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**2023-25 Annual Plan**

**(Approved 12-16-2022)**

**CY2022 Achievements**

1. **Public Awareness**
   1. Ad Council Edge collaboration formalized
      1. Phase 1 of the five-phase Ad Council research project being completed
   2. Big Data Project national and state level promotions and conference presentations
      1. Funding appeals issued for states not yet funded
   3. Created a three-year Public Awareness Committee Plan with committee goals and strategies, plus a three-year tactical plan with roles and timelines
      1. Key Plan Stakeholders and volunteers for 2023 projects identified
2. **Data & Research**
   1. Quarterly data-driven webinars
      1. Big Data session held at VSA ELC; Jacci presented at NCSAB in May, John presented at NCSAB in November; project briefing at NIB Fall Conference
      2. VSA Big Data report session
      3. State presentations for Texas, Pennsylvania, New York, Louisiana
   2. Develop a plan to systematically identify and share pertinent research articles, in alignment with survey results
      1. Established collaboration with OIB-TAC, 2 staff members currently engaged in the project with our work group
      2. Currently working to create a categorized list of relevant articles for posting – have almost completed review of articles from the NASEM report
   3. Assist with the creation of outcomes tool for vision rehab
      1. VSA RSO (Rehabilitation Services Outcomes) tool is currently being reviewed by academic institutions
   4. Attempt to get a NASEM workshop/report and/or Surgeon General’s Call to Action. Report for vision rehab
      1. Project on hold at this point, as other items are priority but link into this initiative
   5. Conduct a survey of private agency directors regarding research needs, with the goal of publishing an article in JVIB
      1. Active work group established, and work plan created
      2. Group has conducted research on identified research needs from other sources, including the NASEM report and the NEI strategic plan
      3. In process of identifying trends and generating research questions
   6. Assist in the completion of round one of the “Big Data project” and the state and national reports
      1. Reports complete for round 1 (8 plus national report)
      2. 15 states for round 2, data will be available shortly
         1. Data from seven additional states are currently being analyzed as of November 4, 2022. Those seven reports will be complete by the end of December.
         2. Plan to complete remaining states by end of February 2023.
      3. Developing preliminary plans for development of working age reports.
      4. Expect to assemble advisory group in early 2023.
3. **Policy & Funding:** 
   1. Teddie-Joy’s Law (TJL) to be conjunction of the various policy issues around aging and vision loss, to include Older Americans Act, establishment of Office of Aging and Vision Loss, and other related issues. Good solid consensus around TJL
   2. Removed transportation and Medicare from TJL for separate pursuit
4. **Access to Quality Services** 
   1. Provider advocacy toolkit successfully launched; on VSA website
   2. Repositioned committee with several subcommittees to work on fact sheets related to 3 areas identified in AVLNC strategic plan
      1. Personnel Preparation Program
      2. Cultivating Partnerships and Referrals
      3. Toolkit
5. **Leadership Academy** 
   1. Program components and budget developed
   2. AER newly-appointed Executive Director on board with collaboration, including for funding
6. **Consumer Advocacy**
   1. Completed curriculum, currently being reviewed by the Committee for completion by Dec 31

**Three-Year Plan Reset**

**By 12-31-2025**

**Public Awareness**

1. A messaging framework is developed to help reframe the critical issue of older adult vision loss.
2. Awareness of the crucial issue of older adult vision loss, and its profound impact and prevalence in the U.S., has been raised among key audiences.
3. Vision and aging stakeholders will be educated about key issues and VSA initiatives.
4. Stakeholders will be educated regarding the scope of vision rehabilitation services and the positive outcomes of receiving those services.
5. Eyecare professionals recognize that vision rehabilitation is a part of the continuum of care and routinely make appropriate referrals.

**Data and Research**

1. The Surgeon General will issue a report on the Impact of Aging and Vision Loss based upon the recommendations that came out of the NASEM workshops.
2. Vision-related research recommended by NASEM will be underway; some completed and in report status for Surgeon General consideration.
3. A national interagency committee on Aging & Vision Loss will be established and meeting in a meaningful way (in accordance with the 2016 NASEM recommendations.)
4. Outcome measures will be collected routinely by vision rehabilitation providers and shared with research partners for the purposes of establishing evidence-based programs.
5. Effectively utilize existing sources for clinical data on eye disease and conditions. With the assistance of the state and national Big Data reports, develop advocacy strategies based on county-level prevalence of vision loss, disparities, comorbidities, and health-related quality of life.

