



CHECK TODAY, SEE TOMORROW



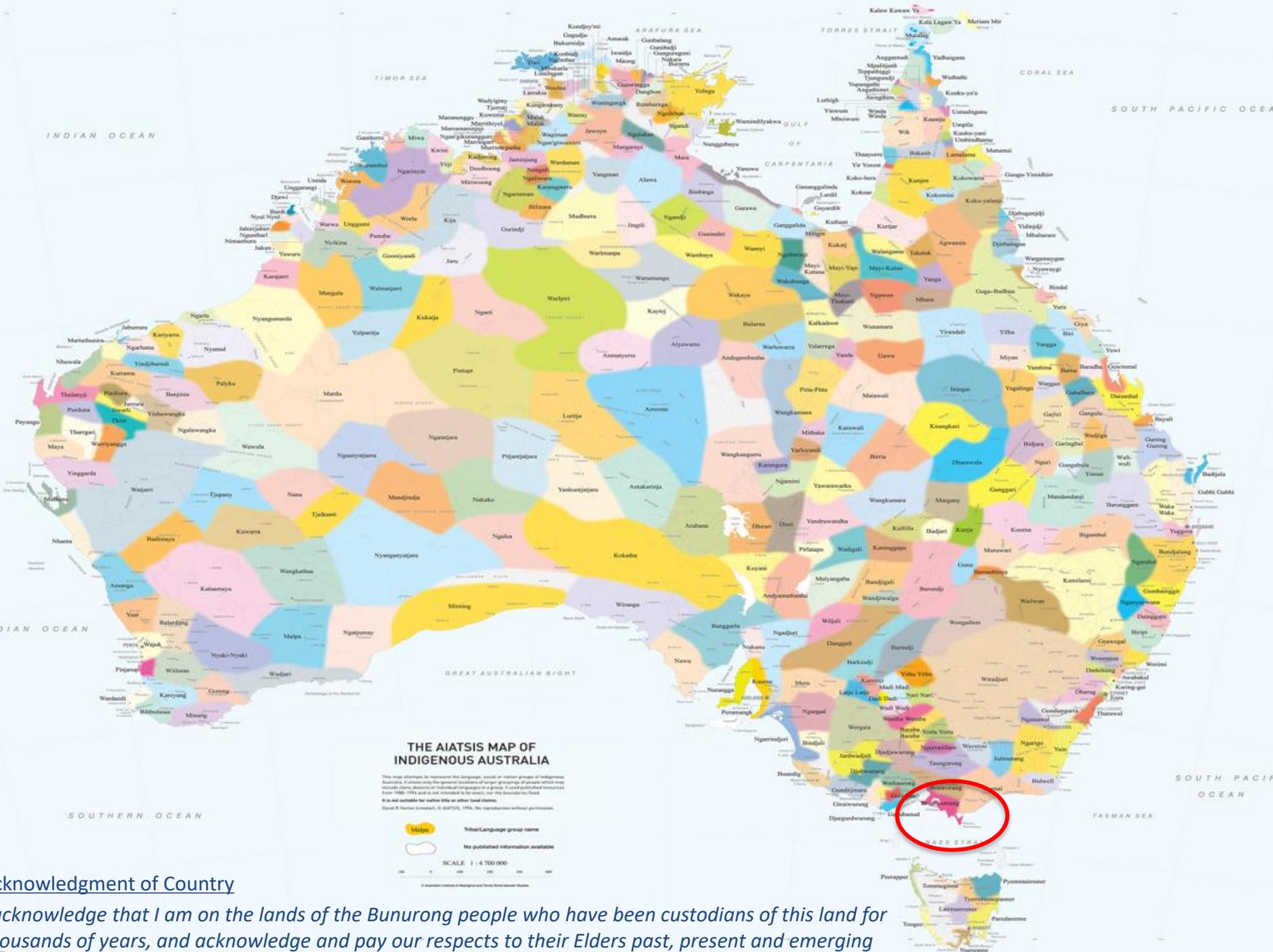
'Check Today, See Tomorrow': a journey into diabetes eye health promotion

