

Engaging Your Visually Impaired Community

Market Expansion Through Cultural Understanding



Angelina Tucker PharmD , BCGP, CDCES

Asst. Director Community Connected CPESN USA

Objectives

1. Define visual impairment and describe the national statistics of this population
2. Review the strategies for pharmacies to better engage with the visually impaired employees and patients
3. Identify the stakeholders in the community committed to the visually impaired and explain how a pharmacy owner can expand his services

Setting the stage

A community pharmacy owner has a Visually Impaired Employer within one mile of his pharmacy.

What can he do to become a trusted member in his community and expand his market into an untapped population?

Definitions

Visual impairment is a disability that can impact the patient ability to take his/her medications safely.

Causes: birth defect, eye defect/injury, cataracts, diabetic retinopathy, macular degeneration, glaucoma.

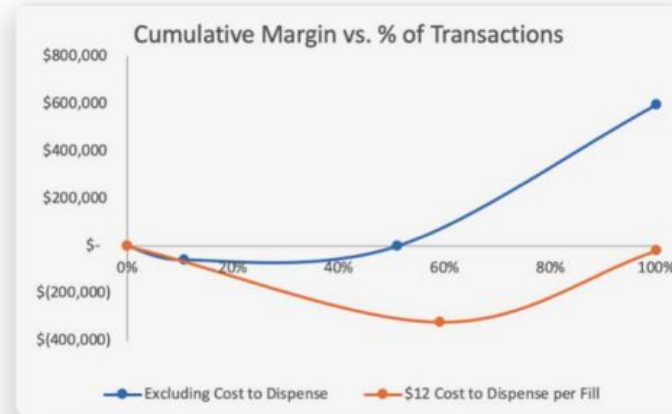
Symptoms: difficulty to read, see, walking, write, and need assistance with ADLs (activity of daily life).

Impact: this can affect social interaction and their health

How can the pharmacist improve engagement with visual impairment?

Engage your visually impaired community by prioritizing verbal communication (help understand their needs), accessibility, and inclusive activities.

Demographic Profile IN and AROUND your pharmacy



Your CPESN® source for next-generation analytics to inform margin opportunities for both dispensing and healthcare services

[Learn More HERE](https://cpesn.com/business-intelligence)
<https://cpesn.com/business-intelligence>



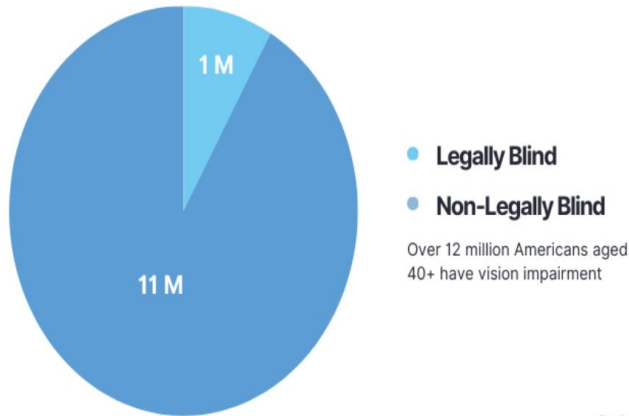
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Visual Impairment Statistics

Vision Impairment in Americans Aged 40+

Proportion of Legally Blind vs. Non-Legally Blind Individuals



● Legally Blind

● Non-Legally Blind

Over 12 million Americans aged 40+ have vision impairment



Approximately **12 million people 40 years and over in the USA have vision impairment**. While 1 million with blindness. This number is predicted to increase by 2050.

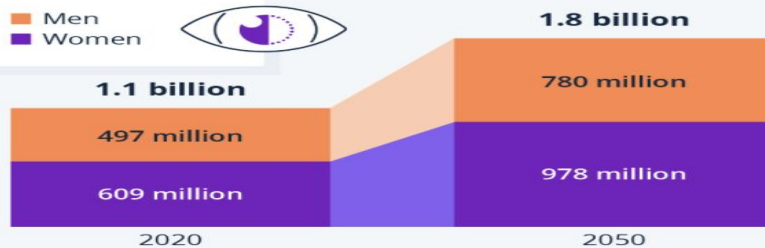
Approximately **6.8%** of children under 18 in the US have a diagnosed eye and vision condition.

Nearly **3%** of children under 18 years have blindness or vision impairment (trouble seeing even when wearing glasses or contact lenses).

The US has a rapidly aging population, which means people living with diabetes and other chronic conditions are exposed to vision loss.

Vision Loss Predicted to Surge 55% by 2050

Expected number of people with vision loss globally in 2020 and 2050*



* Includes people suffering from blindness, moderate to severe, mild and near vision loss
Source: IAPB Vision Atlas

[://www.cdc.gov/vision-health/data-research/vision-loss-facts/index.html](https://www.cdc.gov/vision-health/data-research/vision-loss-facts/index.html)

Types of Vision Impairment in Pediatrics

The most common vision disorders in children are Refractory Errors. It occurs when light is not focused on the retina, causing blurred vision.

Uncorrected refractory errors in infants and preschool-age children are associated with developmental delay, deficits in cognitive and visual-motor functions which may affect school readiness.

Common Children's Vision Problems:

Refractive Errors

Myopia: Visual image come to focus in front of the retina of the eye, leading to defective vision of distant objects. Also called nearsightedness.

Hyperopia: visual image come to a focus beyond the retina, leading to defective vision of near objects. Also called farsightedness.

Astigmatism: irregularity in the shape of the cornea or lens causing blurry vision at all distances. Children who have myopia or hyperopia are more likely to have astigmatism.

Amblyopia: This is the most common cause of vision loss in children. Impaired vision due to abnormal development of the neural connections between the brain and the eye during childhood. Primary cause is misalignment of the eyes (strabismus).

strabismus: Misalignment of the eyes that can lead to the development of amblyopia.

vision loss: Define as having trouble seeing even when wearing glasses

Conjunctivitis or Pink Eye: This is another common children's vision problem.

