

Eye care survey - Eye Care Week

#ShareForBetterCare #EyeWeek

About

This document contains content to help you support and promote our eye care survey during Eye Care Week (23-29 September).

Eye care survey - Eye Care Week	1
About	1
Key messages	2
Social media posts	4
Email marketing	6
Template press notice	8

Key messages

- Healthy vision is something many of us take for granted – until there is a problem.
- That's why it's important to check your eyesight regularly and, if there is a problem, be able to access the support you need.
- However, many people are facing long waits and high costs for eye care.
- Some groups of people, such as certain ethnic minority communities and those on lower incomes are also more likely to experience poor eye health and have poor experiences of eye care services.
- As part of the #ShareForBetterCare campaign, we want to know about your experiences of eye care. We want to know:
 - If you are getting your eyesight checked and if you face any barriers (like costs or availability of services and appointments)?
 - If you have been for an eye test or had other eye care, what was your experience like?
- Your views are vital to helping improve eye health and other NHS services in your area. It helps local NHS managers understand what is working and what they need to fix.

Key facts:

- 2.7 million people are expected to live with sight loss by 2030.
- An estimated 50% of sight loss is avoidable^[1].
- Over 600,000 people are waiting for specialist NHS eyecare^[2].
- Almost half of adults with sight loss (49 per cent) live in a household with a total income of less than £300 a week^[3]
- Certain ethnic groups do have a greater risk of developing some of the leading causes of sight loss.
 - Black African and Caribbean people are four to eight times more at risk of developing certain forms of glaucoma.
 - The risk of diabetic eye disease is around three times greater in South Asian people.

- Black African and Caribbean people are also at a higher risk of diabetic eye disease^[4].

[1] <https://fingertips.phe.org.uk/profile/vision>

[2]

<https://www.england.nhs.uk/statistics/statistical-work-areas/rtt-waiting-times/rtt-data-2024-25/>

[3] https://media.nib.org.uk/documents/Circumstances_sight_loss_report.pdf

[4]

<https://www.nib.org.uk/professionals/health-social-care-education-professionals/knowledge-and-research-hub/key-information-and-statistics-on-sight-loss-in-the-uk/>

Social media posts

Tweet 1

What would help you take good care of your eyes?

This Eye Care Week, tell us how eye care services could work better for you.

#ShareForBetterCare #EyeWeek

<https://bit.ly/eye-care-survey>

Tweet 2

Over 600,000 people are waiting for specialist eye care.

Are you one of them? Could services better help you take care of your eye health? Take our survey to tell us about it.

#EyeWeek #ShareForBetterCare

<https://bit.ly/eye-care-survey>

Tweet 3

Around half of sight loss is preventable.

But are you getting the help you need to take good care of your eye health?

We want to learn about your eye health experiences. Share your story via the link. #EyeWeek #ShareForBetterCare

<https://bit.ly/eye-care-survey>

Tweet 4

It's Eye Care Week!

What would make eye care in (ADD YOUR LOCATION) better?

Visit the link to tell us more. #EyeWeek #ShareForBetterCare

<https://bit.ly/eye-care-survey>

Facebook / Instagram 1

It's Eye Care Week!

What would make eye care in (ADD YOUR LOCATION) better?

Visit the link to tell us more. #EyeWeek #ShareForBetterCare

<https://bit.ly/eye-care-survey>

Facebook / Instagram 2

Over 600,000 people are waiting for specialist eye care.

Are you one of them?

Could services better help you take care of your eye health?

We want to find out how eye care services can improve.

Help us make eye care better for you and your community – share your experiences via the link. #EyeWeek #ShareForBetterCare

<https://bit.ly/eye-care-survey>

LinkedIn 1

Around half of sight loss is preventable.

But many people face long waits and high costs for eye care, and it's stopping them getting the help they need to look after their eye health.

We want to understand the barriers, including costs, that are keeping people from accessing high-quality eye care.

Please share our survey to help us understand how to improve services in your community.

<https://bit.ly/eye-care-survey>

LinkedIn 2

What's stopping people in your community from looking after their eye health?

Help us gather their experiences so we can learn how to improve eye care in your community.

<https://bit.ly/eye-care-survey>

Email marketing

General audience (Public)

Subject line: It's Eye Care Week

Dear XXXX,

This Eye Care Week, we want to hear about your eye care experiences.

2.7 million people are expected to live with sight loss by 2030. It's essential for people to have their eyesight tested regularly, and get the help they need if there's a problem.

So we're asking: are you getting the best eye care you can?

What's going well? What would help you to take better care of your eyes?

Let us know in our quick, anonymous survey, and we'll use your feedback to help improve eye care in [ADD YOUR LOCATION].

<https://bit.ly/eye-care-survey>

Stakeholder audience

Subject line: It's Eye Care Week

Dear XXXX,

This Eye Care Week, can you help us learn what's stopping people in [ADD YOUR LOCATION] from taking care of their eyes?

We know it's important for people to get their eyesight checked regularly and, if there's a problem, be able to access the support they need.

But we also know many people face barriers to care, such as long waits and high costs.

So we want to work with you this Eye Care Week. We want to find out what's stopping people from accessing the best possible eye care, and help you understand how services in [ADD YOUR LOCATION] can be improved.

Help us learn about people's experiences by sharing the link to our eye care survey.

<https://bit.ly/eye-care-survey>

Template press notice (can also be adapted for a web story)

Local health champion urges people to speak up on eye care

To mark Eye Care Week, Healthwatch **[ADD YOUR LOCATION]** wants local people to share their experiences of eye care.

The patient's champion wants to find out what is working well for people who use eye health services locally - including any barriers to care that you're facing, like difficulty getting appointments or high costs.

An estimated 50% of sight loss is avoidable. That is why it is essential to have your eyesight tested regularly and, if there is a problem, get help.

Healthwatch will use your feedback to improve eye care services in the local community.

Their survey, which closes on 29 September, is available online:

<https://bit.ly/eye-care-survey>

Optional box out:

One person in their early 40s told Healthwatch about dealing with worsening eyesight. They said they can no longer afford the special glasses they need due to financial issues caused by ill health, retirement, and rising living costs.

"Since the cost-of-living crisis, everything else is so expensive that even with my NHS voucher I simply can't afford new glasses. I've had my current pair now for five years and I've had to stop driving because my eyesight is so bad.

"I can no longer watch the big TV at home as I can't see it. I can't go out alone as I've lost my confidence as I can't see properly.

"I'm worried that I'm no longer regularly monitored for my eye health despite a family history of conditions like glaucoma.

"The cost of purchasing glasses had gone up astronomically but the voucher value hasn't kept up, hence I'm now effectively priced out of having eye care and being able to see."

**OPTIONAL / IF RELEVANT: ADD DETAILS OF YOUR LOCAL ENGAGEMENT
ACTIVITY**