Carol S Wynne, Translation Research Scholar, Indigenous Eye Health, University of Melbourne
carol.wynne@unimelb.edu.au

*Tabletop presentation at the National Aboriginal and Torres Strait Islander
Eye Health Conference (NATSIEHC) 2021*

21 April 2021





Acknowledgment of Country

I acknowledge that I am on the lands of the Bunurong people who have been custodians of this land for thousands of years, and acknowledge and pay our respects to their Elders past, present and emerging

Acknowledgements

We would like to acknowledge the contribution and guidance of the following Aboriginal health services:

- Ballarat and District Aboriginal Co-Operative (BADAC), VIC
- Budja Budja Aboriginal Co-Operative, VIC
- Looma Remote Area Clinic, WA
- Deception Bay Clinic, QLD

and **community members** in each of these regions.

We also acknowledge Gilimbaa Creative Agency and Indigenous Hip Hop Projects (IHHP)



Government of Western Australia
WA Country Health Service



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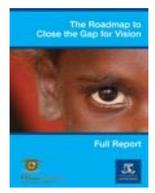


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A journey into diabetes eye health promotion....



2012



Roadmap to Close the Gap for Vision – **'health promotion and awareness'** key recommendation



2015



CTST launches at Parliament House, Canberra and available to order



2017

PEHET project



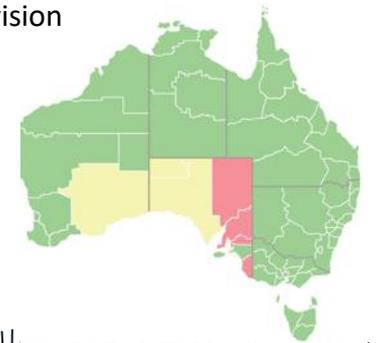
2017 to date

Community adaptations of CTST



2021

Continues to support Roadmap regional activities to close the gap for vision



2014

National Health Promotion Roundtable

Resource development with QLD, VIC and WA

2015



2016

Evaluation on use, acceptability of resources

MSB items 12324/5 for retinal photography

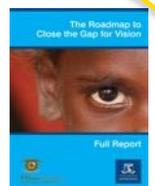
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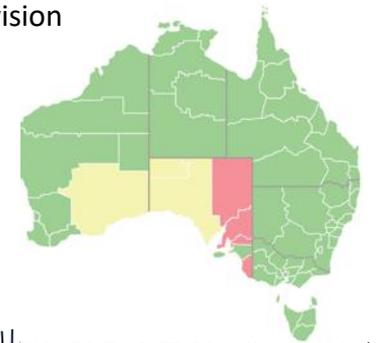
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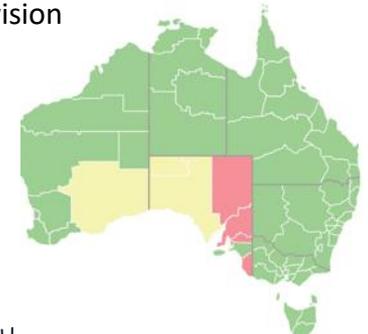
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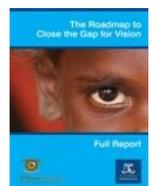


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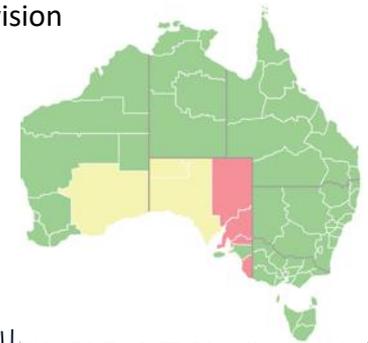
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Resource Development