[Common Children's Vision Problems - Prevent Blindness](#)

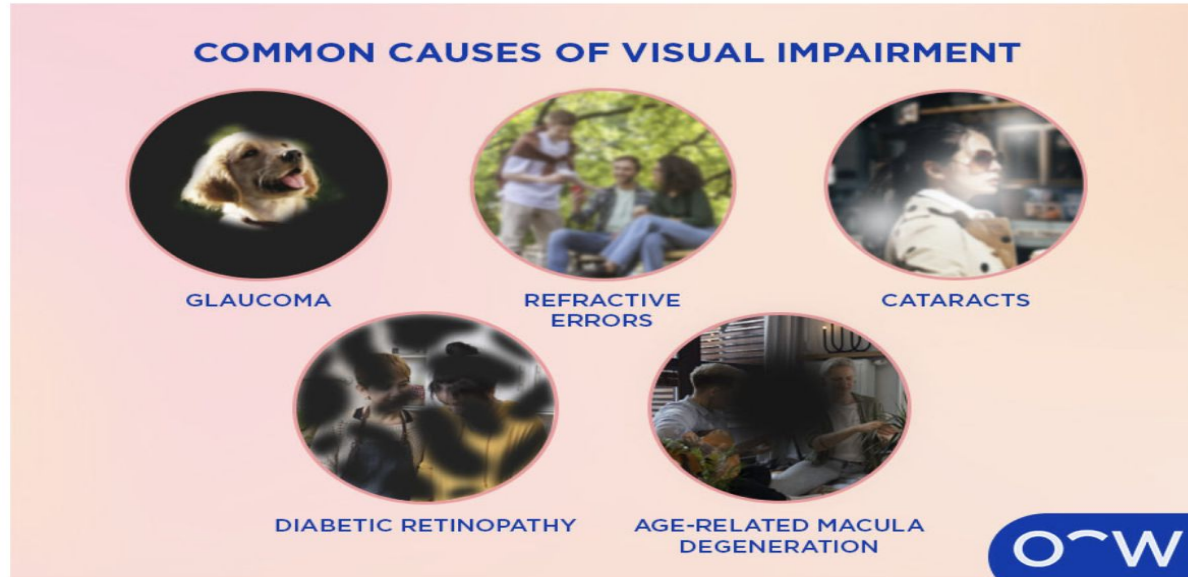


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Types of Vision Impairment in Adults

The leading causes of blindness and low vision in the United State are primarily age-related eye diseases. Those diseases include **age-related macular degeneration**, **cataract**, **diabetic retinopathy**, and **glaucoma**. Other common eye disorders include amblyopia and strabismus (refractive errors).



[About Common Eye Disorders and Diseases | Vision and Eye Health | CDC](#)

Causes of Vision Impairment

Vision impairment can result from variety factors like congenital conditions, acquired causes, and Medications.

- **Congenital causes**

- genetic disorder: albinism (pigmentation in the eyes)
- birth complication: premature birth leading to ROP (retinopathy of prematurity) or oxygen toxicity (neonatal care)

- **Acquired causes**

- refractive error
- eye disease and disorder: diabetes retinopathy, uveitis, glaucoma
- neurological conditions: stroke or brain injury, optic neuritis, tumors (affecting the optic pathway)
- systemic diseases: diabetes, hypertension, autoimmune disease (lupus, rheumatoid arthritis- can lead to secondary eye inflammation)
- infections
- nutritional deficiency: vitamin A deficiency
- lifestyle: smoking increase risk of AMD, cataracts), prolonged exposure to UV rays

[Understanding the Leading Causes of Blindness | Ophthalmology & Visual Sciences](#)

Medication Related Causes of Vision Impairment...

Corticosteroids, diuretics:cataracts, increase intraocular pressure (IOP), xanthopsia

Antihistamine, antidepressant:cataract,acute angle-closure glaucoma (AACG)

Cholesterol-lowering medications:blurred vision, diplopia

Sulfa drugs,Cancer:acute myopia with secondary angle-closure glaucoma,maculopathy ~vision color change

Digitalis glycoside (digoxin):yellowing of vision

[The ocular adverse effects of oral drugs - PMC](#)

[Lexidrug](#)

Health Effects of Visual Impairment

Vision impairment can affect **mental health**

Depression is common in people with vision loss. In a recent [CDC study](#) patient affect with vision loss reported anxiety or depression

People who have vision loss should be screened for depression and anxiety. The sooner it is treated the better their quality of life will be

Vision impairment can affect **mobility and safety**

Increase risk of tripping, falling. Difficulty moving around and in unsafe environment

Vision impairment can affect **physical health**

Difficulty managing their personal health, taking their medications, monitoring their health and maintaining hygiene

Vision Impairment can affect **education and learning**

Unable to read printed materials without adaptive tools

Decrease participation into educational activity without accommodations

[About Vision Loss and Mental Health | Vision and Eye Health | CDC](#)

Engagement

Employees, Patients, Community Stakeholders

Creating a business proposition around a niche market

Employment Statistics for People who are Blind or Visually Impaired

Annual Labor Force Participation Rate (based on March CPS)¹

	2023	2022	2021	2020	2019	2018	2017	2016
Ages 16-64	45% (75%)	44% (74%)	38% (73%)	40% (74%)	41% (74%)	43% (74%)	39% (74%)	34% (73%)
Ages 16+	25% (62%)	26% (63%)	21% (62%)	23% (63%)	24% (64%)	25% (64%)	23% (64%)	19% (64%)

In this table numbers in parentheses is an estimation for people without visual impairments; numbers not in parentheses is an estimation for people with visual impairment.