**Policy and Funding**

1. The Policy and Funding Co-Chairs, in partnership with VSA leadership and national organizational partners, will work to form strategic alliances/partnerships to further aging and vision loss inclusion in federal legislation and other policy documents.
2. Older adults with vision loss are included as a targeted population in aging policy, public health initiatives (i.e., [Healthy People 2030](https://health.gov/healthypeople)) and health coverage.
3. AVLNC will support the efforts of national consumer groups to increase the annual federal appropriation for OIB funds.
4. AVLNC will be a forum for discussion of support to organizational members of the Coalition pursuing funding for services for older people with vision loss at the state and local levels.
5. Through Teddie-Joy’s Law, AVLNC will pursue pilot projects and other innovative initiatives for new community-based vision rehabilitation programs in severely underserved parts of the nation and be a forum for the promotion of promising practices/programs at the state level.
6. AVLNC will pursue enactment of Teddie-Joy’s Law, with the goal of having it introduced during 2023.
7. VSA staff and committee chairs will collaborate to pursue federal regulatory, subregulatory, and related federal agency avenues (including potentially tapping private insurers) to take on Medicare funding of services.

**Access to Quality Services**

1. The field of Vision Rehabilitation will have adopted practice and program standards.
2. University programs for eyecare, occupational therapy, geriatrics and gerontology professionals will include aging *and* vision loss curricula, and will facilitate practicum opportunities in community-based vision rehabilitation programs; and those for vision rehabilitation will include specific aging curricula.
3. Best practices for the combination of Aging & Vision Rehabilitation Services will have been established, rolled out, and accepted by both professional networks.
4. The Transportation Working Group will take the lead in working with the newly funded National Transportation Accessibility Center (NTAC) to increase transportation accessibility and options for older people with vision loss.
5. The TWG will systematically seek opportunities for additional research into transportation needs/obstacles and possible funding sources, strategically seeking out collaboration opportunities with other entities.
6. The TWG will collect and share transportation solutions that meet the needs of people with vision loss, especially older people.
7. The TWG will collect and share transit resources and structures for input prior to implementation of transit solutions.

**Consumer Advocacy Program**

1. A cadre of older adults with vision loss are trained and mobilized to advocate for policy change, including adoption and implementation of newly approved TJL elements.
2. Consumer Advocate Project curriculum is being offered throughout the country by VSA member agencies, both virtually and in person.
3. Quarterly meetings are offered virtually to all Consumer Advocate Project graduates to refresh skills, share lessons learned, and inform of new legislative priorities.

**Leadership Academy**

1. Aging and Vision Loss Leadership Academy is operational and sustainable, with one class successfully completed, and one class in progress.

**Targeted Sector/Market Segments**

1. Eyecare professionals: ophthalmologists and optometrists
2. Other Medical professionals: geriatricians and gerontologists and OT’s
3. Aging Policy Makers: Administration on Community Living (including CIL’s), National council on Aging, National Area Agencies on Aging, Gerontological Society of America, AARP, Area Agencies on Aging, Long-term Care Providers, Assisted Living
4. Healthcare Policy Makers: CDC, NEI, NIH, CMS, Surgeon General, Home Healthcare Agencies and staff
5. Older People (including those with vision loss) and Their Families
6. Elected Officials at the federal and state levels
7. ACB, NFB, BVA, FFB, NOAH (Consumer Associations)
8. Research Partners including NASEM and CDC
9. Universities with Relevant Personnel Preparation Programs
10. Vision Rehabilitation Community: Community-based service providers, national organizations, RSA, DOE, state agencies, TAC’s

