



Looking Forward – Promoting Sight in Young Adults

Kristina Beaugh, MPH
National Eye Health Education Program



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A Lifetime of Vision
July 17, 2019 | National Press Club | Washington D.C.



National Eye Institute
Research Today...Vision Tomorrow

Looking Forward — Promoting Sight in Young Adults

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Kristina Beagh Savitske, MPH, CHES

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Director, National Eye Health Education Program (NEHEP)

My vision of the
future...



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Outline

Today, we will discuss:

- Audience research
- Healthy Vision Month 2019 campaign
- “See What I See” virtual reality (VR) app

Audience Research

Environmental and Literature Scan

NEI conducted an environmental and literature scan to:

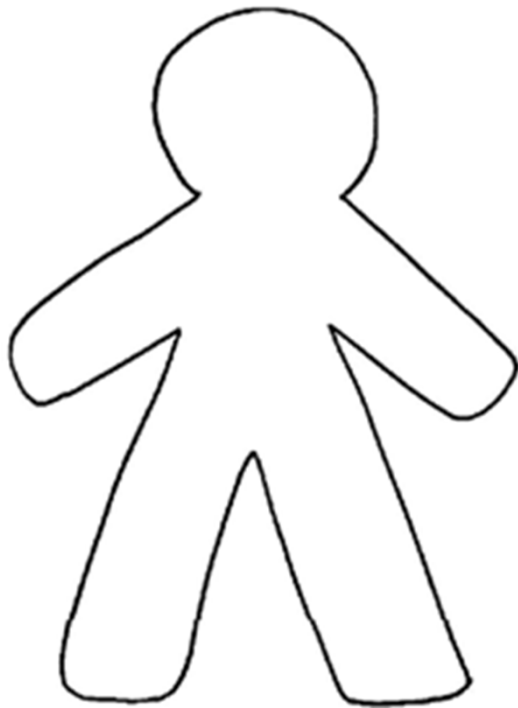
- Glean insights about young adults' eye health and preventive behaviors
- Gain a broader understanding of existing campaigns and programs

These findings gave us insight on how to approach the formative research we conducted with young adults.

Focus Groups

- NEI conducted **12 focus groups with 87 participants ages 25 to 35** to answer research questions about young adults and eye health.
 - Beliefs, attitudes, and perceptions about their vision and eye health
 - Relevant and effective messages and products that motivated young adults to take preventive measures

Focus Groups



Research Highlights

In general, participants:

- Admitted they take their vision for granted
- Believed vision loss is “inevitable” and “natural”
- Knew little about eye health or how to preserve vision
- Had an “if it isn’t broke, don’t fix it” mentality towards seeing an eye doctor

Future Considerations

- Strategically collaborate with key stakeholders to successfully reach young adults and improve their understanding of eye health and healthy eye behaviors
- Frame eye health messages to help young adults understand their risk for vision loss
- Promote understanding of eye health and recognition of vision as a health priority
- Encourage young adults to take preventive measures to protect their vision

Healthy Vision Month 2019 Campaign

Campaign Strategy

- This year's campaign theme was **My vision of the future**
- The primary target audience was **young adults ages 25 to 35**
- Secondary audiences included public health organizations and professionals, eye health and eye care organizations and professionals, and participating HVM partners

Key Campaign Messages



Campaign Activities and Tactics

NEI used several tactics to promote the HVM campaign:

- HVM webpages
- Promotional partner toolkit
- #MyVisionMyFuture user-generated social media campaign
- Social media influencers
- Partner collaborations

User-Generated Campaign (#MyVisionMyFuture)



“ I encourage my son to use protective eyewear now so he can play like a champion in the future. ”

#MyVisionMyFuture
#HealthyVisionMonth



“ I stay at a healthy weight now so I can see my daughter dance at her wedding in the future. ”

#MyVisionMyFuture
#HealthyVisionMonth



Campaign Highlights

NEI @NatEyeInstitute

May is #HealthyVisionMonth! What's your vision of the future? Learn how to protect your vision now — so you can see well in the future: nei.nih.gov/hvm #MyVisionMyFuture

It's Healthy Vision Month!
What's your vision of the future?

#MyVisionMyFuture #HealthyVisionMonth

11:15 AM - 1 May 2019

17 Retweets 30 Likes

This tweet features a promotional graphic for Healthy Vision Month. The graphic includes the NEI logo, the text 'It's Healthy Vision Month! What's your vision of the future?', and several small images showing people in various settings. The bottom of the graphic has the hashtags #MyVisionMyFuture and #HealthyVisionMonth.

BrightFocus @BrightFocus

Eating foods like green leafy vegetables, yellow and orange fruit, fish, and whole grains can reduce your risk of developing age-related macular degeneration. Here is a recipe idea you can try today. #HealthyVisionMonth #CucumberSalad

1 Small Fennel

0:42 286 views

11:12 AM - 6 May 2019

7 Retweets 10 Likes

This tweet includes a video showing a recipe for cucumber salad. The video shows a blue bowl filled with shredded white fennel, with sliced cucumbers on a wooden cutting board next to it. The text '1 Small Fennel' is overlaid on the video. The tweet also includes a link to the recipe and mentions the campaign hashtags #HealthyVisionMonth and #CucumberSalad.

twoblindbrothers

May is #HealthyVisionMonth! Join us & the National Eye Institute (@nei) in sharing your tips for healthy vision and your unique vision for the future. #MyVisionMyFuture

emeyez22 My brother and I also have Stargardt's. Thanks for the awesome and inspiring work you guys do! #twoblindBROS

seyylin Love the work you two do! Such a great message and positive energy you exude!

