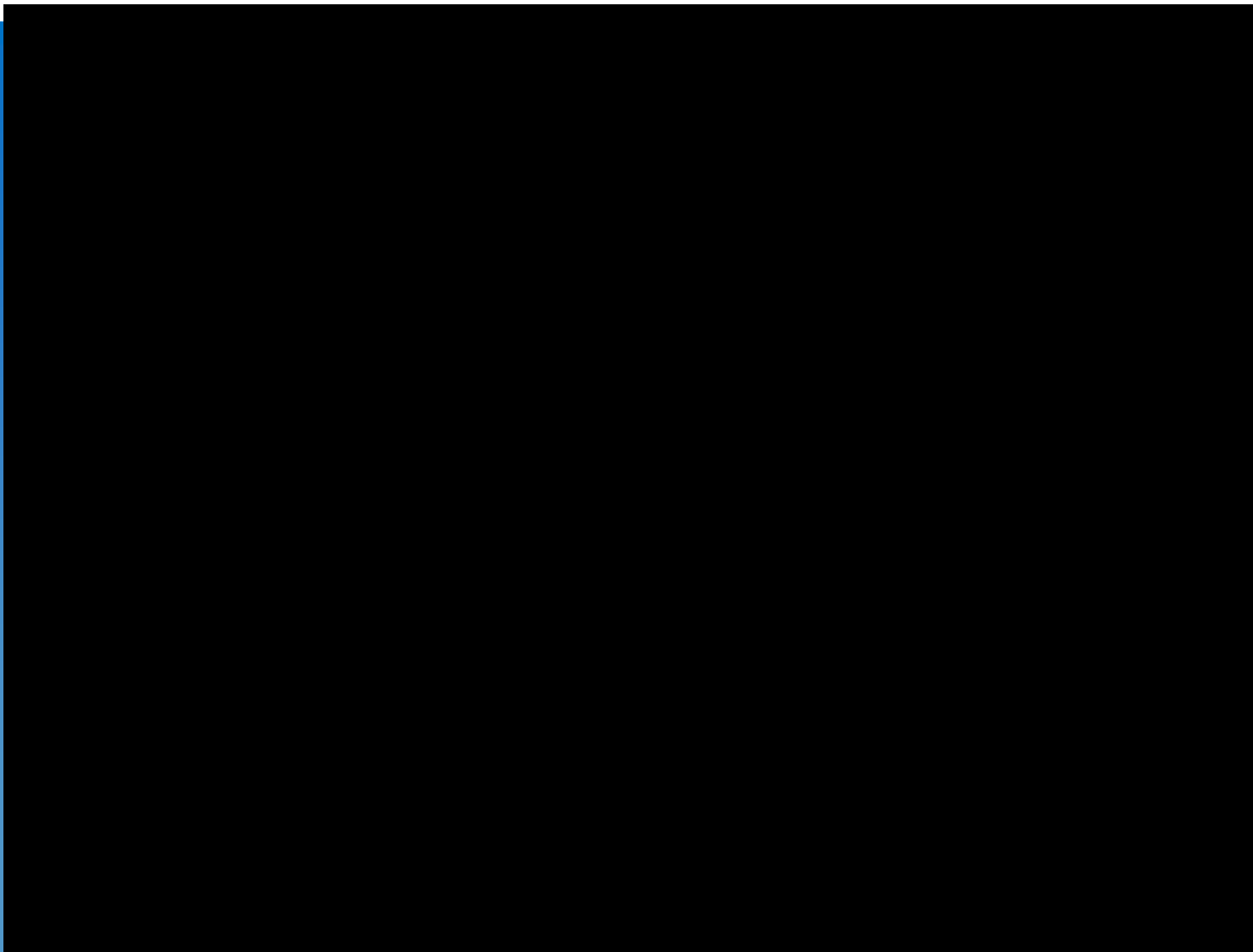
## Mobile provision



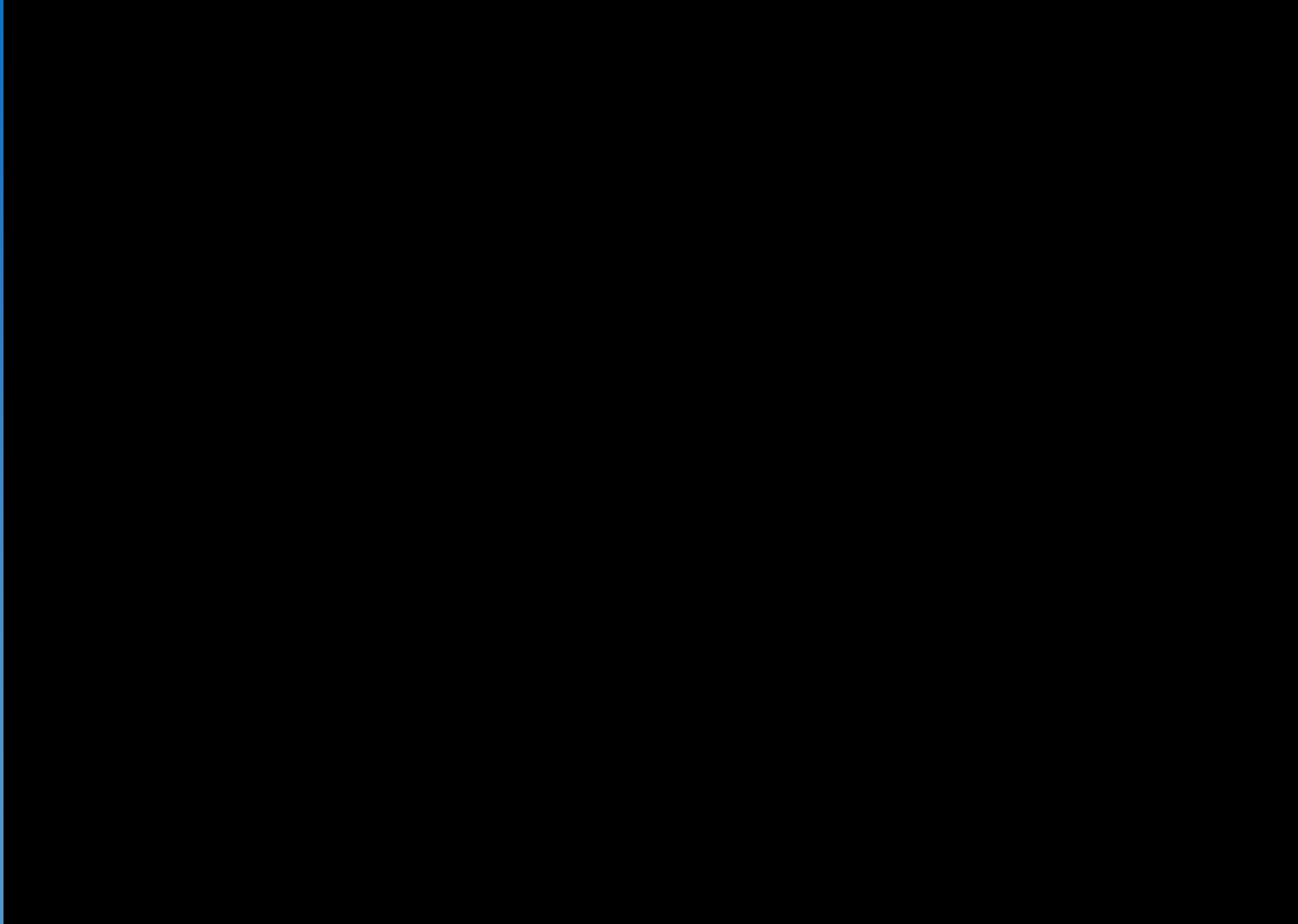
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# Leeds “Asian Fever Radio” Diabetes/Smoking Project