- Individuals (16-64) with visual impairment are participating in the Labor force at lower rates compared to individual with
- Individuals (16-64) with visual impairment increase from 45% compared to 2022 which was 44%
- Individuals (16+) with visual impairment participation to Labor Force is very low compared to the age (16-64) and we can see slow increase within the years. Increase from 19%(2016) to 25%(2023)
- Result through the year expectation may be due to barriers to fully engage into labor force
- Possible barriers: discrimination, accessibility (accommodation), education, or health

[Employment Statistics | American Foundation for the Blind](#)



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Employment Statistics for People who are Blind or Visually Impaired ~ by Sex and Age

Annual Employment Population Ratio by Sex (based on March CPS): Ages 16-64¹

	2023	2022	2021	2020	2019	2018	2017	2016
Females ages 16-64	42% (68%)	42% (67%)	32% (65%)	35% (66%)	34% (67%)	37% (66%)	31% (66%)	28% (65%)
Males ages 16-64	40% (76%)	37% (76%)	38% (73%)	39% (75%)	40% (76%)	39% (76%)	37% (75%)	30% (74%)

- In this table we can see that women with visual impairment have lower employment rates compared to male.
- The rate of women with visual impairment have shown some increased from 28% (2016) to 42% (2023).
- Pandemic (2020-2021) affected both sex. We can see a drop from 35% to 32% for females while a slightly drop from 39% to 38% in males.
- Contradictory, the percentage of males and females within the years remain high compared to males and females with visual impairment.
- We can see that males maintain higher employment ratio than female with visual impairment

[Employment Statistics | American Foundation for the Blind](#)

Employment Laws and Regulations-

Tax Benefits for Businesses Who Have Employees with Disabilities

Businesses accommodating people with disabilities may qualify for some of the following tax credits and deductions. More detailed information may be found in the IRS publications referenced.

Disabled Access Credit Refer to [Form 8826, Disabled Access Credit](#)

There is also a wide array of tax benefits available to persons with disabilities, ranging from standard deductions and exemptions to business and itemized deductions to credits. Information about these issues is in [Publication 3966, Living and Working with Disabilities](#)[PDF](#).

Barrier Removal Tax Deduction

The Architectural Barrier Removal Tax Deduction encourages businesses of any size to remove architectural and transportation barriers to the mobility of persons with disabilities and the elderly. Businesses may claim a deduction of up to \$15,000 a year for qualified expenses for items that normally must be capitalized. Businesses claim the deduction by listing it as a separate expense on their income tax return. Also, businesses may use the Disabled Tax Credit and the architectural/transportation tax deduction together in the same tax year, if the expenses meet the requirements of both sections. To use both, the deduction is equal to the difference between the total expenditures and the amount of the credit claimed.



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Accommodations and tax write-offs

U.S. Equal Employment Opportunity Commission

Many individuals with **vision impairments** can successfully and safely perform their jobs, with or without reasonable accommodation. Under the ADA, these individuals should not be denied employment opportunities for which they are qualified based on stereotypes or incorrect assumptions that they may cause safety hazards, may increase employment costs (whether related to provision of reasonable accommodation or for other reasons), or may have difficulty performing certain job duties.

Who is protected under ADA?

ADA list three ways in which an individual can have a disability ~ “*Actual*” Disability or a *History* or “*Record Of*” Disability, or *regarded as*.

- Individual with a vision impairment who is limited in seeing or using special sense organs (nose, eyes), has an “**actual disability**.”
- Individual with a history of an impairment that substantially limits a major life activity—even if the impairment no longer exists—is considered to have a “**record of**” a disability.
- Individual is covered if an employer takes an action prohibited by the ADA (refuses to hire or terminates the individual) either because of the individual’s vision impairment or because of a mistaken belief that the individual has a vision impairment.

There is no “regarded as” coverage if the employer can show that the vision impairment at issue is both transitory (meaning lasting or expected to last six months or less) and minor.

Is everyone who wears glasses an individual with a disability?

No, not everyone who wears glasses is an individual with a disability under the ADA.

- If using ordinary lenses results in no substantial limitation to a major life activity, then the individual’s vision impairment does not constitute a disability under the ADA’s definitions of “actual” or “record of” a disability.

[Visual Disabilities in the Workplace and the Americans with Disabilities Act | U.S. Equal Employment Opportunity Commission](#)



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Visual Disabilities in the Workplace and the Americans with Disabilities Act

ADA listed guidance for employee through series of question and answer documents addressing particular disability in the workplace. Explain how the American with Disabilities Act (ADA) applies to job applications and employees with visual disabilities. This Act addresses:

- When an employer may ask an applicant or employee questions about a vision impairment and how an employer should treat voluntary disclosures;
- What types of reasonable accommodations applicants or employees with visual disabilities may need;
- How an employer should handle safety concerns about applicants and employees with visual disabilities;
- How an employer can ensure that no employee is harassed because of a visual disability.

The U.S. Equal Employment Opportunity Commission (EEOC) enforces and provides leadership and guidance on the employment provisions of the ADA, a federal law that prohibits discrimination against qualified individuals with disabilities.

[Visual Disabilities in the Workplace and the Americans with Disabilities Act | U.S. Equal Employment Opportunity Commission](#)

Types of Work Accommodations

The ADA requires employers to provide reasonable accommodations in three aspects of employment

- Ensuring equal opportunity in the application process
- Enabling a qualified individual with a disability to perform the essential functions of their job
- Making it possible for an employee with a disability to enjoy equal terms, conditions, benefits, and privileges of employment

Assistive or accessible technology or materials:

Screen readers: software that reads aloud text on a computer screen, such as **JAWS** (job access with speech) or **NVDA** (nonvisual desktop access)

Text-to-Speech Software: converts written content into spoken words

Optical Character Recognition (OCR)

Proximity detector: a system that can alert individuals if they are too close to an object or another person

Voice Recognition Software: allows for hands free typing and control of devices

In the Pharmacy:

Magnification devices: handheld magnifiers or electronic devices like the Optelec ClearView to enlarge medication labels or prescription details

Digital Scanners: barcode scanners with audio output to confirm medication identity and dosage

A pharmacy technician with low vision might use a **digital magnifier** to verify prescription

A pharmacist with partial vision loss could rely on a **screen reader** to access digital records and electronic prescriptions

[Visual Disabilities in the Workplace and the Americans with Disabilities Act | U.S. Equal Employment Opportunity Commission](#)

Work Accommodations

Screen Reader



Text-to-Speech



OCR



Assistive or accessible technology or materials:

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Patient Engagement

How to “Market” to Your Visually Impaired
Community

Pharmacy Accommodation to their Visual Impairment Patient

Medication Labeling:

Large print labels: prescription information in larger and bold font

Braille labels: for patient who are braille literate

Talking Prescription Devices: use of **ScriptTalk**, helps read information aloud, providing details of his/her medications

Color-coded systems: use of color-coded to help patient identify his medication bottle easily

