

REPORT 2020 April Cycle

GENERAL INFORMATION

Organization Information

Legal Name: National Society to Prevent Blindness		Federal Tax ID#: 74-6075105	
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Head Of Organization

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Application Contact

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REPORT INFORMATION

Report Funding Cycle: 2020 April Cycle	Report Date: 03/06/2020 12:00 am
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1: Please include in your report the dollar amount of the funds that were awarded, the date they were funded and what the funds supported.

Awarded Amount: 26,453	Date: 04/24/2020
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2: Were the objectives cited in your original proposal met? Please address each started objective and how it was met.

Funds were awarded to increase access in the Greater San Antonio area by 1) Implementing educational campaign to move parents, caregivers and educators to action to help increase the number of children receiving appropriate follow-up services in 10 partner schools; 2) Certifying and training at least 50 new vision screeners along with equipping them with vision screening toolkits which includes the necessary educational materials and equipment for screening; 3) Screening and educating at least 7,600 children; 4) Providing navigation services to 100% of children who need follow-up care to move children through continuum care and increase the number of children adhering to prescribed treatment, including getting comprehensive eye exams and glasses.

With the help of our community partners and volunteers, we served and impacted more than 7,800 children in the Greater San Antonio area through our eye health programs and services. We trained and certified 107 nursing students and community volunteers to conduct state-certified vision screenings in the Southwest Texas Region. In addition, we developed and launched our Star Pupils Educational Campaign at the end of August 2020. This campaign educates children and their parents, caregivers, nurses, educators, and community volunteers by raising heightened awareness to take care of their child's vision and eye health. We developed a series of infographics to support the importance of identifying a possible vision problem and invited more than 12 schools to join our movement to help children see more clearly.

3: Please explain any changes from the original proposal and the circumstances that lead to the modification of the objective.

As the coronavirus pandemic unfolded, we were in constant conversations with our partners about the vision screening and training process, primarily since state-mandated vision screenings, were suspended during school year 2020-2021. We learned that there is an increasing need for parent education, particularly on why vision is critical, how it impacts children and what resources are available.

In August/September 2020, we developed and launched our Star Pupils Educational Campaign, with the goal of educating children, parents, and educators by raising heightened awareness to take care of their child's vision and eye health. The campaign consisted of a series of educational materials, infographics, and eye care resources to support the importance of identifying a possible vision problem, and more than 12 partners accepted to join our movement to help children see more clearly. These materials were shared via our PBT digital communication channels, social media platforms and website, engaging and activating a range of audiences, including children and their parents, and all adults to take care of their child's vision and eye health.

In addition, we launched the online survey component of this campaign We are continuing our focus on parent and teacher engagement and education to help close the gap from when a child is diagnosed with a vision issue until he/she gets treatment. We are still collecting information from parents and teachers to understand the barriers they face in moving children forward to get the necessary eye care.

4: What needs were addressed?

The ongoing coronavirus pandemic has placed unprecedented challenges on the education system and safe distance learning options for children. According to the American Optometric Association (2020), "prolonged viewing of digital screens often makes the eyes work harder, and as a result, these unique characteristics and high visual demands make many individuals susceptible to the development of vision-related problems". Fischer (2020) from Axios Media Trends reported that most children 6-12 years old in the United States were doubling the amount of time spent on screen devices or at least most of the day. As children are facing increasing visual demands, it is even more important for PBT to educate parents, caregivers, and educators on the importance of identifying possible signs of poor vision, and seeking appropriate eye care, if necessary. If a child's visual skills are not developed or poorly affected, this could interfere with a child's ability to reach their true academic potential.

New education/engagement interventions were developed and ready for statewide delivery by Fall 2020. We worked closely with our partners, schools and the State Health and Human Services leadership to develop and execute extensive safety protocols to ensure screenings can take place to follow current state mandates. We continue to focus on educating the community by redesigning information and messaging for parents to streamline the process and our current plan is to resume vision screenings in the fall 2021. Our long-term goal is to translate this partner feedback into real improvement for the children and communities we serve.

5: What method of evaluation did you use to monitor and measure the project's outcome and what are the result?

