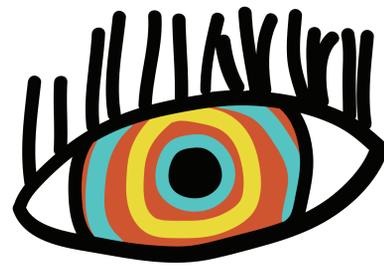


Closing the Gap for Vision: Developing a culturally appropriate Indigenous health promotion strategy for diabetes related eye care

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Abstract

Aims & Rationale: Vision loss accounts for 11% of the health gap between Aboriginal and Torres Strait Islander people and other Australians¹. 94% of this vision loss is preventable or treatable². Aboriginal and Torres Strait Islanders with diabetes represent up to 3/4 of community who require annual eye care yet only 20% of Indigenous people with diabetes undergo annual eye examinations.

Methods: The provision and utilisation of services is fundamental to improving eye-health of Indigenous Australians. The national 'Roadmap to Close the Gap for Vision' recommends health promotion to ensure that community members and health professionals recognise the importance of eye-health, are aware of the availability of eye-health services and pathways of access to eye-health services throughout the continuum of care. Primary health care practitioners, particularly those involved in the delivery of diabetic care, have a key role to close the eye-health gap.

Findings: There are few evaluated eye-health initiatives and primary-care delivered health promotion activities supporting eye health for Aboriginal and Torres Strait Islanders. We propose an iterative, community led process for the development and testing of eye-health promotion resources to determine if products are 'on message' and will be of maximum utility to primary care providers. Process and outcomes will be described and the development, acceptability and progress of resources to date, explored.

Relevance: This work has important implications both for increasing eye care knowledge and awareness and improving Indigenous health. Community developed and consistent diabetes related eye-health messages are fundamental to close the gap for vision.

Rationale

- Indigenous health promotion literature recommends community driven approaches to developing health promotion material/tools³.
- Such approaches ensure diverse community representation, support sustainable outcomes and encourage capacity building.
- 37% of Aboriginal and Torres Strait Islanders adults have self reported diabetes¹.

Methods: Community Engagement

- We designed an iterative, multi-community, approach to develop a diabetes-related Indigenous eye-health campaign relevant to local, regional and remote contexts.
- Three regions were selected to capture the diversity of Indigenous Australia - remote, rural and regional.
 - Grampians region (regional)- completed (VIC)
 - Kimberly region (remote)- completed (WA)
 - Western Sydney (urban)- September 2015 (NSW)
- Indigenous Eye Health (IEH) engaged over several months with local AMSs in the three regions to consult with diabetes support group, individuals who had lost sight to, or been affected by, diabetes and health workers.
- Community consultation revealed that music and art based workshops to begin the process of building a suite of resources for national use was the best approach for engagement.
- IEH engaged with two creative agencies: Indigenous Hip Hop Projects (IHHP) and Gilimbaa Indigenous creative agency to provide technical support to develop a suite of social-marketing based diabetes eye-health promotion resources from these workshops.

Findings/Outputs

- Diabetes related eye-health resources currently in various stages of development:



Print Media:

- Poster series
- Brochures
- Flipchart

Digital Media:

- Music videos
- Personal stories
- Community Service Announcements (CSAs)

Relevance

- Development of the diabetes eye health promotion resources has been driven by best practice approaches to developing health promotion tools with Indigenous communities.
- The community-led process ensured that the 'look and feel' content, slogans and taglines of the campaign was driven by community, for community.
- First community-led health promotion strategy for diabetic eye health. Community support for the project has been overwhelmingly positive.
- Digital outputs support the social marketing strategy and allow for wide reach and sharing of resources through community networks.
- Print outputs support clinic reinforcement of messages and provide tools for engagement and support education.
- Evaluation will follow the rollout and launch of the resources and will focus on knowledge, attitude and practice changes amongst both community and health workers. Longer term evaluation indicators will measure uptake of annual eye exams and referrals for surgery.

"Get a check today if you want to see tomorrow"



'See What I See' - Looma Diabetes Eye Health
Indigenous Hip Hop Projects
2,447



See Tomorrow - Grampians Region 'Diabetes Eye Health'
Indigenous Hip Hop Projects
1,245

See Tomorrow - Eye Check for Diabetes

The national health promotion strategy focuses on the delivery of 5 consistent key messages using various media:

- Aboriginal and Torres Strait Islander people with diabetes need to have an eye check at least once a year.
- There are no early warning signs or symptoms of diabetic eye disease.
- Early detection and follow up treatment may prevent vision loss and blindness from diabetes.
- It is important to control blood sugar, blood pressure, blood cholesterol, and take medication to reduce risk of vision loss and blindness from diabetes.
- Everyone with diabetes is at risk of vision loss and blindness.

These 5 key messages have all been explored through the workshops.

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

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<https://www.facebook.com/SeeTomorrowSeeTheFuture>

Poster prepared for Primary Health Care Research Conference (PHCRC), Adelaide, July 2015

"I don't wanna be milliago"