



Prioritizing Eye Health in Hispanic Communities

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Key Objectives

- “ Compare and contrast common eye conditions that are faced by the Hispanic population
- “ Distinguish barriers to eye care among the Hispanic population
- “ Utilize strategies to promote eye health within your nursing practice
- “ Apply collaborative practice initiatives with eyecare professionals to promote overall health and wellness
- “ Select and implement professional and patient eye health education resources in your practice

Webinar Goal:

Apply the knowledge and teaching strategies within your practice to promote eye health in Hispanic communities.

Low Awareness, Low Action to Protect Eye Health

2 out of 3 Hispanics don't know ethnicity is a risk factor for eye health.



6 out of 10 Hispanics did not visit their eye doctor within the past year.



1 in 4 Hispanic parents has NEVER taken their child to the eye doctor.



3 out of 10 believe they only need UV protection in the spring and summer months.



Common Eye Health Issues

Cataract

Cataract is the leading cause of visual impairment for Hispanics.

- “ 1 in 5 Hispanic adults has cataract
- “ Half are visually impaired

Risk factors include:

- “ Age
- “ Family history
- “ Glaucoma
- “ Diabetes
- “ Use of steroids
- “ Smoking and alcohol
- “ UV exposure



What Your Patients May Be Seeing

Immature Cataract



Mature Cataract



Hypermature Cataract



Glaucoma

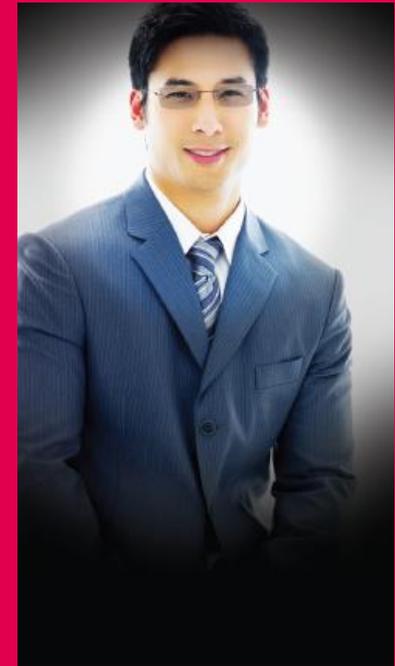
Open-angle glaucoma is the leading cause of blindness among Hispanics.

- “ Affects Hispanics at similar rates to African Americans (approximately 5x the rate of non-Hispanic whites)

Risk factors include:

- “ Age
- “ Family history
- “ Nearsightedness
- “ Diabetes or HBP
- “ Use of steroids

**What Your Patients
May Be Seeing**



Age-Related Macular Degeneration

AMD is a leading cause of vision loss for Americans 60+.

- “ 10% of Hispanics are at risk for advanced AMD
- “ 25% have signs in both eyes
- “ Hispanics are at high risk for early AMD

Risk factors include:

- “ Family history
- “ Obesity and/or HBP
- “ Diabetes
- “ Smoking
- “ Use of steroids
- “ Gender (women)
- “ UV exposure

What Your Patients May Be Seeing

Early-Stage Dry AMD



Intermediate Dry AMD



Advanced Dry AMD



Wet AMD



Pinguecula and Pterygium

Hispanics are at significantly higher risk for pinguecula and pterygium.

Risk factors include:

- “ UV exposure
- “ Exposure to sunny, dusty or sandy areas
- “ Middle or older age

What It Looks Like

Pingueculae



Pterygium



Pingueculitis



Diabetes & Diabetic Retinopathy

Hispanics are more than twice as likely to get diabetes as whites.

Diabetes and vision problems go hand-in-hand.

- “ Blurred vision is often one of the first signs of diabetes
- “ Can lead to diabetic retinopathy and ultimately even total loss of vision

Risks are not understood.

- “ More than one in four people with diabetes don't know they have it
- “ Just 11% know that diabetes often has no early warning signs
- “ Just 1 in 5 Hispanics worries about suffering from diabetic eye damage in the future

95% of severe vision loss can be prevented with early detection/treatment.

What Your Patients May Be Seeing

Nonproliferative Retinopathy



Proliferative Retinopathy



Torn/Detached Retina



Macular Edema



Hypertension & Retinopathy

Hypertension affects 3 in 10 Hispanic adults.

Untreated hypertension can lead to serious vision problems, including hypertensive retinopathy.

- “ Can cause bleeding in the eye, swelling of the optic nerve, blurred vision and vision loss

Risks are not understood.

