

# Health Promotion Resources IN EYE HEALTH



CHECK TODAY.  
SEE TOMORROW



Eye health promotion resources developed by the Indigenous Eye Health Unit (IEHU) support community awareness of the main eye health conditions affecting Aboriginal and Torres Strait Islander people.

The main causes of vision loss for Aboriginal and Torres Strait Islander people include refractive error (the need for glasses), cataract and diabetic retinopathy. Trachoma can lead to blindness and remains a significant issue in some remote communities, where repeated trachoma infections may result in trichiasis.

Regular eye checks, early detection and treatment help to prevent this unnecessary vision loss and blindness.

## What eye health promotion resources are available?

A variety of resources have been developed by IEHU to assist in eye health promotion, community engagement and education.

IEHU acknowledges the contributions and guidance of Aboriginal and Torres Strait Islander community members and community-controlled organisations who shared their knowledge, expertise and lived experience to develop these resources.

The eye health promotion resources are free to order, download, and/or adapt for local community settings, language and country.



### Disclaimer

Aboriginal and Torres Strait Islander people are advised that resources may contain images and voices of deceased persons.

### Further Information

For more information and to order IEHU eye health promotion resources visit:



### CONTACT US

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# 'Check Today, See Tomorrow' (CTST)



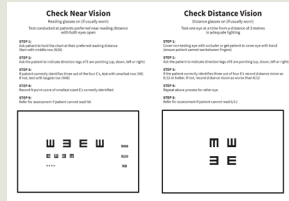
**CHECK TODAY,  
SEE TOMORROW**

The CTST resources support awareness of diabetes eye care and promote the importance of YEARLY eye checks for Aboriginal and Torres Strait people with diabetes.

Diabetes Eye Care Posters  
Diabetes Eye Care Brochure  
Diabetes Eye Care Flipchart  
MBS 715/12325 Eye Check Card  
Diabetic Retinopathy Screening Card  
Promotional Items (Footballs/Wristbands)



**Multimedia Resources**



**MBS 715/12325 Eye Check Card**



**Diabetic Retinopathy Screening Card**

**Diabetes Eye Care Posters**

# 'Eyecare Now, Eyecare Always' (ENEA)

The ENEA resources promote regular eye checks and early detection through the annual 715 health check.

The resources also promote awareness of refractive error (the need for glasses) and cataract.

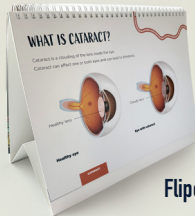


Regular Eye Check Posters  
'Your Eyes and Cataract' Brochure  
'Your eyes and Cataract' Flipchart  
'Your Eyes and 715 Health Check' Flipchart  
Promotional Items (Magnet Photo Frame)

## Regular Eye Check Posters



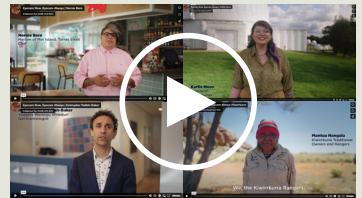
**Brochure**



**Flipcharts**



**Magnet/Frame**



**Multimedia Resources**

**Social Media Tiles**



# 'Clean Faces, Strong Eyes' (CFSE)



The CFSE resources support awareness of trachoma and promote the importance of facial cleanliness and good hygiene to stop trachoma and other infections. Milpa the trachoma goanna features in the resources and community engagement activities including; music videos, roadshows and football clinics.

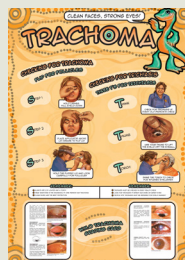
- Trachoma Story Kit
- Milpa's Six Steps to Stop Germs Resources
- Trachoma Posters
- SAFE Strategy to Eliminate Trachoma Card
- Three T's for Trichiasis Card
- Trachoma Health Education Resources for Schools
- Promotional Items (Stickers, Tattoos, Wristbands)



Multimedia Resources



The Trachoma Story Kit



Trachoma Posters



3D Augmented-Reality App



Wristbands



Milpa's Six Step to Stop Germs Resources

## Health Promotion T-Shirts

Health promotion t-shirts are available to order at a cost



We offer two options; the 'standard' or 'logo' which allows you to have your organisation's logo added.

Minimum order of 10 t-shirts of the same kind for the 'logo' option.

# How can the resources be adapted for communities?

We encourage the widespread use and adaptations of IEHU resources including use of key messages, logos, artwork and related illustrations to develop additional, localised materials to support community engagement and awareness of eye health.

Please refer to the relevant style guidelines on the IEHU website for further information and suggestions about adaptation, modification and changes to the resources.



Example of localised pull-up banner



Add key messages in language



Add local hero to posters



CFSE and CTST footballs with logos

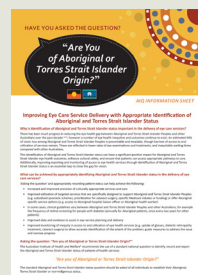
See some examples of adapted resources using artwork and key messages including pull-up banner, poster templates and promotional items with logos.

## Related Resources

### 'Asking the Question' (ATQ)

The ATQ resources highlight ways to improve eye care service delivery in mainstream practices and clinics through appropriate identification of Aboriginal and Torres Strait Islander status.

Acknowledgment: Indigenous Eye Health Unit, University of Melbourne has used with permission the existing wording and artwork from the 'Have you Asked the Question?' joint project by North East Healthy Communities (previously North East Primary Care Partnership) and Victorian Aboriginal Health Service (VAHS). Project artwork by Gary Saunders.



Information Sheet

Desktop resource