# Leeds Chapeltown Library I'n'Eye African-Caribbean Glaucoma Project



# LEEDS VISION STRATEGY

★ Decentralise from Hospital Eye to CEC's

☀ NHS OPTOMETRY

- Libraries
- Day Centres
- GP Health Centres

◆ Community Health Educators

◆ Social Marketing

- Chapeltown Carnival/Radio

◆ Radio Health Promotion

- Asian Fever Radio
- Peoples FM Reggae

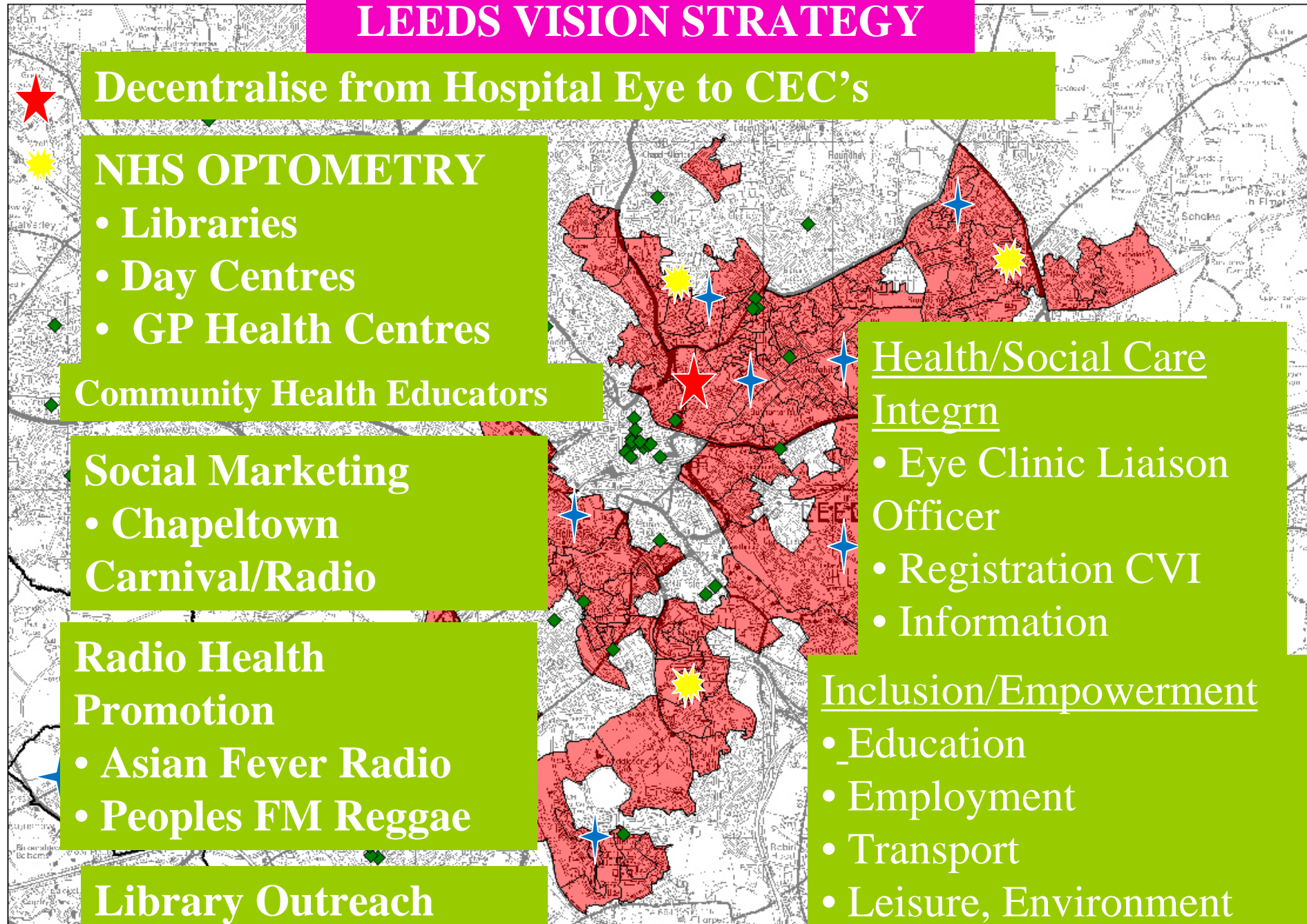
◆ Library Outreach

◆ Health/Social Care Integrn

- Eye Clinic Liaison Officer
- Registration CVI
- Information

◆ Inclusion/Empowerment

- Education
- Employment
- Transport
- Leisure, Environment



# World Sight Day (October) + "National Eye Health" Week June 14-19<sup>th</sup> 2010



Over 93 million media impressions in total to date

October 9, 2008 - National press release issued over PR Newswire



## Time to open your eyes to glaucoma

SHOPPERS have been warned not to be blind to the dangers of eye conditions at an awareness roadshow in Bluewater.