engaging, community-led, strengths-based approach

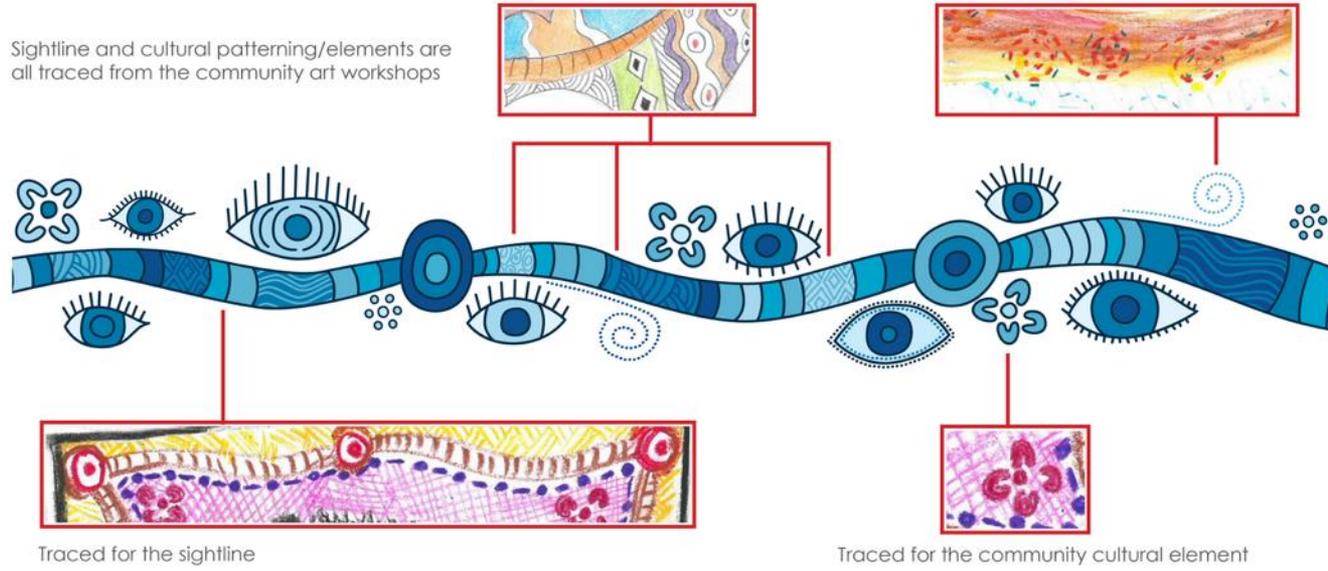


"I don't wanna be milliago"

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



Sightline and cultural patterning/elements are all traced from the community art workshops



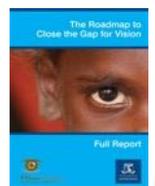
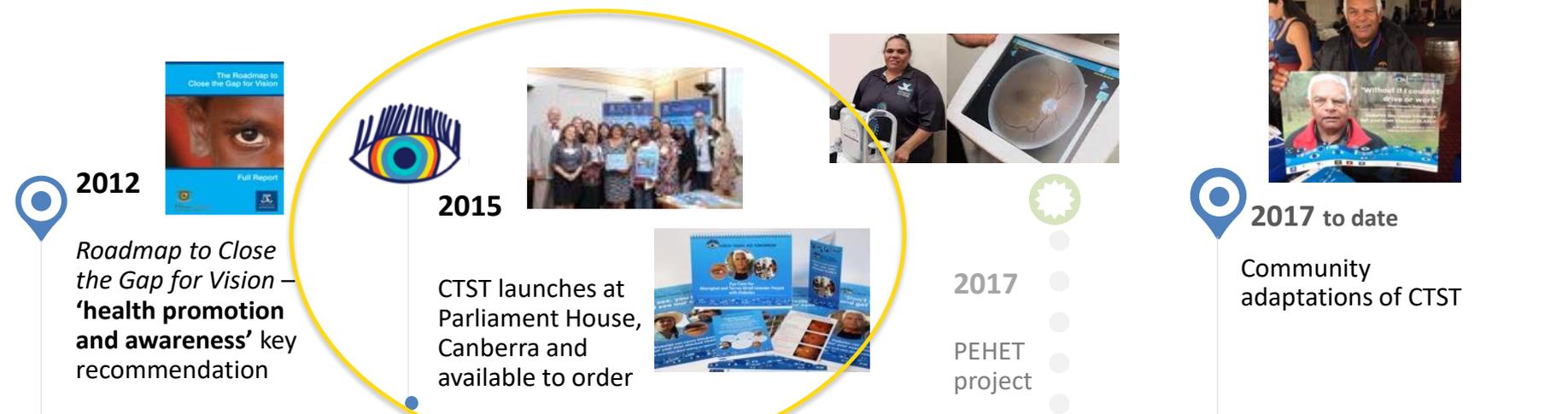
Original Art workshop scan