**Plan for CY2023 (Year 1)**

1. **Public Awareness**
2. **Ad Council** - Complete Ad Council research (assumes funding is secured)
3. **Partnerships & Alliances** - Confirm organizations, strategic & media partners expected to yield the highest reach & impact among our key target audiences (research is accomplished on a rolling basis)
   1. Engage 1-2 new partners per quarter for media/publication access
   2. Generate awareness & education articles to appear in partner publications, e.g., Reader’s Digest, NEHEP & more (1-2 per quarter)
4. **Disseminate VSA initiatives & campaigns to key audiences** (including Big Data Project)
5. **Conferences & major events** – complete research on a rolling basis (National + Big Data states) so VSA leadership can present at relevant major Aging Conferences and events (pending funding)
6. **Public Relations** - Comprehensive press list is developed.
7. VSA press releases are issued on an on-going basis (at least one per quarter)
8. A **Tool kit** will be developed to disseminate current & future VSA initiatives (including Big Data Project)
   1. The Tool Kit is distributed to 50+ members/agencies in 2023
   2. Continued updates are made for on-going dissemination to hundreds of agencies (over the three-year plan)
9. **Google Grant & other Pro Bono Media** –
   1. VSA’s Google Ad Words grant is approved (1st quarter 2023)
   2. Grant spending is maximized quickly (Google provides up to $10,000 per month). Goal: $80,000 no-cost AdWords campaigns in 2023 and $100,000-$120,000 for 2024 & 2025)
10. **VSA Public-facing Assets**
    1. **Website** – Disseminate significant committee content via VSA’s website (VSA website revamped in early 2023)
    2. **Educational Blog/Podcast** – Content is developed and disseminated to educate key stakeholders through various channels, including on-going VSA blog posts and podcasts
    3. **Webinars & town halls** are hosted.
11. **Data & Research**
12. Continue quarterly data driven webinars
    * 1. Establish target release dates and identify presenters
      2. Possible topic areas:
         1. NASEM report
         2. SDOH and health equity
13. Develop a plan to systematically identify and share pertinent research articles, in alignment with survey results
    * 1. Complete article data repository and turn over to OIB TAC
      2. Develop rubric for ongoing consideration of articles
      3. In collaboration with OIB TAC, develop a plan to create tutorial videos on how to find pertinent research articles
14. Assist with the creation of outcomes tool for vision rehab
    * 1. Continue to support VSA RSO (Rehabilitation Services Outcomes) tool as appropriate
      2. Initiate a discussion on a tool that also looks at quality of life measures
15. Attempt to get a NASEM workshop/report and/or Surgeon General’s Call to Action. Report for vision rehab.
    * 1. Develop a work plan for this project
16. Conduct a survey of private agency directors regarding research needs, with the goal of publishing an article in JVIB
    * 1. Submit paper to JVIB for publication by the end of 2023
17. Assist in the completion of round one of the Big Data Project and the state and national reports
    * 1. Develop a plan to disseminate this information to other key stakeholders and attempt to get consistency in data use
      2. Develop Big Data Reports on Age 18-64 with blindness and low vision.
      3. Assemble analytic and user committee to define content of Age 18-64 Reports
      4. Identify potential financial support for Age 18-64 Reports
      5. Create timelines and schedule for completing the Age 18-64 Reports
18. **Policy & Funding:** 
    1. Teddie-Joy’s Law
       1. Recruit champions for TJL
       2. Starting w/ Senate; one Dem, one Rep in each chamber.
       3. Seek endorsement from major national organizations (e.g., NCOA, GSA, ASA, N4A, etc.)
       4. Update “targeted sectors / market segments”
    2. Medicare
       1. Pursue as separate issue
       2. Coordinate messaging among various groups internal and external to the field.
       3. Seek endorsement from major national orgs for TJL (NCOA, GSA, ASA, N4A, etc.).
19. **Access to Quality Services** 
    1. Top priority is to plan and execute a personnel preparation advocacy initiative.
    2. Cultivate Partnerships & Referrals to ensure our own field is buying into what we are doing. This includes, but is not limited to, gaining buy-in from the profession to support TJL (i.e., grassroots mobilization).
    3. Establish and operationalize the Transportation Working Group; participate in the NATAN network
20. **Leadership Academy** 
    1. Formalize collaboration with partners (e.g., AER, OIB-TAC, ACVREP, others)
    2. Obtain full funding via grants, corporate sponsorships, etc.
    3. Establish timeline for launching program, contingent upon funding
21. **Consumer Advocacy**
    1. Pilot project with AAVL/ACB members
    2. Incorporate lessons learned from pilot
    3. Develop national implementation plan
    4. Add curriculum component on Teddie-Joy’s Law
    5. Develop implementation plan specific to Teddie-Joy’s Law, including cadre of newly trained advocates
    6. VSA member agencies offer ongoing consumer advocacy program, either virtual or in person