Trained professionals have been on hand to talk to bargain-hunters about spotting the signs and symptoms of glaucoma, the leading cause of preventable blindness in the UK.

According to Windows to Health, which campaigns to raise awareness of the disease, up to 500,000 people in England and Wales are at risk of losing their sight due to undiagnosed glaucoma.

The initiative, headed by pharmaceutical giant Pfizer Ltd., recommends regular eye tests to detect any changes in pressure.

Jan Murdoch, consultant ophthalmologist at Moorfields Eye Hospital, in London, said: "In all the developed world only half of those with glaucoma are diagnosed and receiving therapy. This need not be the case - everyone has access to eye health professionals.

"Let's make this country the first to prevent unnecessary blindness from glaucoma."

The Bluewater roadshow ends on Sunday.



# **COLLABORATION IS C.O.R.E. TO UKVS SUCCESS**



**C = Community individual/groups/volunteers**

**O = the O and health care world**

**R = the Rehabilitation world**

**E = employment, education, empowerment  
etceteras... transport/recreation**



# Multi-Professional Collaboration: an Ophthalmologists perspective

Andy Cassels-Brown

Leeds Teaching Hospitals Trust

HEALTH CARE  
THE "O" WORLD

4  
HES

LEVEL 3  
EXPANDED  
CARE IN COMMUNITY

LEVEL 2  
TRADITIONAL PRIMARY CARE  
**DRIVEN BY 18 WEEKS**  
**OR CHOICE OR CASH**  
**OR.....**

**CROSS SECTOR  
COLLABORATION  
+  
COMMUNITY**

**4  
HES**

**UK Vision  
Strategy**

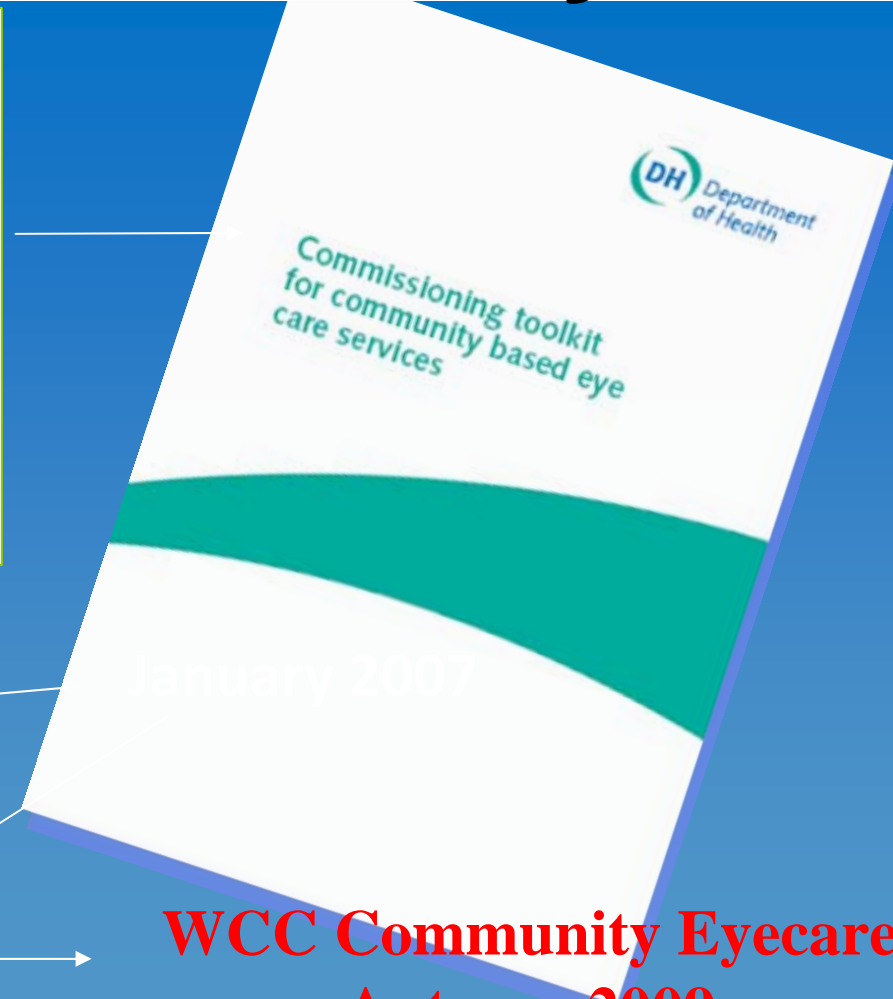


**LEVEL 3  
EXPANDED  
CARE IN COMMUNITY**

**LEVEL 2  
TRADITIONAL PRIMARY CARE**

**LEVEL 1 “COMMUNITY”  
SELF CARE/HELP + PH PREVENTION + SOCIAL  
CARE INTEGRATION + INCLUSION**

# Primary care **and Public Health** in the community



PCC Guide to Commissioning  
October 2007

UKVS/DH Eyecare Group  
2008-9

**WCC Community Eyecare**  
**Autumn 2009**

# PROGRESS IN LOCAL “TOP DOWN”



- LOCAL NETWORKS ARE INCREASING
- LOCAL STRATEGY DEVELOPMENT HAS STARTED
- LOCAL MAPPING STARTED NEED + INEQUALITIES
- LOCAL EYE HEALTH AWARENESS STARTED
- LOCAL TARGETTING INEQUALITIES