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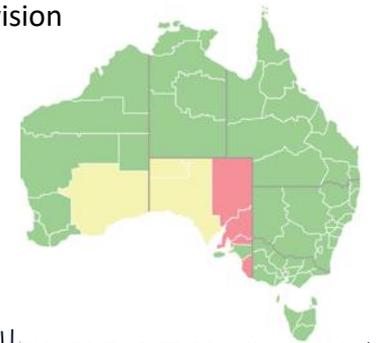


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'Check Today, See Tomorrow' Resource Kit

supports the key diabetes eye care messages





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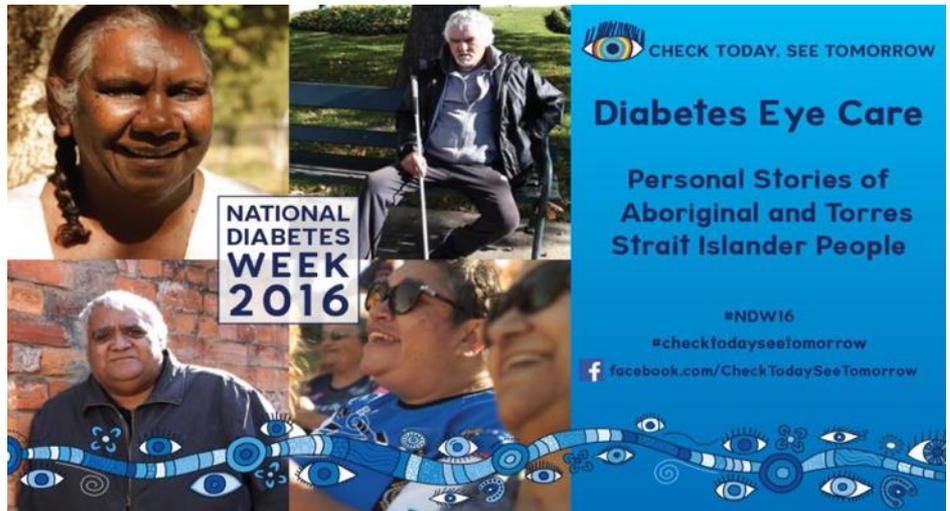
‘Check Today See Tomorrow’ Multimedia

additional persuasive communication mediums to support health seeking behaviour change

