



Outreach of ORBIS China

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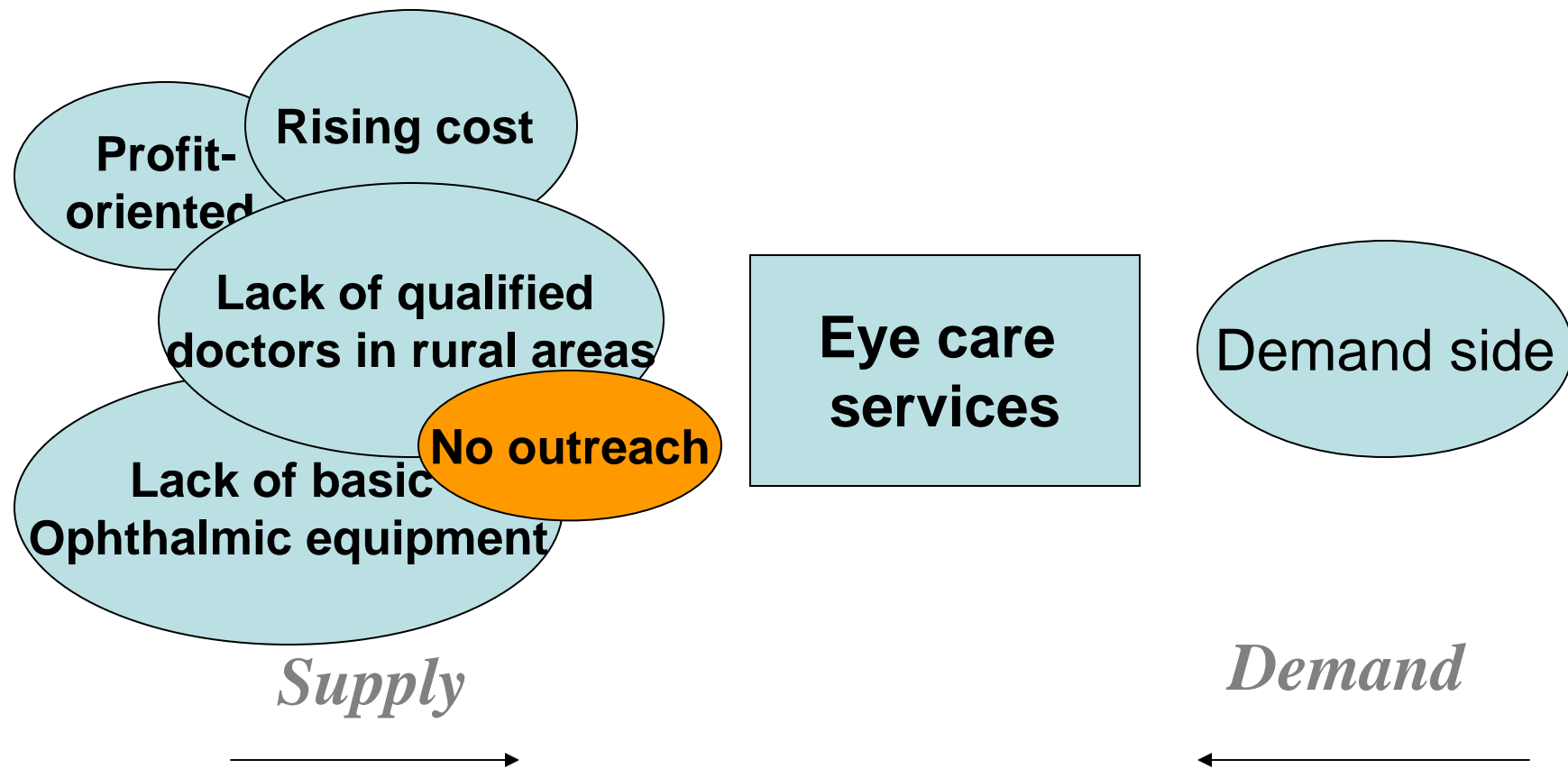
About ORBIS

- As a member of the International Agency for the Prevention of Blindness (IAPB), ORBIS is a non-aligned, non-profit global development organization.
- ORBIS's mission is to preserve and restore sight by strengthening our partners' capacity to prevent and treat blindness.
- Over the years, the many global blindness prevention initiatives we have helped to pioneer include VISION 2020: The Right To Sight

The unique blindness situation in China

- **One fifth of the world's blind people are in China**
- **There is no real non-profit hospitals in China today, even the public hospitals are profit-oriented**
- **Blindness prevention has not been a priority on government health agenda**
- **One – off initiatives**

Critical gaps in blindness prevention



Outreach approaches of ORBIS China

- **Integrating the eye care into the existing primary health system**
- **Networking with the village doctors and school teachers**
- **Screenings in rural areas**
- **Promotion through media, text messages, and printing materials**
- **Using satisfied patients as motivators**

IT used in outreach activities

- **Cyber Sight**
 - Partners with access to the internet, and English capabilities
 - How it works
- **Video Conferencing**
- **Text messages**
 - The prevalence of the cell phones in China
 - Effective way to keep long-term relationship between the doctors and the village health workers
- **Media, such as TV, radio, Internet – for Health Information**

Challenges

- **Do we really reach the target people?**
- **Few identified patients come to the hospital after receiving eye check in the screenings**
- **Little is known about the eye diseases of people who live in remote areas, their needs and perceptions of barriers to eye care services**



Research

- **Research scope and methodologies**
- **Objectives**
 - **Different perceptions about eye diseases from different groups of people**
 - **Formal and informal health facilities related to the eye health**
 - **Factors affect the health-seeking behaviors**

research

- Main findings:
- their own explanations and treatment
- Women – related their eye problems to “ku” (bitterness), either from the hardship of labour, or from the hard life as women
- Men – their explanations are more specific than women’s and often related to their farm work
- The elder – natural process of life; self-paying and free-of-charge surgeries
- Children – invisible from the basic eye care

Research

- **Other common factors affect the health-seeking behavior**
 - **cost of the services**
 - **quality of the services including the effectiveness of the treatment, the attitudes of the medical staff, the procedures**
 - **language barriers, esp. for ethnic minorities**
 - **local information channel**
 - **seasons of farming and harvest**
 - **distance and transportation**
- **Formal and informal health care providers**

Discussions

- **minor eye diseases & serious eye diseases**
- **70% of the eye diseases occurred in the villages are or regarded as minor eye diseases**
- **how to persuade the elders to accept the self-paying surgeries?**
- **esp. when the free surgeries through the one-off programmes are provided year by year**

Recommendations

- **Listening to the needs of the different groups of people and provide services accordingly**
- **Focus on the quality of the trainings for the village “doctors”**
- **Cooperate with NGOs and other organizations who work closely with the communities**
- **Give more attention to IEC/BCC**
- **Implement Information Technology to create awareness, to identify patients need surgery/treatment and monitor them**

Thank you