Magnification tool: Offer at the time of interaction to help patient read his prescription

Digital Accessibility: ensure pharmacy software is compatible with patient screen reader, helping patient to refill and access his medication information online

Accessible Communication:

Verbal communication: Pharmacist should read aloud and explain medication instruction, usage, and side effect ~ in case it is a communication through the phone or any other devices

Audio Format: Pharmacist should provide medication guides, side-effect informations as an audio recordings or digital document compatible with screen reader

Pharmacist-Patient interaction: one-on-one consultations to review patient prescription and instruction, while addressing patient concern and understanding



Counseling

Prescription bottle labels ~ large print label



Large print labels: prescription information in larger and bold font

Talking Prescription Devices: use of **ScriptTalk**, helps read information aloud, providing details of his/her medications

ScriptTalk



Braille labels: for patient who are braille literate

Braille Labels



Visual Impairment Screening

Vision Screening is a test that check how well you can see things up close and far away. Can be also called an eye exam. It will help identify if an individual will need a comprehensive eye exam.

Comprehensive eye exam will check both you visual and eye health.

Infants, toddler and children may have different screening test from their health care providers, to check the health of their eyes and if the eye muscle is working correctly.

Adults may have their vision screening during health checkups. It may be screen as a comprehensive eye exam by an eye care specialists (ophthalmologist/ optometrists).

Ophthalmologist diagnose and treat all types of vision and eye disorders

Optometrists have advanced training to diagnose and treat certain types of vision and eye disorders.

Several types of vision screening tests

Distance vision test: check how well you can see things from far. You read letters off a wall chart one row at a time until you get to a raw with letter that are too small to see

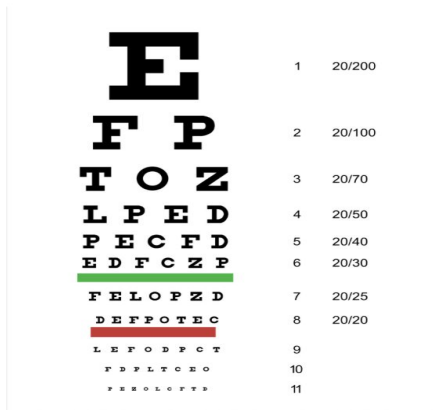
Close-up vision test: Hold a card (14 inches away from face) with smaller print text that get smaller and smaller, while reading the test outloud using both eyes

Color blindness test: Test will shown picture of colored numbers or symbols in a background of multicolored dots. If they can't see the numbers or symbols they are diagnosed as color blind. Children will be test once for color vision.

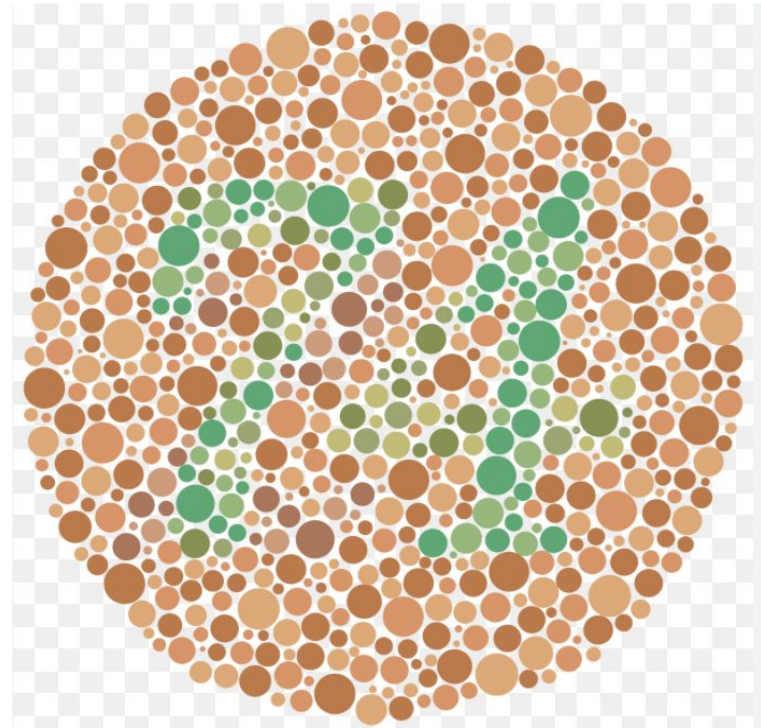
[Vision Screening: MedlinePlus Medical Test](#)

Screening

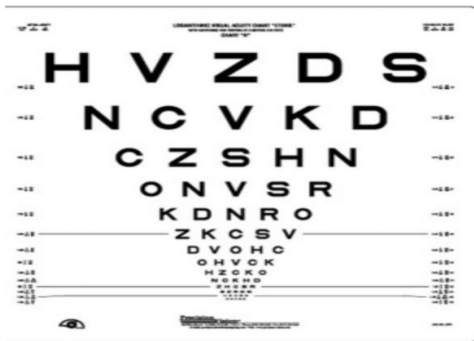
Distance vision test



Color blindness test



Close-up vision test



Pharmacist Counseling Point

Pharmacists are more accessible than any other healthcare professionals, they will interact with with patients before they take their medicines. When counseling patient they should ensure effective understanding of medications, dosing, safety, side effects, and outcomes.

Demonstration: show patient how to use devices like insulin pen, accurately measure liquid medications.

Provide **audio instruction** like the use of **ScriptTalk**, to help them read their prescriptions. Set an application who will provide verbal reminders.

Verbalize by providing the medications name, dose, shapes, color. State the reason why he/she is taking the medication.

Prescription bottle **labels:** provide large-print or braille labels if available.