Music Videos



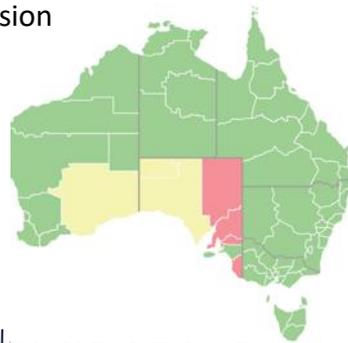
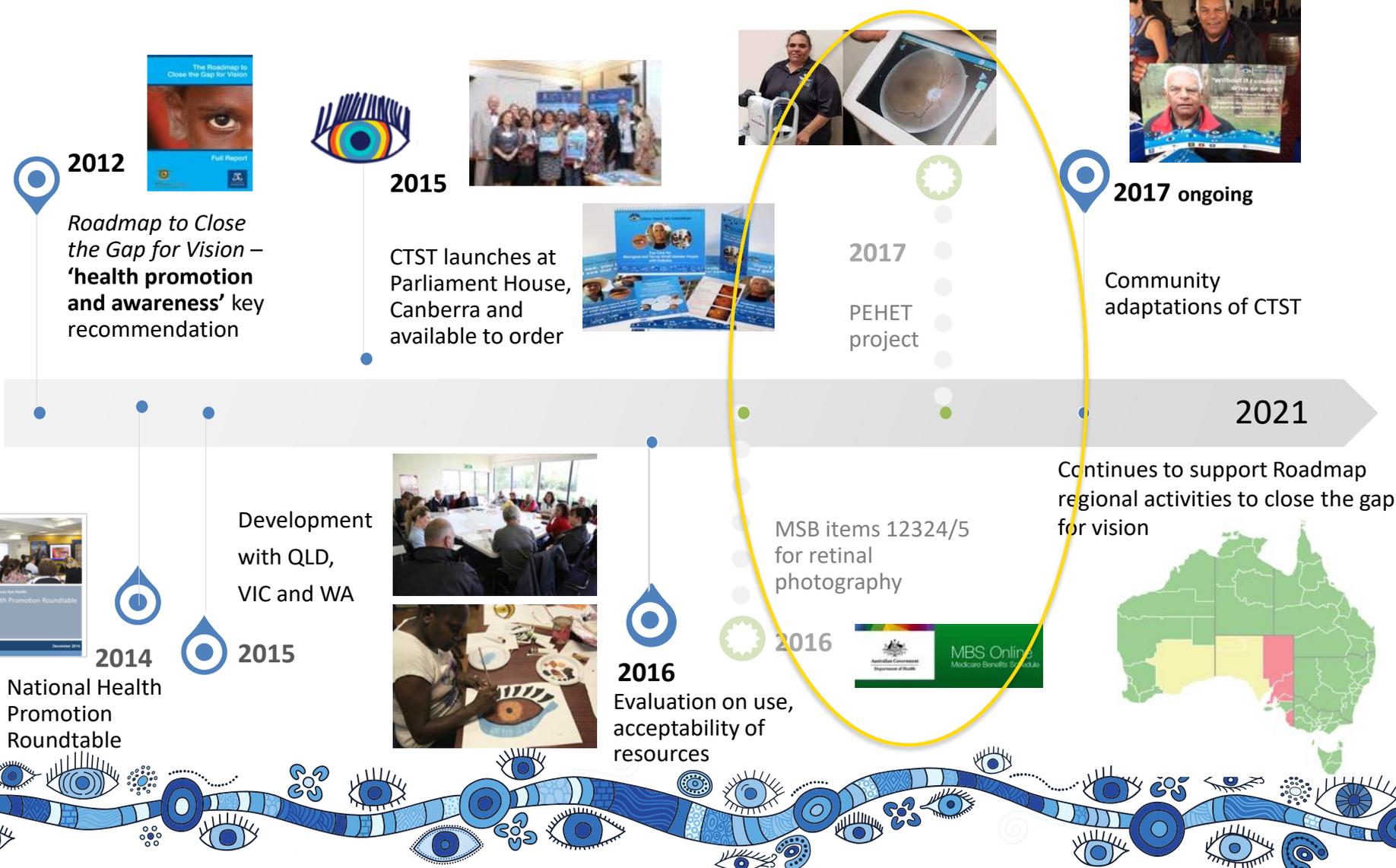
Personal Stories





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A journey into diabetes eye health promotion....





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2012
 The Roadmap to Close the Gap for Vision
 Full Report
 Roadmap to Close the Gap for Vision – **'health promotion and awareness'** key recommendation

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2017
 PEHET project

2017 ongoing
 Community adaptations of CTST










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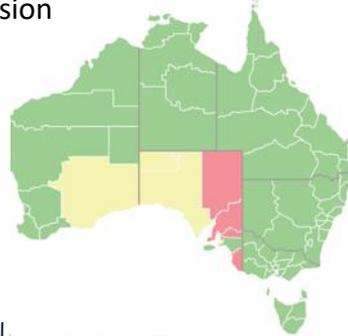
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Community adaptations; supporting local ownership and control

Primary 'eye-con' logo

Key message (song lyric)

Decorative border

'Sightline'

'sightline' watermark

Local hero images

Cultural elements

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"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.

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

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Examples of Community Adaptations

Neville Jaffe
Indigenous Eye Health Ambassador

CHECK TODAY. SEE TOMORROW

"Protect your sight for years to come"

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

WALSHOURG
f checktodayseetomorrow



CHECK TODAY. SEE TOMORROW

"I wouldn't be able to run my model trains, they might crash!"