- “ Just 1 in 5 Hispanics is concerned about developing eye damage from hypertension as they age.

What Your Patients May Be Seeing

Early Retinopathy



Advanced Retinopathy



Retinal Vein Occlusion



Macular Edema



Other Serious Health Issues Impacting Vision

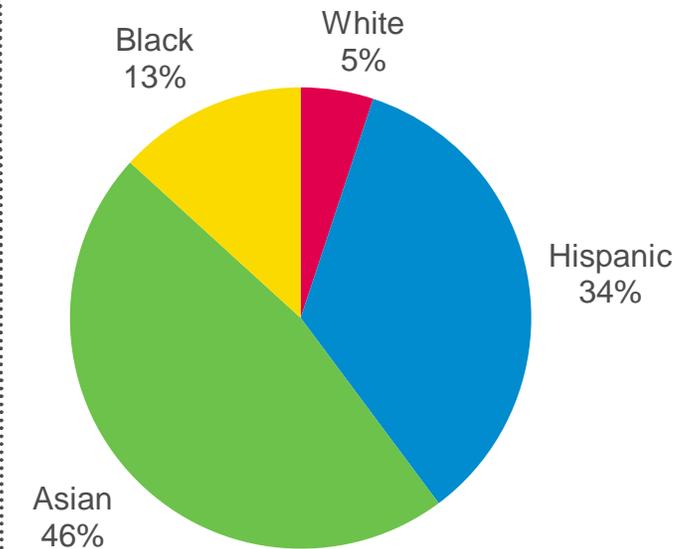
HIV/AIDS

- “ Three times higher among Hispanics vs. non-Hispanic whites
- “ Can lead to infectious retinal complications, including CMV, herpes and retinal detachment

Tuberculosis

- “ Affects Hispanics at significantly higher rates than non-Hispanic whites (yet not as high as Asians)
- “ Can lead to complications, including uveitis, permanent vision loss or blindness

2011 reported TB cases among foreign-born persons



Barriers to Eye Care

Role of the Nurse and Nurse Educator

The nurse's primary role is health promotion.

- “ Implementing **Care vs. Cure+**. especially with chronic illness
- “ Listening for understanding: the importance of therapeutic communication
- “ Providing action-orientated patient education
- “ Making available information and resources



Barriers to Eye Care

- “ Awareness
- “ Apprehension
- “ Access
- “ Language and Cultural Barriers



Awareness

- “ Low awareness of the need for regular eye exams
 - 4 in 10 Hispanics do not schedule annual eye exams
 - 1 in 4 Hispanic parents has *never* taken their child
- “ Low awareness of the need for UV eye protection
 - Just 3.7% recognize eye damage as a risk factor for UV exposure
 - 3 in 10 believe UV protection is needed only in the spring and summer
- “ Low awareness of the impact of systemic disease on vision (i.e. diabetes and hypertension)



Strategies for Nurses

- “ Stress the need for regular eye exams to all patients – particularly higher-risk patients with other health issues
- “ Reinforce the importance of comprehensive dilated eye exams for children before school (vision screenings are not enough!)
- “ Identify patients who are on medications and reinforce potential ocular side effects

Apprehension

- “ Lack of familiarity with the health care system, how to access services or complete paperwork
 - . 6 in 10 Hispanics do not feel knowledgeable about the impact of health care reform on vision coverage
 - . 6 in 10 are worried about changes in vision coverage due to ACA . with an additional 3 out of 10 saying they don't know enough to be concerned
- “ General distrust of the health care system or medical professionals
- “ Fear of test results
 - . 6 in 10 patients diagnosed with an eye disease report an emotional response . with Hispanics the most likely to report feeling sad or depressed
 - . Those with vision impairment have more than twice the risk for depression

Strategies for Nurses

- “ Offer to answer questions about health insurance, paperwork
- “ Be familiar with what is covered by your state through ACA
- “ Explain to patients what is covered under medical
- “ Treat all patients with respect to build trust
- “ Be sensitive when addressing eye health risks and potential eye disease

Access

- “ Lack of access to health insurance
 - Concerns over unintended immigration consequences as a deterrent for health care access
- “ Lack of access to in-language information



Strategies for Nurses

- “ Reassure patients that care will be provided to those in need and offer to help patients access the right resources
- “ Provide access to Spanish-speaking or bilingual team members and in-language education materials