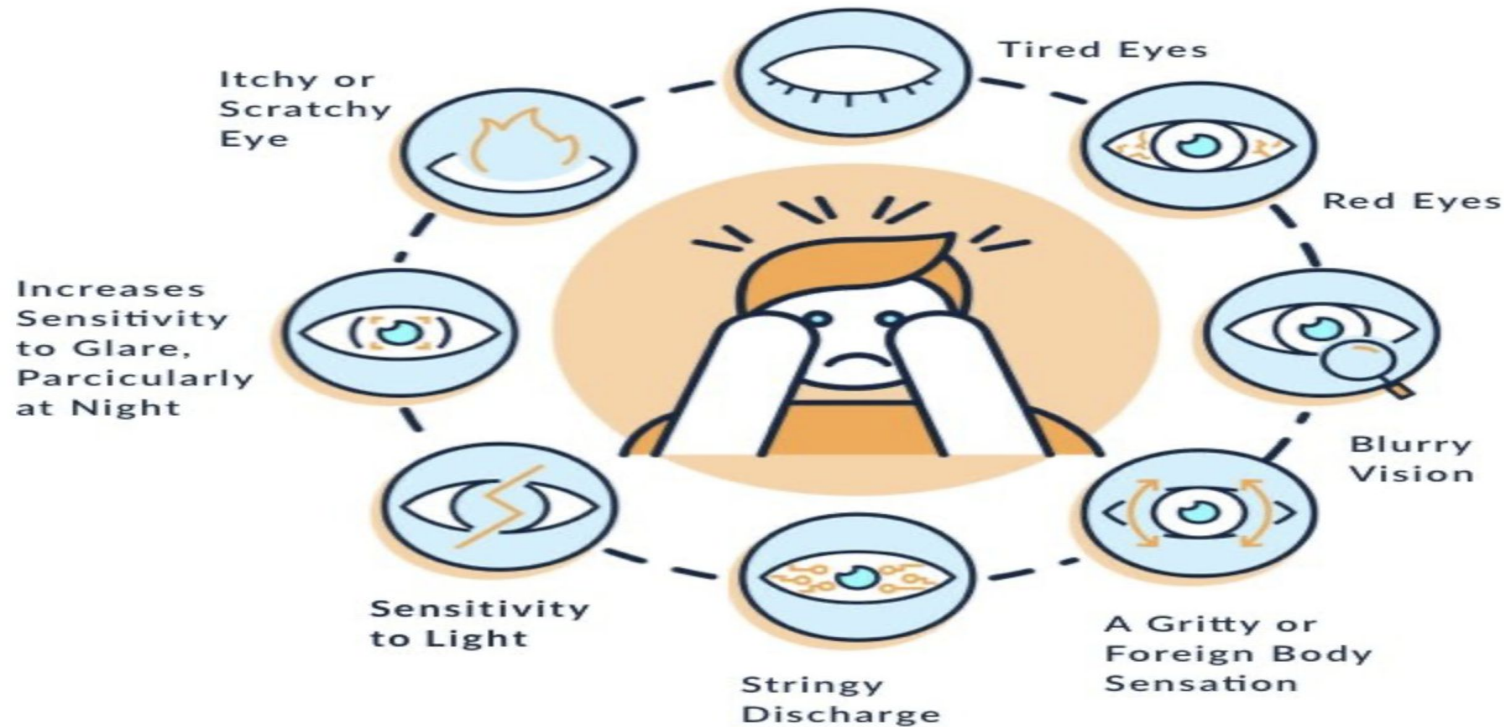
Use **simple language** to confirm understanding

Encourage **questions** to check patient understanding

[Improving medication dispensing and counselling for patients with vision impairment: a qualitative study of pharmacist-reported barriers and facilitators - PMC](#)

Vision Loss in Older Adults

Pharmacy Educational Materials



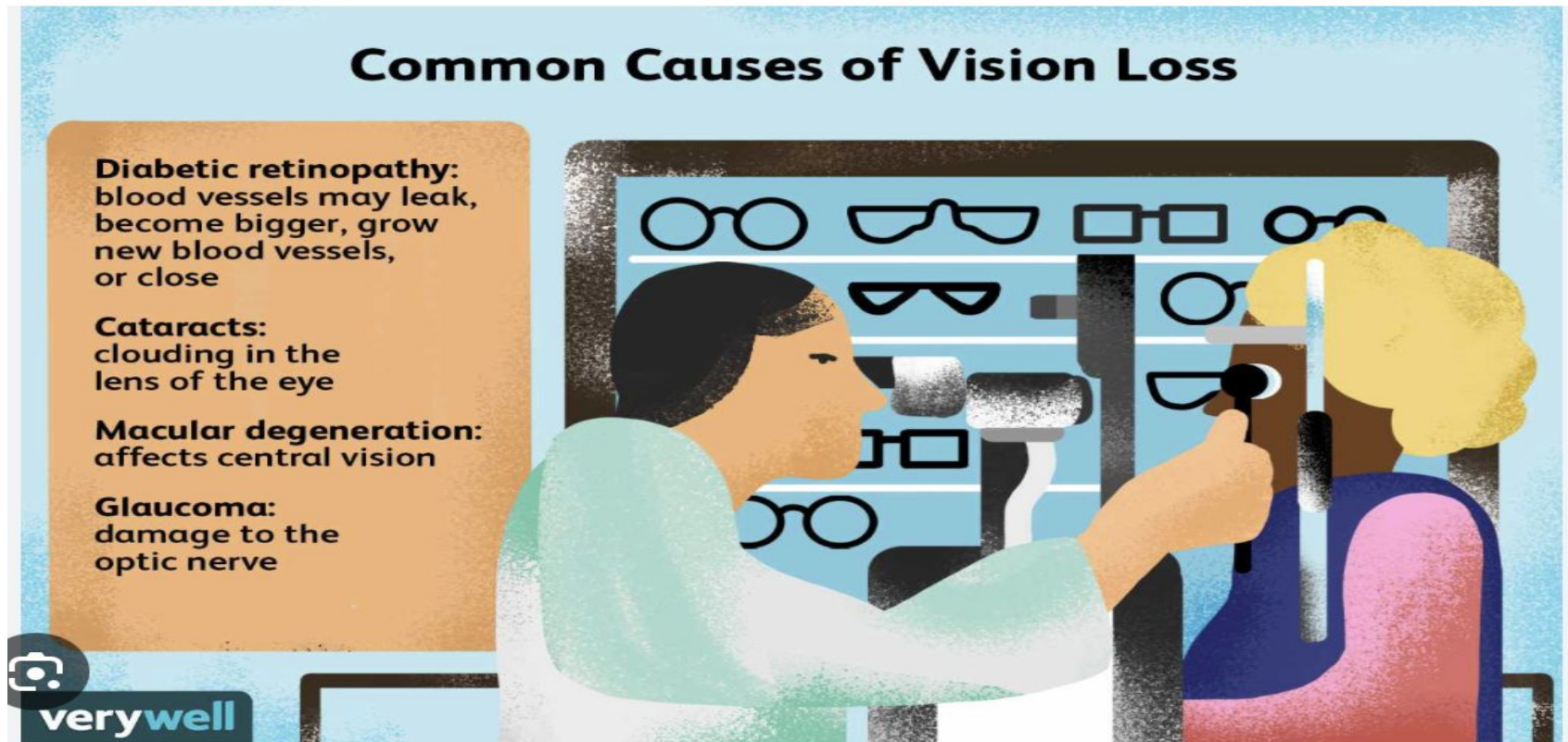
[Understanding the Basics of Weak Eyesight: Causes and Symptoms — JIET Hospital](#)