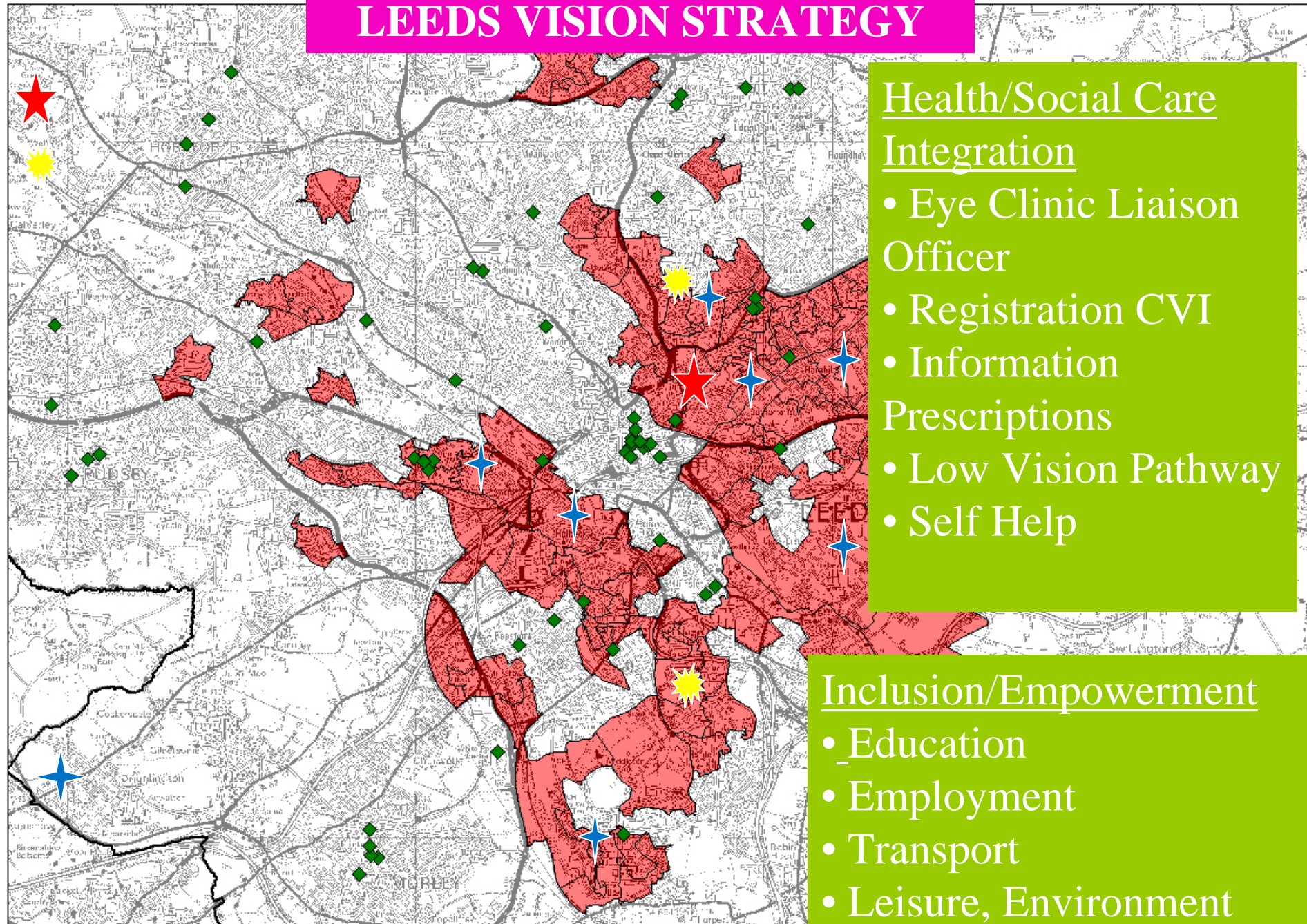
# LEEDS VISION STRATEGY

## Health/Social Care Integration

- Eye Clinic Liaison Officer
- Registration CVI
- Information Prescriptions
- Low Vision Pathway
- Self Help

## Inclusion/Empowerment

- Education
- Employment
- Transport
- Leisure, Environment





# Ophthalmic Public Health Module January 25-29<sup>th</sup> 2010

+

**Community Eye Care: World Class  
Commissioning + Targetting Inequalities  
RCOphth Study Day January 27<sup>th</sup> 2010  
contact Samantha Gravells:**