Language and Cultural Barriers

- “ 85% of Hispanics speak at least some Spanish at home, work or school
 - . 8 out of 10 view it as a sign of respect when their doctor makes bilingual and in-language materials available
- “ Hispanics have a unique culture and values that could potentially pose as a barrier to care if not understood
 - . Familismo
 - . Respeto
 - . Personalismo
 - . Esmero



Strategies for Nurses: Overcoming Language Barriers

- “ **Involve Spanish-speaking or bilingual staff members when possible**
- “ **Take advantage of in-language educational resources**
- “ **Allow extra time for patients to review information**
- “ **Use eye contact and body language**

Cultural Values



Familismo

Family is the nucleus of community and society

Strategies:

- “ Make family members feel welcome
- “ Include family members in discussions, decision making and therapeutic processes (as HIPAA allows and through consent)
- “ Provide educational brochures/info
- “ Identify/address if family members are standing in the way of treatment

Respeto

Rooted in respect of authority figures that can be based on age, gender and position

Strategies:

- “ Encourage open dialogue
- “ Initiate sessions with a handshake and smile
- “ Address patients by family name and title (i.e. Sr. Rodriguez)
- “ Take time to explain diagnosis, treatment recommendations and next steps
- “ Ask questions to determine if patients agree/understand, or if they are nodding politely

Cultural Values



Personalismo

Showing genuine concern for a person; need for relationships

Strategies:

- “ Create a warm and friendly atmosphere
- “ Show compassion by asking about patients and their family
- “ Lean forward and use gestures, or proper body language, when talking

Esmero

Paying close attention to personal appearance

Strategies:

- “ Maintain a proper and professional appearance
- “ Compliment patients on their appearance (i.e. if they are wearing a nice outfit, if they have recently lost weight)

Additional Barriers to Care

- “ Overwhelming patients with complex information or too many details
- “ Making stereotypes or assumptions
 - Includes misinterpretation of a patient’s nonverbal communication
- “ Ability to recognize and address when patients are not being honest about symptoms or lifestyle habits out of fear for being judged
- “ Disconnected or conflicting treatment plans by one or more health professionals



*Additional
Strategies for
Promoting Eye
Health*

Considerations for at RISK Hispanic Patients

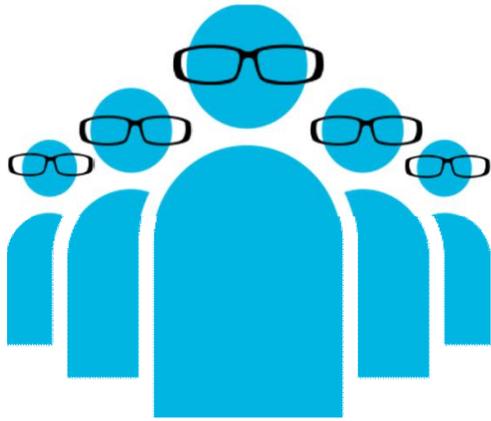
Resources for patients and families

Individual identity and acculturation/assimilation

Skills available to the patient and family to adapt

Knowledge about your patients' health, beliefs, values and practices

Making Eye Health a Priority



***Educated,
engaged staff***



***Engaged,
healthier patients***

Patient Scenario:



Promoting Eye Health Engagement



Schedule and include eye health in daily huddles.

Partner and collaborate with local eyecare professionals to build referrals and access eye health information/resources.

Use bilingual communication aids and make printed eye health resources available to patients and families.

Make available key eye care terminology in English and Spanish.

Key Eye Health Terms

- “ Eyes: **Ojos**
- “ Eye exam: **Examen de ojo**
- “ Eyeglasses: **Anteojos**
- “ Eyecare professional: **Profesional del cuidado de la vista**
- “ Optometrist: **El optometrista** *or* **la optometrista**
- “ Ophthalmologist: **El oftalmólogo** *or* **la oftalmóloga**
- “ Ultraviolet Protection: **Protección ultravioleta**

Key Eye Health Terms

- “ Age-Related Macular Degeneration: **Degeneración macular asociada con la edad**
- “ Cataract: **Catarata**
- “ Glaucoma: **Glaucoma**
- “ Pinguecula: **Pinguecula**
- “ Pterygium: **Pterygium**