1,750 views

www.twoblindbrothers.com

This Instagram post features a video of two men, the 'Two Blind Brothers', talking about vision health. The video has a watermark 'TWO BLIND BROTHERS' and the website 'www.twoblindbrothers.com'. The post includes a caption about Healthy Vision Month, a photo of the two men, and several comments from users expressing appreciation for their work.

Future Considerations

- Create more videos to promote healthy vision and eye health
- Leverage Instagram to reach younger audiences
- Continue to disseminate eye health messages through social media influencers
- Partner with organizations that cater to younger audiences

“See What I See” VR Application

Background

- Many people, particularly young adults, don't spend much time thinking about their eye health¹
- Vision loss is difficult to describe in words — and it's hard to imagine how your daily life might change if you lose your sight
- VR presents an opportunity to show someone what it might be like to live with visual impairment from eye diseases

Project Goals

To develop a VR product that will allow NEI's audiences to better understand the experience of living with different eye diseases by:

- Building empathy for people with vision loss due to eye disease
- Motivating people to think about their own eye health

Project Priorities

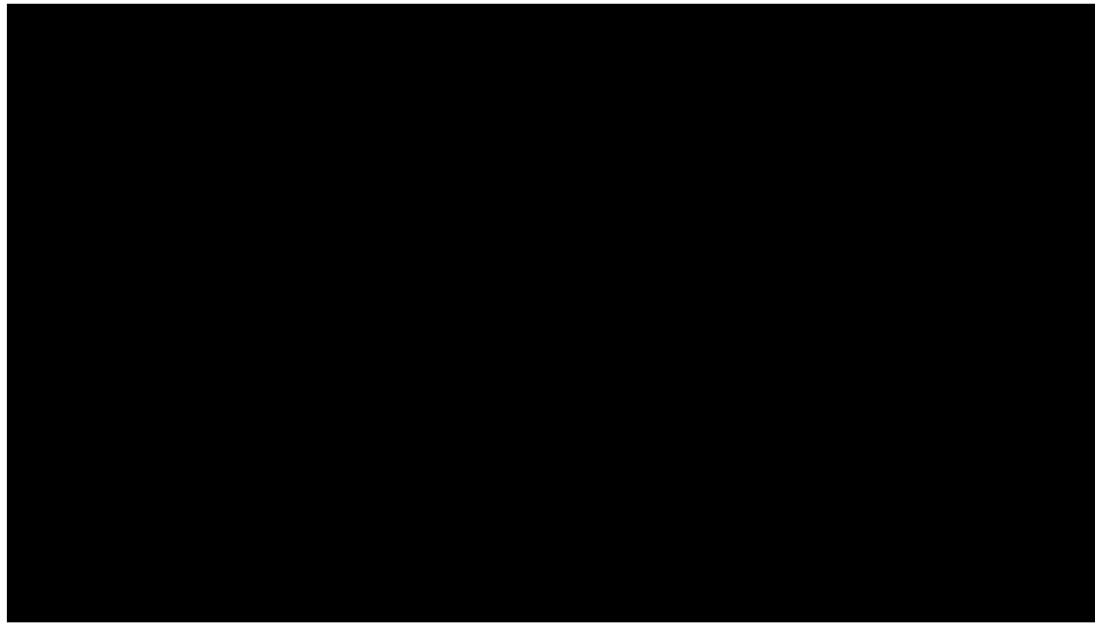
- Show people what vision loss from common eye diseases can be like
- Educate people about eye diseases in an approachable and reasonably accurate way
- Create an app that both general and professional audiences find useful and interesting

“See What I See” App

- Fully-immersive VR app for HTC Vive interactive headsets and Google Cardboard
- Shows users what it might be like to live with common eye diseases: Cataract and AMD
- 360-degree view with precise controller and headset tracking
- Realistic settings: grocery store and city street



Age-Related Macular Degeneration (AMD)



User Feedback and Testing Results

The user feedback and testing results were overwhelmingly positive! Suggestions included:

- Expand the app to include more eye disease overlays and scene options
- Explore building in a severity scale to allow users to “dial up” or “dial down” the condition severity



Future Considerations

Educational and empathy-building tools, like the “See What I See” app can help:

- Educate eye health professionals
- Explain diagnoses to caregivers
- Encourage preventive behaviors in at-risk populations

This app is just one promising application of the educational potential of VR and other multimedia applications in the eye care world.

Closing Remarks

Summary

- Young adults present the unique opportunity to reach consumers at a time when they can take steps to prevent vision loss and preserve their sight as they age
- NEI is reaching young adults with eye health messages using research-based tactics, like the Healthy Vision Month 2019 campaign and the “See What I See” VR app



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Thank you!

CONTACT INFO:

kristina.beaugh@nih.gov

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