.. [s.gravells@leeds.ac.uk](mailto:s.gravells@leeds.ac.uk)      **Tel: 0113-3436972**

# Take Home Messages: Collaboration is C.O.R.E.



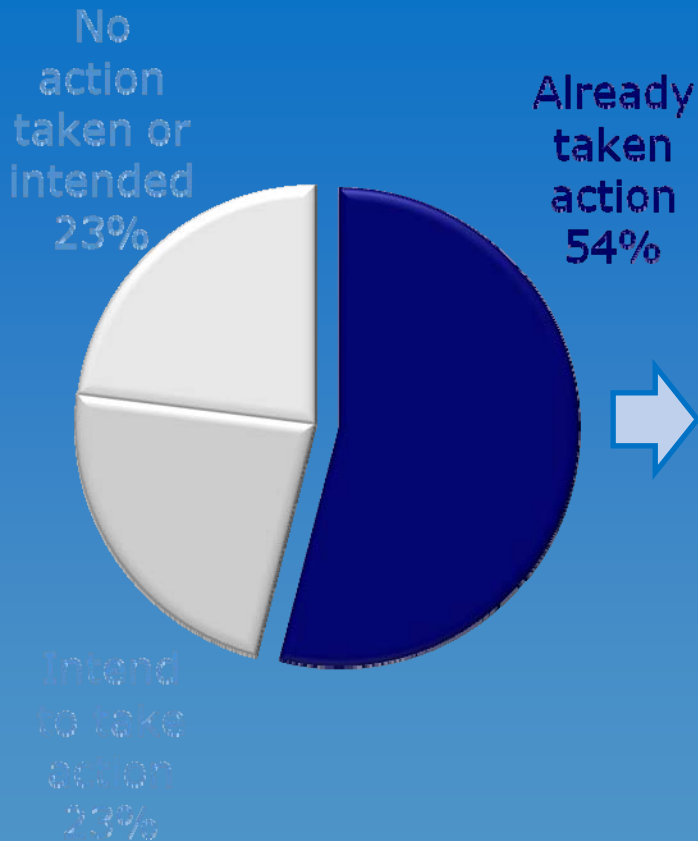
- NOT ALL EYECARE PROFESSIONALS AND COMMISSIONERS NEED TO BE PUBLIC HEALTH EXPERTS OR UK VISION STRATEGOLOGISTS
- BUT...ALL EYECARE + OTHER PROFESSIONALS DO NEED TO BE AWARE AND COLLABORATE
- EACH LOCAL AREA DOES NEED DEDICATED:
  - NETWORK : PCT/PBC + NHS + LAA + VOL SECTOR
  - LOCAL “VISION STRATEGY” - JOINT PCT & LOCAL AUTHORITY WORLD CLASS COMMISSIONING
  - PUBLIC HEALTH AWARENESS CAMPAIGN etc