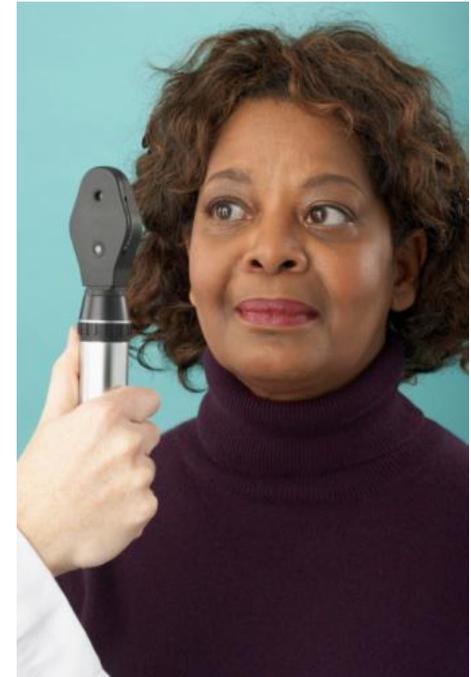
- “ Diabetic Retinopathy: **Retinopatía diabética**
- “ Hypertensive Retinopathy: **Retinopatía hipertensiva**

Addressing the Emotional Impact of Vision Loss

Recall that people diagnosed with vision loss or an eye disease are likely to have an emotional response . with Hispanics the most likely to report feeling sad or depressed.

Sight is our most valued sense . with people fearing loss of vision even more than serious medical conditions, such as Alzheimer's and heart disease.

Nurses should be conscious of the emotional side of dealing with vision problems, with an end goal of improving understanding, treatment compliance and quality of life.



Understanding the Grief Model

Denial	Anger	Depression	Acceptance
<p>“ Many eye diseases develop slowly and quietly, leading to shock, denial or refusal to discuss or begin treatment</p> <p>“ Tips: Consider sending patients home with educational materials to absorb post appointment; be vigilant about scheduling follow-up care</p>	<p>“ The patient will begin to feel angry and look to assign blame</p> <p>“ Tips: Do not withdraw from the patient if anger is misplaced on you; continue to provide critical information and support</p>	<p>“ The patient begins to think about how the disease will affect them</p> <p>“ Patients may associate vision loss with loss of independence; loss of confidence and self-worth; loss of privacy; loss of employment; loss of friends and family</p> <p>“ Tips: encourage regular care and consistent engagement to alleviate concerns</p>	<p>“ The patient accepts and begins to take steps to slow the progression of the disease</p> <p>“ Tips: Use this time to answer questions (or direct the patient to an eyecare professional) and reinforce routine, ongoing care</p>

Strategies to Reduce Anxiety

Use realistic, but positive messaging.

- “ It's not their fault; they're not alone
- “ Likely success of treatment
- “ Steps that can be taken to protect vision

Recommend:

- “ Culturally appropriate support services
- “ Educational materials
- “ Community programs
- “ Caretakers, family and/or friends who can help overcome physical and emotional obstacles