In addition to the 7,800 children and their families impacted by our screening/education programs and services, we surveyed parents in Fall/Winter 2020 to help us better understand how we can improve and modify our programs, and to provide us overall feedback on what gaps still exist and how we can serve children and their families more effectively. We found that of the 47% of children reported to have received a vision screening at school, pediatrician/doctor, or community setting, 35% had not received an eye exam from the eye doctor after failing the vision screening. Approximately 38% of parents reported that cost was a reason that may have prevented their child from getting the necessary follow-up eye care or other treatment, followed by time off work (33.33%) and transportation (12.5%). Of those parents who completed the survey, 70.83% also reported never having received educational information on children's eye health and safety, and 64% of parents surveyed did not know that there were community resources such as Prevent Blindness Texas available to help children receive free or low cost eye care. We also found that over 50% of the parents surveyed reported that they would like additional information on children's eye health more available to them through social media platforms, flyers and newsletters. We also continue to learn that it is important for us to better understand the barriers that keep children/parents from getting treatment and reducing those barriers to increase the number of children receiving treatment.

6: Do you plan to continue this project, and if so, how do you plan to sustain it?

We continue to solicit support from foundations, corporations, and individuals to support this program. This year, we have implemented new strategic initiatives, a development plan, a communications plan, and a volunteer engagement plan. We currently have two special events planned this fiscal year, including the Eye Stroll for Vision 5K Walk in Winter 2021, to raise unrestricted funds that supports our mission-based programs in the Greater San Antonio area. The team has worked diligently to diversify our income portfolio, reduce expenses on an already lean budget, and increase impact. We also have increased our operating reserves to ensure we can weather the current environment. Over the last year, PBT has spent a great deal of time assessing where we needed to shift our focus, implement stronger stewardship plans, and re-engage donors to operate more effectively and stay very relevant in the continuum of care. We continue to assess our funding model to ensure financial growth for the organization as well.

7: Please provide any other comments of information relevant to this grant.

Fifty percent of the children identified having a vision issue still do not access the care they need. Our goal is to implement a more effective and efficient process to move children into follow-up care. The staff currently collects data manually, and we are in the process of converting to a comprehensive tracking system and database. Through this database, we will be able to better track the number of volunteers trained; number of children screened, referred, educated, navigated for follow-up services, and that followed prescribed treatment. We will also track the time between screening and accessing care per recommended next steps. Our goal through evaluation is to understand barriers to care and measure an increase in knowledge.

Despite the challenges of the external environment, we found a way to continue piloting different outreach models to be more strategic in how we reach and serve children, including the implementation of parent education campaign and online surveys to help parents, caregivers and educator better understand the importance of vision care when identified with a vision problem. Care coordination has become an important part of our work. We are trying to balance reaching more people with also incorporating navigation services which takes more time, but we feel it is crucial for us to truly improve access to care and coordination to care. Our goal through evaluation is to understand barriers to care and measure an increase in knowledge.

8: Please provide an updated detailed projected budget with expenses for the received grant. Also include the totals for the budgeted and actual amount. Explain any discrepancies between the budgeted and the actual expenses for the project.

Line Item Description	Total Project Funds Allocation	Najim Requested Funds	Project Funds Actual	Najim Funds Allocation
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Program Management Staff Salaries/Benefits	\$69,267	\$17,316	\$69,267	\$17,316
Equipment supplies for training; includes state approved wall charts	\$5,000	\$2,000	\$5,000	\$2,000
Eye Health Education brochures	\$500	\$0	\$2,400	\$0
Donated vouchers for follow-up care	\$8,000	\$0	\$8,000	\$0
Office Expenses and supplies	\$1,910	\$500	\$1,910	\$500
Indirect costs-occupancy, utilities	\$10,549	\$2,637	\$10,549	\$2,637
Travel to screening events/education events	\$3,000	\$1,500	\$3,000	\$1,000
Affiliate Dues	\$9,000	\$0	\$9,000	\$0
Miscellaneous expenses	\$0	\$0	\$0	\$0
SPOT machines to screen children-state approved machine to screen young children	\$7,950	\$0	\$0	\$0
Treatment fund	\$6,000	\$1,000	\$4,800	\$1,000
Education campaign materials	\$3,000	\$1,500	\$3,000	\$2,000
TOTAL:	\$124,176	\$26,453	\$116,926	\$26,453
Signature				
Heather Shirk Patrick				