Vision Loss in Older Adults - Handouts

Everyone's Vision Changes with Age

Living Well with Age-Related Vision Loss

Vision Loss in Older Adults due to preexisting Conditions Pharmacy Educational Materials



<https://www.verywellhealth.com/vision-loss-5094948>

Engaging your Patient with Visual Impairment

1 Introduce yourself



- Tap the person gently on his shoulder, if needed.
Do NOT grab him or pull his white cane.
- Introduce yourself and ask if help is needed.
- Communicate clearly in your normal volume.

2 Offering assistance



- If guided help is needed, allow the person to take your arm.
- Position yourself one step in front so that you do not trip him while walking.
- Start walking and check if the pace is comfortable for the person.

3 Approaching obstacles



- Communicate in advance if you are approaching steps, kerbs, driveways and narrow spaces such as lifts, doors and aisles.
- When guiding a person through narrow spaces, place your hand at your back to indicate to the person to walk behind you in a single file.

Engaging your Patient with Visual Impairment

4 Public transport



- When getting on or off a bus or train inform the person if there is a gap between the train and platform.
- Walk down aisles in a single file.

5 Leaving the person



- Inform the person when you have finished providing assistance and are leaving him.

How to talk with someone who has Visual Impairment

Pharmacy Staff Training

- A person with visual impairment may not recognise your uniform or your face, so it is important to always introduce yourself to state who you are and what you will be doing
- Always mentioned to the patient the number of prescriptions he/she will be taking home
- Always speak directly to the person with sight loss while pronouncing their name
- Ask how it would be easiest for them to access information about their prescriptions
- Allow extra time for them to respond
- Mention to the sight loss patient you will be offering large print labels, braille, or a screen readers to them
- Pharmacy Staff should make a record of the patient personalized requirements on the patient record system
- Provide prescription informations in large and clear print, in braille, or in audio records
- Always offer help

[Supporting people with sight loss in managing their medicines](#)

Tips to Help with Vision Awareness

To raise awareness about vision loss you can:

- Educate population about sign of vision loss and common risk factors of eye loss
- Encourage regular eye exams
- Promote healthy lifestyle habits
- Highlight the importance of technologies like **ScriptTalk**
- Participate in education campaigns during public health education, awareness month, clinic and event presentations
- Social media influence by raising concern and interview vision loss people to share with the world their daily life experience
- Talk to the patient, educate them on importance of annual eye examination and the expectation for the future

[How to Promote Eye Health Awareness - Modern Optometry](#)

Patient Resources

Educational Material about vision Loss in Children

[Educational Resources- Pediatric Low Vision Rehabilitation](#)

[Visual Impairments Factsheet \(for Schools\) \(for Parents\) | Nemours KidsHealth](#)

[Websites that teach kids about low vision assistive technology](#)

[Vision loss Resources, Learning Materials - Braille Institute](#)

[Visual Impairment, Including Blindness - Center for Parent Information and Resources](#)

[Useful resources: the visually impaired child - PMC](#)

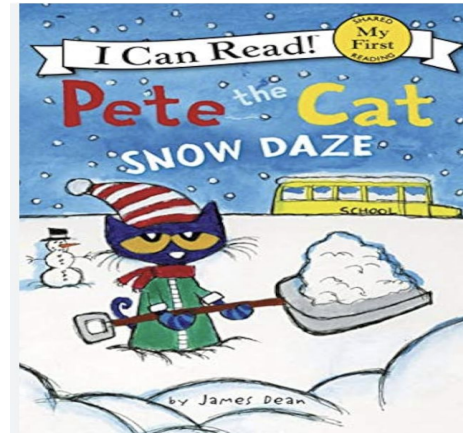
[Choosing Toys and Resources for Children with Low Vision - American Academy of Ophthalmology](#)

[Kindergarten](#)

Websites that teach kids about low vision assistive technology

Pete the Cats

National Braille press has posted resources on their website that are connected to the Pete the Cat books. Including a kid-friendly tips for using a blindness cane, which is helpful for explaining how a child uses a blindness cane to navigate their environments. [Pete the Cats also offer braille book and tactile activities that are fun for kids of all sight levels.](#)



PBS and assistive technology

PBS has several resources for teaching kids about **low vision** and assistive technology

[Selected PBS videos are available in accessible formats on DCMP](#) ~ Described and Captioned Media Program

DCMP is a free resource that provides educational video in accessible format for individuals who are **blind**, **visually impaired**, deaf, hard of hearing.



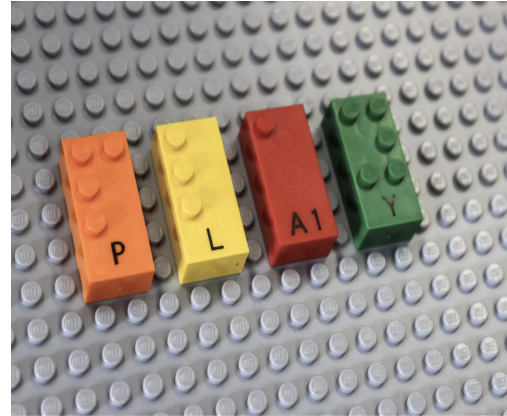
How to convert information into braille

To convert information into braille, you use specialized software called “a braille translator” which takes text input and translates it into the corresponding braille dot patterns, which can then be printed on a braille embosser or displayed on a refreshable braille display.