*Collaborating
with Eyecare
Professionals*



A Desire for Collaboration from ECPs

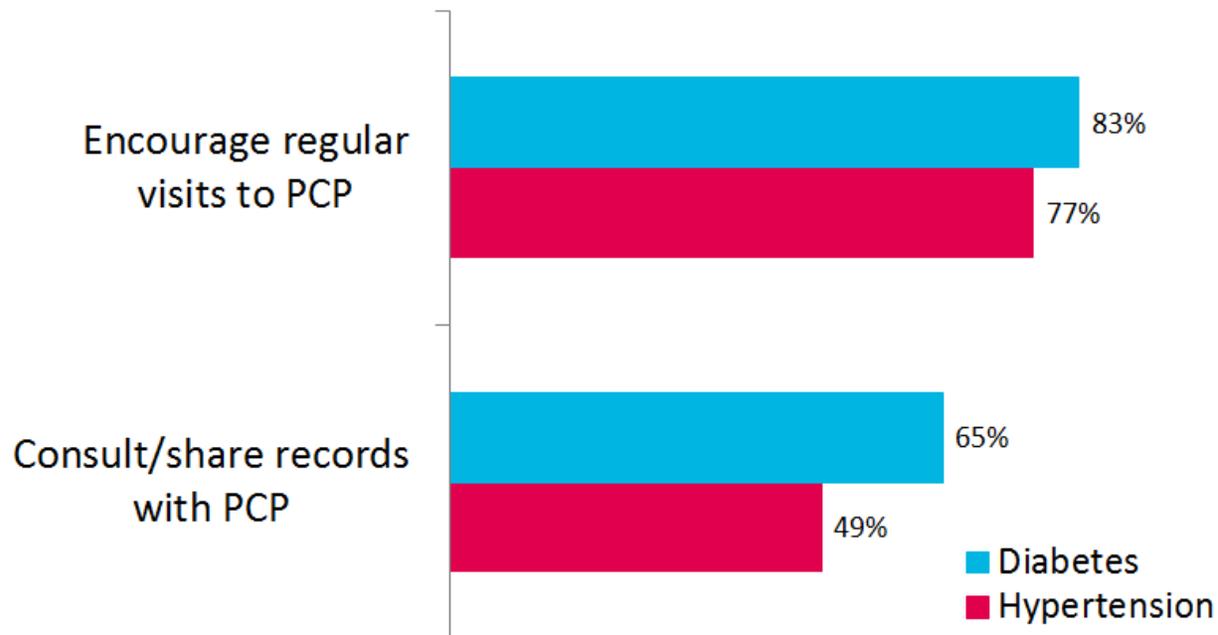


98% of eyecare professionals agree there is a great need for the optical and general health care industries to work together to reduce eye damage caused by overall health issues.

8 in 10 eyecare professionals proactively seek referrals from health providers who treat patients with diabetes and hypertension.

...But a Need to Strengthen Collaboration

There is a need to promote collaboration to improve the eye health of Hispanic patients.



Why Collaborate?

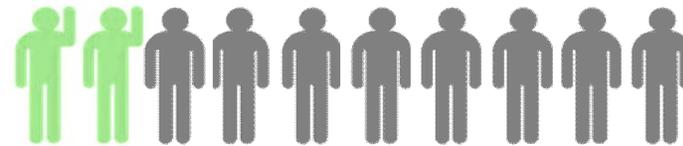
6 in 10

Americans with vision coverage get annual eye exams



2 in 10

Americans with vision coverage get annual physicals



Strategies for Collaboration

- “ **Promote ongoing referrals by initiating relationships with local eyecare professionals.**
 - . Can be mutually beneficial, especially since patients may be more likely to visit their eye doctor
- “ **Encourage sharing of eye health and medical records.**
 - . Generate a letter on each patient, including medications and treatment recommendations
- “ **Visit local eyecare professionals to strengthen relationships and promote referrals and sharing.**
 - . Invite eyecare professionals to conduct vision screenings to promote eye health
- “ **Initiate joint educational programs.**
 - . Can be held in conjunction with awareness months (i.e. Diabetes Awareness Month in November) as a way to further promote the connection between eye and systemic diseases
- “ **Participate in local community outreach efforts alongside eyecare professionals.**
 - . Can help to strengthen relationships, while raising awareness and generating new patients

Eye Health Resources

Resources Through NAHN

NAHN and Transitions Optical are partnering to raise eye health awareness among at-risk Hispanic populations . and arm nurses with resources to encourage comprehensive eye care.

Resources can be found at nahnnet.org/transitions_optical.html.

- “ What to Expect: Hispanic Eyes Brochure (English and Spanish)
- “ What to Expect: Bilingual Diagnosis Guide



Bilingual Diagnosis Guide

The Diagnosis Guide overviews the most common eye and overall health issues in side-by-side English and Spanish . following a logical path in explaining each disease.

- “ Origin
- “ Symptoms
- “ Treatment options
- “ Potential outcomes

Cards include:

- “ Diabetic retinopathy
- “ Hypertensive retinopathy
- “ Age-related macular degeneration
- “ Cataract
- “ Glaucoma
- “ Pinguecula and Pterygium



Additional Eye Health Resources

“ **Lighthouse International (Lighthouse.org)**

- . Dedicated to fighting vision loss through prevention, treatment and empowerment
- . Financial assistance and resources

“ **National Eye Institute, National Eye Health Education Program (NEI.NIH.gov/NEHEP)**

- . Government-funded program to increase awareness among the public and health professionals about preserving sight and preventing blindness
- . Eye health information and resources in both English and Spanish

“ **Prevent Blindness (PreventBlindness.org)**

- . Nation's leading volunteer eye health and safety organization dedicated to fighting blindness and saving sight
- . Eye health information and resources for the public and professionals

Additional Eye Health Resources

“ Think About Your Eyes (ThinkAboutYourEyes.com)

- . National public awareness campaign by Vision Council and American Optometric Association
- . Eye health resources for professionals

“ Departments of Health (State and Local)

“ Community and faith-based organizations

“ Patient navigators



Learn more and access resources at
nahnnet.org/transitions_optical.html

Questions?