**CY2023 Q1 Objectives**

1. **Public Awareness** 
   * + - 1. Complete Ad Council Phase One
         2. Address funding for Phase Two
         3. Assemble list of conferences
         4. Assemble press list
         5. Develop list of awareness partners (e.g., RDPFS, etc.)
         6. Start Big Data Project toolkit and webinars
         7. Google grant
         8. Promote aging advocacy toolkit, including ACB state affiliates
2. **Data & Research** 
   * + - 1. Continue quarterly data driven webinars

Establish target release dates and identify presenters

Schedule first webinar

* + - * 1. Develop a plan to systematically identify and share pertinent research articles, in alignment with survey results

Complete selection of articles for inclusion in repository

* + - * 1. Assist with the creation of outcomes tool for vision rehab

Reach out to RSO (Rehabilitation Services Outcomes) tool committee for an update

* + - * 1. Attempt to get a NASEM workshop/report and/or Surgeon General’s Call to Action. Report for vision rehab

Develop a work plan for this project

* + - * 1. Conduct a survey of private agency directors regarding research needs, with the goal of publishing an article in JVIB

Develop survey for distribution to agency directors

* + - * 1. Assist in the completion of Phase One of the Big Data Project and the state and national reports

Develop a plan to disseminate this information to other key stakeholders and attempt to get consistency in data use

Complete state Big Data reports

1. **Policy & Funding** 
   * + - 1. Identify at least one Dem & one Rep that we are actively courting for TJL, or have secured each
         2. Update Congressional Committees matrix (Libby)
         3. Meet with Lance to discuss Teddie-Joy’s Law, Medicare, OIB
         4. Coordinate with VSA Public Policy Committee as appropriate
2. **Access to Quality Services** 
   * + - 1. Personnel Prep

Research what other accrediting bodies require.

Compile a list of the current curricula being offered, as a means of defining what we are looking for.

* + - * 1. Cultivating Partnerships and Referrals

Conduct webinar about how to find/identify partners and the value of these relationships/waiting lists.

Conduct webinar about how to find/identify partners and the value of these relationships/waiting lists, with focus on Government Subcommittee’s side; possibly work with Policy and Funding Committee.

Webinar that focuses on medical billing, with all its challenges; will cover infrastructure, billing software, personnel recruitment, credentialing, etc.

* + - * 1. Transportation Working Group

Further develop relationship with NTAC with a goal of taking the lead in working to increase accessibility and options for older people with vision loss

1. **Leadership Academy**
   * + - 1. Formalize collaboration with AER and OIB-TAC
         2. Explore options for credential/certificate with ACVREP
         3. Review and revise budget as needed
         4. Develop case statement and funding targets
2. **Consumer Advocacy**
   * + - 1. Have curriculum approved/sanctioned by AVLNC Steering Committee
         2. Conduct webinar at ACB’s Legislative Conference in early March, introducing pilot project
         3. Begin pilot project with AAVL
         4. Meet with Pris and Mark to discuss implementation plan specific to TJL

**Two-Year Picture (CY2024)**

**Public Awareness**

1. The Coalition has developed a national public messaging framework.
2. An Ad Council national campaign has been initiated (or, VSA has hired a firm for VSA’s National Awareness Campaign)
3. Coalition members are presenting at all relevant major Aging Conferences and events.
4. VSA initiatives and educational content has been disseminated to hundreds of organizations and is being communicated (on an ongoing basis) through a broad range of added channels, including PR, webinars, blogs, pro bono media, and more.

**Data and Research**

1. National vision rehabilitation service/outcome data will have started being collected.
2. A Surgeon General’s Report on Aging & Vision Loss will be in discussion.
3. Vision-related research recommended by NASEM will be underway.

**Policy and Funding**

1. The Coalition will have developed the OIB Cost of Living strategy and language and supported by the blindness community (included in Teddie-Joy’s Law).
2. The Congressional Vision Caucus will have established an Aging Focus.
3. The Coalition will have established a relationship with the Congressional Physicians Caucus.

**Access to Quality Services**

1. AER Higher Education Accreditation Commission (HEAC) will have mandated a comprehensive aging curriculum.

**Consumer Advocacy Program**

1. The Coalition will be conducting/coordinating Consumer Advocacy Training.

**Aging and Vision Loss National Coalition Sustainability**

1. VSA will have established the funding mechanisms necessary to support the AVLNC Initiatives.
2. The Coalition will have established a collaborative relationship with at least 6 National Organizational Partners.