Pharmacy Kid Friendly Area

Incorporating braille toys is always encouraging, as it helps children identify objects and enhances their learning experience.



Patient Resources

Educational Materials for Older Adults



As you age, it is normal to notice changes in your vision. Vision changes can make it difficult to perform everyday activities, such as reading, walking safely, taking medications, performing self-care and household tasks, and driving.

Some changes are normal. These changes include the following:

- Losing focus, making it harder to focus vision up close.
- Having trouble distinguishing colors, such as blue from black, or where an object ends and its background begins.
- Needing more light to see well and more time to adjust to changing levels of light (e.g., going from a room that is dark to one that is brightly lit).

These changes do not have to stop you from enjoying an active lifestyle or maintaining your independence.

These vision changes can often be corrected with the following:

- Glasses
- Contact lenses
- Improved lighting

Vision loss is not a normal part of aging. But, as you get older, you are at higher risk of developing the following age-related eye diseases and conditions that can lead to vision loss or blindness:

- Age-related macular degeneration
- Cataract
- Diabetic retinopathy
- Glaucoma



Top 5 Ways to Protect Your Vision as you age

You may still need reading glasses as you age, but these measures can help prevent sight-threatening eye disease



Eat a healthy diet, including leafy greens such as spinach or kale, and maintain a healthy weight



Wear sunglasses that block out 99% to 100% of UVA UVB rays



Quit smoking or don't start



Get regular **eye exams**



Know your family's **eye health history**

Early detection and treatment can help protect vision and prevent vision loss.

[Everyone's Vision Can Change With Age | National Eye Institute](#)

OTC section for Visual Impairment

Most common OTC eye products do not come standard with braille or tactile labeling to help visual impaired patient. Some tools and aids can be use to improve accessibility to the products.

- **Braille labeling tools**: markers, embossers. This will provide braille text that can be applied to the patient prescription bottle, or OTC bottle.
- **Pre-made adhesive labels** with braille can be purchased and apply to the OTC bottle
- **Talking Aids** like **ScriptTalk**, or **TalkingRx** can also be used for labeled OTC items

Companies like **ActiveForever**, **MaxiAids**, **Independent Living Aids** sells products that include braille labeling and any other product safe and effective for a ADLs (activity of daily life) like talking devices, audible labels, tactile or audible medication organizers for daily use

Those technologies will not cure vision impaired, but will improve their ADLs

[MaxiAids](#)
[Independent Living Aids](#)
[ActiveForever](#)



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Engaging Your Patient

Pharmacist Counseling~Vaccines

There is no specific vaccine designed exclusively for individuals who are visually impaired. The CDC recommends that patients follow their general vaccine guidelines. Vaccines are used to prevent infectious diseases; however, some may have ocular side effects. For patients with vision impairments, it is crucial to enhance monitoring and assessment to ensure the vaccines' efficacy and safety.

Influenza (Flu) Vaccine

Annual vaccination recommendation 6 month or older especially for those with chronic condition

COVID-19 vaccine

Recommend for everyone per CDC guideline, with booster doses

Pneumococcal Vaccine

Per CDC recommend for 65 years and older or younger individuals with certain chronic condition (DM, Heart disease)

Tdap (Tetanus, Diphtheria, Pertussis) and Td Booster

Per CDC once in a childhood follow by a Td Booster every 10 years

Zoster (Shingles) Vaccine

Recommend for adult 50 years and older to prevent shingles

Hepatitis Vaccine

Hepatitis B recommend for infant, unvaccinated younger than 19 years old, adult 19-59 years old, and for 60 years and older with risk factor (DM, HIV...)

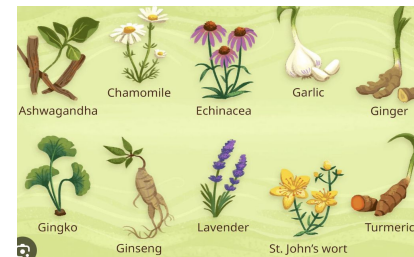
Hepatitis A recommend for patient at higher risk (international travelers, chronic liver disease, HIV...)

Meningococcal vaccine

Human Papillomavirus (HPV) vaccine

CDC recommend to protect child from certain cancer later in life

Engaging Your Patient Naturopathic Medicine



Naturopathic medicine should not delay or replace any pharmacologic therapy. Its aim is to support overall health and slow disease progression, but it cannot restore lost vision. Some supplements or herbs may interact with certain medications. Patients are always encouraged to discuss any naturopathic treatments with their healthcare providers.

1. Nutritional Support:

Antioxidant: Vitamin C and E protect eye cells from oxidative stress

Luthein: found in leafy greens , support macular health

Zinc: synergistic relationship with Vitamin C and Vitamin A. Help with Vitamin A transport to the retina

Omega 3 fatty acid: help with dry eyes and overall retinal health

Vitamin A: maintain retina function in low-light vision (night vision) and preventing dry eyes

2. Herbal Remedies

Bilberries: contains anthocyanins, may improve retinal circulation and help with night vision

Ginkgo Biloba: antioxidant that can protect nerve cells and improve blood flow to the retina

Eyebright: a folk remedy that may help with conjunctivitis

Green tea: contain antioxidant, vitamin C/E, lutein that may help protect eye tissue

Turmeric: anti-inflammatory property and can help reduce eye irritation

3. Lifestyle

Acupressure: may support blood flow and reduce tension around the eye

Stress management: yoga, meditation, may reduce stress



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Engagement

Community Stakeholders

Employees, Patients, **Community Stakeholders**

Networking - Going outside your comfort zone





World Blindness Awareness month was October 2024. This year message was to raise awareness about eye care and vision loss, and to celebrate the accomplishments of people who are blind or visually impaired.

World Sight Day was on October 12, the theme was “Children, love your eyes”. Focuses on the importance of eye care for children and inspiring them to love their eyes.

Blindness Awareness Month was first launched in October 2009 by The Little Rock Foundation, an organisation in Voorhees, New Jersey. Dedicated to serving families with blind or visually impaired children.