# Take Home Messages:



- NOT ALL EYECARE PROFESSIONALS NEED TO BE PUBLIC HEALTH OR UK VISION STRATEGOLOGISTS
- BUT...ALL EYECARE PROFESSIONALS DO NEED TO BE AWARE OF THE ISSUES **AND** CONTRIBUTE
- EACH LOCAL AREA DOES NEED DEDICATED:
  - NETWORK : PCT/PBC + NHS + LAA + VOL SECTOR
  - LOCAL “VISION STRATEGY” - JOINT PCT & LOCAL AUTHORITY WORLD CLASS COMMISSIONING
  - PUBLIC HEALTH AWARENESS CAMPAIGN

# The majority of those who have already taken action have made an appointment mainly with an Optician



*You said you had seen these adverts before today, which of the following have you done as a result of seeing the adverts?*

	%
<b>Attended/made an appointment with GP/Optician</b>	<b>82</b>
Attended an optician appointment	59
Made an appointment with an optician	15
Attended an appointment with a GP	11
Made an appointment with a GP	6
Searched for more information online	22
Told a friend/family about it	17
Visited website test4glaucoma.com	11
Called the phone line and yet to receive leaflet	1
Called the phone line and received a leaflet	1

Base: Those who have already taken action (65)

# RAISE AWARENESS OF WHAT?



1. LOCAL INTEGRATED EYE HEALTH/SOCIAL CARE
  - UNMET NEED – Avoidable Disease + Disability
  - COSTS UK £22 BILLION IN 2008
2. COST EFFECTIVENESS OF EYE HEALTH INTERVENTIONS – “INVEST TO SAVE”
  - DEMOGRAPHIC TRANSITION
3. EYE HEALTHY LIVING AND PREVENTION SERVICES WITHIN LOCAL COMMUNITIES

# OTHER PROGRESS IN NATIONAL AWARENESS:



- **RNIB + IGA + PFIZER + OTHERS: NATIONAL MULTIMEDIA AWARENESS CAMPAIGNS**
- **ROYAL COLLEGE OF OPHTHALMOLOGIST WORKING WITH FACULTY OF PUBLIC HEALTH OCULAR PUBLIC HEALTH GROUP**
- **OPTOMETRISTS COMMISSIONED “NEHEM” AS START TO MAPPING NEEDS FOR LOCAL PCT’S**
- **UK VISION STRATEGY PRIORITISED RAISING AWARENESS PUBLIC HEALTH AS MAIN OUTCOMES**



# UK VISION STRATEGY

## Raising Eye Health Awareness

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# **UK VISION STRATEGY: 3 MAIN “OUTCOMES”**



- 1. IMPROVE EYE HEALTH + RAISING AWARENESS**
- 2. ELIMINATE AVOIDABLE SIGHT LOSS + EXCELLENT SUPPORT FOR PEOPLE WITH SIGHT LOSS**
- 3. INCLUSION, PARTICIPATION AND INDEPENDENCE FOR PEOPLE WITH SIGHT LOSS**

## **PRIORITY LEVELS:**

- 1 BY DEC 2010**
- 2 BY DEC 2012**
- 3 BY DEC 2014**