

# RARE VIEWS

## Vision Health

Q.

**What inspired you to get involved with your organization?**

A.

Admittedly, my getting involved with Prevent Blindness was more a matter of happenstance – being in the right place at the right time. It has become my home for the past twenty years. I have stayed with Prevent Blindness due to personal inspirations, as well as those gained throughout my work. My grandmother lost her sight in her later years due to macular degeneration. That loss is certainly something that drives me, as are the stories we hear all the time of folks whose lives are changed even with a simple diagnosis, much less the vision loss that may later come. But mostly I'm inspired by the stories I hear from people whose lives have been improved because of the work that Prevent Blindness and our partners undertake every day.



**Jeff Todd**  
President and CEO,  
Prevent Blindness

Q.

**What is the biggest unmet need for your patients? For your caregivers?**

A.

Equitable access to eye care is a significant challenge for many in the U.S. – and around the world. Also, one of the biggest unmet needs is a simple appreciation of eye health in general. It's often said that vision loss is among the biggest fears that anyone has, and yet we don't think about our eye care in the same way we think about our overall healthcare. And we often treat them separately when it comes to healthcare policy and health communications. There are so many sight-threatening conditions that may begin to take root prior to any vision loss, and if caught early, can be treated. We need to do a better job of elevating eye health as a priority.

Q.

**Are there any new resources that you'd like patients and caregivers to know about?**

A.

There are various advocacy and community organizations that publish resources for eye health patients, caregivers, and consumers. I'd encourage patients and caregivers to research these organizations and connect with them. Our website at [PreventBlindness.org](https://PreventBlindness.org) has so many great resources, including a wide range of general health information that's written in consumer-friendly language, while carrying the seal of approval of our esteemed Scientific Advisory Committees. Beyond that, we have a variety of resources specific to supporting patients, such as our [Living Well With Low Vision](#) resource which aims to ensure everyone can live a high quality of life regardless of their vision status. The [Glaucoma Community](#) provides a community network of those living with glaucoma, while providing access to news items and other resources. And, our [ASPECT Patient Engagement Program](#) brings patients and caregivers experiencing a wide range of vision conditions together in a ten-week virtual experience to help them evolve as eye health advocates, hone their storytelling skills, and create community. Finally for parents, caregivers, preschool professionals, teachers, school nurses, and anyone interested in children's vision, I would encourage them to visit our [National Center for Children's Vision and Eye Health](#) for many resources.

Q.

**How can the public help raise awareness and support your community**

A.

One of the easiest ways to help raise awareness is to connect with advocacy organizations like Prevent Blindness. You can follow us on our website ([PreventBlindness.org](https://PreventBlindness.org)) and any of our social media channels and forward the information we share ([Facebook](#), [Instagram](#), [Twitter](#), [LinkedIn](#), [Threads](#), and [YouTube](#)) to friends, family, and colleagues. You can also sign up to receive our regular e-newsletter at [Sight-Saving News from Prevent Blindness](#). And if you're interested in becoming a sight-saving advocate, follow our [Advocacy Section – Eyes on Capitol Hill](#) to learn how you can help us make a difference. And of course, none of our work is possible without the generous financial support of our many organization and individual funders.

*Rare Views is an ongoing spotlight series brought to you by Mallinckrodt's Patient Engagement & Advocacy Team.*