Celebrating Blind and Visually Impaired Leaders in History and Today

Harriet Tubman: suffered head injury by a slave owner causing her to be visually impaired. Despite this, Tubman went on to create the Underground Railroad and freed over 300 slaves.

Martha Louise Morrow Fox: Visually impaired and attended the Overbrook School for the Blind, graduate in 1927 and begin teaching at Piney Woods Country Life School in Mississippi that taught Black blind student. She wanted to make sure that children who were blind had the same educational opportunity as those who were sighted.

We also have **Dr. William Townsend** wasn't blind but was an Optometrist who offer vision services to Black residents of the Little Rock, who never received adequate vision care before his practice.



[World Sight Day](#)

[Black History Month](#)

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Blind and Visually Impaired Leaders in History and Today

Harriet Tubman

Born in March 1822 in Dorchester County, MD and died ~ March 10, 1913.



[Harriet Tubman](#)

Martha Louise Morrow Fox

Born in October 9, 1902 in Charlotte, NC and died ~ September 1985



[Martha Louise Morrow Fox](#)

Community Engagement

Participating in the World Sight Day allows you to contribute to the promotion of eye health and the prevention of vision impairment.

Here is how to get involve:

- Get an Eye Exam:** schedule a comprehensive eye examination to ensure your vision is healthy
- Support Vision Charities:** donate to organizations that provide eye care services and treatment
- Advocate for Eye Health:** advocate for policies that improve access to eye care services
- Educate Others:** share informations of the importance of eye health and prevention of vision loss
- Organize Eye Health Events:** host eye health workshops, screenings, or awareness campaigns

Advocate for eye health and vision care. Empower the importance of eye health, screenings, awareness though your **communities** or **social medias** using relevant hashtags. By using these hashtags you can a global conversation that highlights the importance of vision health and encourage individuals to prioritize their eye care.

#WorldSightDay
#EyeHealth
#VisionCare
#PreventBlindness
#EyeExamination
#SightForAll

[World Sight Day 2024 - Awareness Days Events Calendar 2025](#)



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Combat Blindness International

Active organization which primary mission is to eliminate preventable blindness worldwide by providing sustainable, equitable solutions for sight through partnerships and innovation.

Doctor suresh Chandra, is the founder and chief visionary leader of the organisation. He travelled all over the world and discover that most of the patient in countries like India, Pakistan, Kenya were lacking treatment due to financial status or lack of informations.

Throughout this organization he has been able to gather funds through people generosity, foundations, corporations, and volunteers.



[Initiatives — Combat Blindness International](#)

State Vocational Rehabilitation Agency.

Programs and Services

The Rehabilitation Act of 1973 is a federal law that authorizes funding for state vocational rehabilitation, independent living, supported employment, and client assistance services. The Rehabilitation Services Administration administers these programs. **These programs help people with disabilities obtain the training and services they need to find employment.**

For more information about programs and services available in your state, contact your State Vocational Rehabilitation Agency.

The NAD supports efforts to ensure that deaf and hard of hearing people obtain the academic and job training they need to pursue a meaningful career through collaboration with related organizations such as the [Council of State Administrators of Vocational Rehabilitation](#), Committee on Services for Individuals who are Deaf, **Blind**, Hard of Hearing, and Late Deafened.

<https://www.nad.org/vr/>



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Local Vision Resources For Adults

Can Cataract Clinic

Fort Worth, TX

Service: Cataract Treatment & Surgery

Free cataract facility for the uninsured. It provides surgery and medications for patients with vision loss and no ability to pay for sight-restoring procedures.



Cedar Springs Eye Clinic

Dallas, TX

Service: Medical Eye Care

Provides primary eye care, pathology management, specialty contact lense. Operated by the University of Houston's School of Optometry.



DART's Paratransit Services

Dallas, TX

Service: Transportation

Provides curb-to-curb public transportation for individuals with disabilities who are unable to use the bus or train



[Local Vision Resources for Adults](#)



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Engaging Community Stakeholders

Family members and Caregivers

Provide insight, support, and also help Visually impaired patient to understand their condition.

Healthcare Providers

Ophthalmologists, Optometrists provide guidance, understanding and treatment appropriate for patient well being.

Educational Institutions

Schools and colleges that support education for individuals with vision impairments.

Nonprofit organizations

- American Foundation for the Blind
- Guide Dog Foundation for the Blind
- Combat Blindness International

Government agencies

Provide fundings, approved organizations, corporation, specialty clinics and others to perform their work ethic in favor of patient with visual impairment.

- American Council of the blind
- National Eye Institute
- National Federation of the Blind

Technology Companies

- Ambutech: sell mobility canes, cane tips, adaptive mobility devices
- Envision: AI device that can identify objects, read text, offer informations through voice commands
- Irisvision: a device with Optical Character Recognition reading



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[resources](#)

Stereotypes

Avoiding, Debunking, Demystifying



What NOT to Say to a Blind Person

- You don't look blind
- I feel so sorry for you
- Why aren't you using your cane?
- Is there not a cure for your blindness?
- What's wrong with your eyes?
- Do you know this blind person?
- Can I pet your guide dog?
- How many fingers am I holding up?
- Guess who?
- It's over there
- You are so inspirational
- You are so brave
- It's only a word/joke
- Don't let your visual impairment define you
- Let me do that for you

[15 things not to say to a person with a visual impairment - Life of a Blind Girl](#)

DO'S AND DON'TS



DO'S AND DON'TS

DO'S



DO touch them on the arm or use their name when addressing them. This lets them know you are speaking to them, and not someone else in the room

DON'TS



Don't shout at them, they are not deaf. Don't touch them excessively; nobody likes being touched by strangers. Don't give them backhanded compliments like "you don't look blind".

Key Takeaways

- Pharmacists can make a great impact in the lives of their patients with Visually Impaired patient by asking simple questions and providing education
- Pharmacy owners can engender a more inclusive environment in their workplace by providing assistive technologies to their blind and visually impaired patient
- Pharmacists can provide accessible medication information through large print labels, or the use of braille, magnifiers to improve their reading, audio-recorded guide (ScriptTalk)
- Pharmacists should provide medication organization tools