Rodney 'Roddles' Clark, Waihaurong, VIC

Diabetes can cause blindness. Get your eyes checked YEARLY.
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"Without it I couldn't drive or work"

David Althaus, Shepparton VIC

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"Regular eye checks have helped my eyes and I hope this helps me write my book"

June Murray, Shepparton VIC

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Examples of Community Awareness Activities



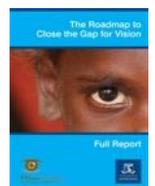


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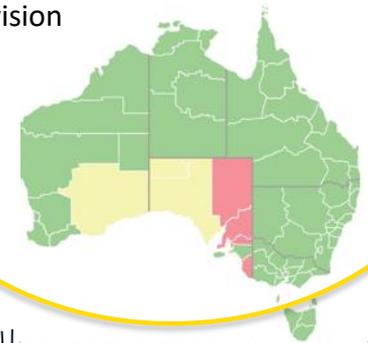
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Uptake, acceptability and integration

> 950 Kits ordered



- National/regional roll through online ordering
- Encourage community adaptations and local ownership
- Integration of resources and messages into other health programs
- Encourage and local health promotion awareness activities
- Evaluation key findings 2016 – online survey,
 - Well received, easy to use, effective in delivery of eye health messages, adaptability was important
- Further evaluation and review in 2021





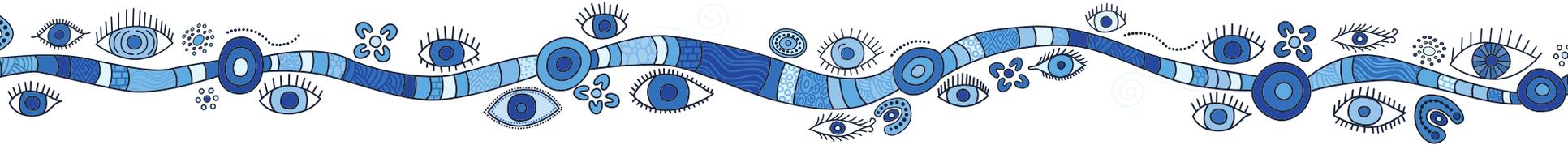
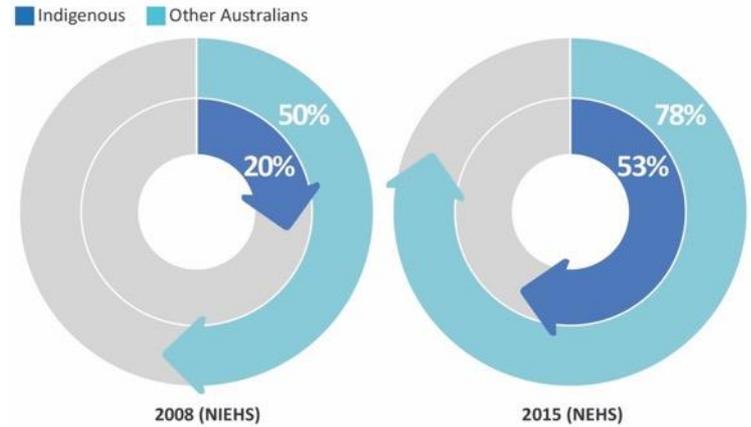
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But despite signs of progress in diabetes eye care:

- For Aboriginal and Torres Strait Islander people with diabetes, only 1/2 will have received their last yearly diabetes eye check, and a 1/4 will never have had one
- Health promotion and community awareness activities have important implications for empowering and engaging community members and bridging the gap between clinical intervention and improvements in eye health
- Consider how we support local needs and control within national programs and frameworks that allows collective innovation to genuinely advance eye health



Patients with Diabetes Received Eye Exams as Required





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Thank You

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Email: carol.wynne@unimelb.edu.au

To provide feedback or for further information, resources and support, please visit Indigenous Eye Health: www.iehu.unimelb.edu.au

