



CHECK TODAY, SEE TOMORROW



Minim Barreng
Indigenous Eye Health
Melbourne School of Population and Global Health



How-To Guide

‘Check Today, See Tomorrow’
Diabetes Eye Care Resources





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Diabetes is a major cause of vision loss and blindness for Aboriginal and Torres Strait Islander people





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Up to 98% of vision loss and
blindness from diabetes is
preventable with early detection
and follow-up treatment

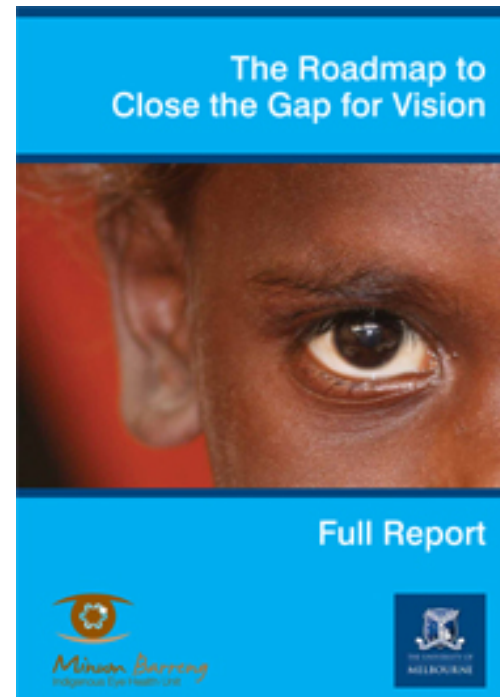




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Health promotion

Supports Roadmap
activities that aim to
improve eye health
outcomes for
Aboriginal and Torres
Strait Islander people





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Key Diabetes Eye Care Messages

- Everyone with diabetes is at risk of vision loss and blindness
- Aboriginal and Torres strait Islander people with diabetes need a YEARLY eye check to reduce the risk of vision loss and blindness
- Diabetes can cause damage at the back of the eye without you knowing. Don't wait for symptoms
- Good diabetes management includes controlling blood sugars, blood pressure and cholesterol levels is important for preventing vision loss and blindness
- Follow advice and treatment as directed by an eye specialist can prevent further vision loss





'Check Today, See Tomorrow' Resource Kit

supports the key diabetes eye care messages



Engaging, community-driven process



Kit components

Health promotion resources

- Diabetes eye care brochure
- Diabetes eye care flip chart
- Poster series

(includes imagery from remote, rural and urban communities)



Kit components cont.

Education resources

- Adult eye check/key messages card
- Diabetic retinopathy screening card





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How to use

- Use brochure and flipchart to support delivery of eye health messages to people with diabetes
- Posters contain simple reminder messages about **YEARLY** eye checks for waiting rooms, health programs and community settings





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Multimedia resources

Diabetes eye music videos supplement kit delivery

'Urban Eyes'



Deception Bay, South East Queensland



Kimberley Region, Western Australia

'See Tomorrow'



The Grampians, Victoria

Diabetes eye music videos and audio files (mp3) for waiting room TVs, websites and social media, local community radio stations and/or as 'hold messages' on reception phone





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Multimedia resources

Personal stories supplement kit delivery



Deception Bay, South East Queensland



The Grampians, Victoria

Personal stories and 'behind the scenes' footage for waiting room TVs, websites and social media, and/or as part of diabetes or health education programs/groups





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Social media

Share messages on social media platforms, website or print in your newsletter

#checktodayseetomorrow

#CTST #urbaneyes #seetomorrow



Example: 'Don't Be Shame Go and Get an Eye Check'.
#diabetes can cause blindness #checktodayseetomorrow
#urbaneyes [105 char]



Health awareness events

World Sight Day	Global attention on blindness and vision loss	2 nd Thursday in October every year
National Diabetes Week	Australian event to raise awareness about diabetes	Week around 14 July every year
World Diabetes Day	International event to raise awareness about diabetes	14 November every year
JulEYE	RANZCO Eye Foundation national eye health awareness month	Month of July every year



Example: November 14 is #worlddiabetesday @WDD. Got #diabetes? Go and get your eyes checked!
#checktodayseetomorrow [106 char]



Get Involved

encouraging local adaptations



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Eye-con logo



Sightline logo

We encourage local and creative community adaptations of messages and images to promote diabetes eye health on T-shirts, wristbands, newsletters, posters etc.

[Style guidelines available from IEH](#)



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Get Involved

encouraging local adaptations



Primary
'eye-con' logo



CHECK TODAY. SEE TOMORROW

'sightline' watermark

Key message
(song lyric)

**"Don't be shame.
go and get an eye check"**

Decorative
border



Local hero
images

Cultural elements

'Sightline'

**Diabetes can cause blindness.
Get your eyes checked YEARLY.**

Ask your local clinic about making an appointment today.



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Health promotion steps

Step 1: Promote Key Messages

Step 2: Disseminate the resources

Step 3: Get involved

Online professional development tools for health professionals available on our website to support eye care delivery





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Evaluation

- Tell us what you think: to help refine and develop the resources. [Online survey](#) IEH website
- Seek feedback from your community: to support ongoing delivery of eye care
- Share your success and creativity: on social media platforms (e.g. Twitter, Facebook), websites and newsletters etc





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Who to contact

For '*Check Today, See Tomorrow*' resources

Indigenous Eye Health

Melbourne School of Population and Global Health

The University of Melbourne

T: (03) 8344 9320

E: Indigenous-EyeHealth@unimelb.edu.au

www.iehu.unimelb.edu.au





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Who to contact

Additional training and multimedia resources also available on our website:

Indigenous Eye Health:

- [Diabetic Retinopathy Grading Course](#)
- [Diabetic Retinopathy Screening Card](#)

Remote Area Health Corps: online clinical training modules on

- [Primary Eye Care Check](#)
- [Eye Health and Diabetes](#)

Lions Outback Vision: [Bad Sugars, Bad Eyes DVD and multimedia resources](#)

Brien Holden Vision Institute: [Aunty Mary's story](#)



Acknowledgements

IEH acknowledges the valuable contribution and participation from health services and community members from Deception Bay (SE Queensland), Grampians (Victoria) and Looma Community (Kimberley, WA).

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