

Dear All,

### **Barking & Dagenham Eye Health campaign 2016/17:**

As you may recall, the Health and Adult Services Select Committee (HASSC) undertook a scrutiny review on local eye care services in 2015, as Councillors were concerned that the fear of having to pay a high cost for glasses was deterring local people from having regular eye tests; which could mean that many people were missing out on early diagnosis of eye diseases, such as diabetes and glaucoma.

**The HASSC suggested a communications plan in order to make a positive difference in the delivery of eye care services and to improve eye health outcomes for local people.**

**The aims and objectives of this campaign are to:**

**Raise awareness of the importance of overall health to eye health**

- **Raise awareness of the value of eye tests in detecting health issues**
- **Increase the number of residents attending regular eye tests**
- **Emphasise the importance of having regular eye tests, whilst also delivering other important eye care messages as part of the future programme of public health campaigns.**
- **The campaign is centred predominantly on the 40 to 60-year age group, a population cohort that would benefit from early detection of diseases that can start to develop with ageing.**

This programme is occurring throughout September and October in order to incorporate National Eye Health Week which runs 19-25 Sept 2015.

The council will be promoting messages around eye health and eye examinations to residents in it's One Borough newsletter which reaches 65 000 recipients.

There is also a social media campaign via B&D Council's Facebook and Twitter pages taking place over September and October. We urge B&D practices to look out for this.

**To view a copy of the council's newsletter, follow the link below:**

[http://us11.campaign-archive2.com/?u=1b96ebb039a2e9b6b6ef02bec&id=f2e467a761&e=\[UNIQID\]](http://us11.campaign-archive2.com/?u=1b96ebb039a2e9b6b6ef02bec&id=f2e467a761&e=[UNIQID])

We are planning on posters to be distributed to all GP surgeries throughout the borough of Barking & Dagenham.

The LOC have worked with members of the council in order to make this happen. We do hope for the full support of local practices. The borough has requested collation of information around the number of persons accessing eye examinations during the period of the campaign. The LOC therefore will be contacting practices in the area in order to evaluate the outcome of this campaign i.e. to see if sight test numbers have increased in comparison with Sept & Oct 2015.

**With Best Wishes,**