

Vision Resources and Screenings for the Hispanic Community

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Logic Model

Outcomes

- Increased **trust** between the Hispanic population and optometrists
- **Archive** of Instagram reels scripts and ideas for CVHC patient education

Outputs

- Of the 49 Hispanic patients that received vision screenings, **38 completed the post-screening questionnaire**
- Of those 38, **22 reported hearing about the screening from social media**

Activities

- Write, translate, film, caption, and post reels advertising CVHC screenings and containing patient education about common eye conditions

Inputs

- Partnership with CVHC with access to their Instagram account
- Brainstorming scripts and videos for educational content
- Captioning and video editing software
- “Actors” for roles in reels

Introduction

Knowledge about vision health has been shown to be lowest in the Hispanic population. In addition, transportation, cultural beliefs, and a significant language barrier may keep Spanish-speaking patients from seeking preventative vision care in America.^{1,2,3,4}

We partnered with Cahaba Valley Health Care (CVHC) to make vision health education in Spanish more accessible to working age Hispanic adults via Instagram reels. To measure the effectiveness of our strategy, we utilized a questionnaire administered after receiving a vision screening at one of CVHC’s free clinics.



Filming the “UV Protection” reel about the importance of wearing sunglasses

Impact

- **56.4%** of participants that completed the post-screening survey reported learning about the vision screening from social media posts.
- The **Instagram reels are educational and can be reposted** to continue educating the Hispanic population on common vision problems and the need for proper eye exams. In addition, we left a series of translated scripts for future reels that CVHC can film after we leave.
- In 2025, CVHC will acquire space for exam lanes in the new Cooper Green Mercy Health building. We helped CVHC begin gathering donated **optometric equipment to furnish an eye exam lane** that will allow full, in-house exams for patients that require them.

Critical Assessment

- Our main challenge was coordinating our schedules around our extremely busy school curriculum. While we feel this impeded us from reaching our overall impact goal, our coordination and flexibility allowed us to make meaningful progress towards it.
- Being open to criticism from our Community Advisory Board allowed us to modify our project methodology to best suit our target population’s needs. They also helped us think outside of the box by suggesting resources to help us towards our goal.



Filming the “Myopia” reel talking about the signs, symptoms, and management of nearsightedness

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References

