

# End of Project Impact Report

## Selby District Vision Eastern CEF

Grant Awarded: £2,312

Date Awarded: October 2016



**Selby District Vision**  
Society for the Sight Impaired

### Eye to Eye Campaign

**Look After Your Eyes**



Funded by The Eastern Community Engagement Forum

### Project Details

**Project Title / Description:**  
The Eye to Eye Campaign

School based educational workshop project, looking at eye health, sight loss prevention and visual awareness.

**Contact Name:** Emily Havercroft

**Tel:**

### Organisation Details

**Name:** Selby District Vision

**Address:**

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Prospect Way,  
Selby.  
YO8 8BD

## Q1 In no more than 500 words please outline the key outcomes of your project.

Our schools project has been a wonderful project for SDV and a great way to reach children and their families through the delivery of 10 primary school sessions. Covering visual awareness, eye health and the prevention message, highlighting how to reduce the risk of unnecessary blindness.

Across our 10 interactive sessions we have delivered workshops to 266 children, ranging from reception age to year 5's. Each session was tailored to the needs to the school/class and provided hands-on workshops. We also led an assembly at the first school we delivered to, reaching a further 72 children.



A carousel style workshop gave children a first-hand experience of what it might be like to be visually impaired. Practical exploration through challenges and activities, whilst blindfolded or using simulation spectacles, gave the children opportunities to learn about and explore the world of a visually impaired person. Group discussion and support within sessions also allowed time for educational information and questions.

Every child took home with them an information leaflet, all about eye health and how to prevent the risk of unnecessary sight loss. This enabled us to continue the sight saving message on to family members and to promote the services of SDV. Along with the leaflet, every child was given a free gift – a stress-ball eyeball!!! These went down a treat and, on the back, had our logo, website address and said 'Look after your eyes'.



This project had a challenging start, with our biggest hurdle being to get schools to engage and book in a session. However, once we were able to do this, feedback from schools has been outstanding and the children responded brilliantly to this project.

**“I liked making a playdough model with the blindfold on, but it was very hard and I had to feel the shapes instead of look at them”** Craig age 5

**“It has been a pleasure to have you at the school, delivering such a worthwhile opportunity for our children. Thank you.”**

Headteacher, North Duffield School

In researching for this project, we had already spoken to a Primary School Head teacher and a teacher. They had both agreed this project could clearly support school's and their education of equality, diversity, developing skills and talents. That it would also provide development of important skills, like resilience, being resourceful and building relationships, as well as being a great way for the children to consider new areas of their own health and well-being.

This was all something we highlighted in our communication with schools, enabling us to identify tangible benefits to the school and placing our sessions at the heart of children's learning and the curriculum aims. Some of the schools were able to use the sessions to enhance topics they were already covering and maximise children's learning within this.

**“The children have been so engaged and your interactive session really inspired them and got us all thinking.”**

Reception Class Teacher, Riccall School

## **Q2 In no more than 500 words please demonstrate how the project has met the Community Development Plan objectives that were identified in the original application for funding.**

### **Reduce isolation and loneliness and encourage information sharing between communities, activities and organisations**

We know that visually impaired people face many issues daily through the lack of understanding and education of those around them. Also, through the loneliness and isolation which sight loss can so often bring. This project has supported those visually impaired individuals in the Eastern CEF by educating young people in how to approach, help and understand their disability. Children have been given the opportunity to ask questions directly to those living with sight loss, as well as experience what it would be like to have to live with no or poor vision.

Sharing information on visual impairment and how to protect your vision is something, as a blind charity, we see as our responsibility. 50% of sight loss in the UK is avoidable; educating and showing people how easily they can take steps to protect their vision is vital and has been hugely successful through this project. By providing an information leaflet to go home with each child, this sight loss prevention message really did continue beyond the school sessions and hopefully will have a positive and lasting impact on eye health within the Eastern CEF. Educating families and carers on the importance of looking after their vision.

Our information leaflet went home with every child:



**Selby District Vision**  
Society for the Sight Impaired

**Eye to Eye Campaign**

**Look After Your Eyes**




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**Selby District Vision is your local charity, supporting people with their vision**





The Prospect Centre, Prospect Way, Selby. YO8 8BD  
(Next to the large Home Bargains)  
Monday, Tuesday, Thursday, Friday - 9.30am - 3.00pm  
(Closed on Wednesday)

01757 709800  
info@selbydistrictvision.co.uk  'Selby District Vision Official'  
www.selbydistrictvision.co.uk



Registered Charity: 1149391



**Some simple ways to look after your eyes:**

-  From the age of 3 children should visit the Optician's regularly. Eye tests and glasses are absolutely free for children under the age of 16
-  Wear sunglasses or a hat, to shield and protect your eyes from the sunshine
-  Take plenty of breaks from using screens such as tablets, phones and televisions
-  Eat delicious foods which will feed your eyes with all the nutrients they need. Great examples are:
  - Green vegetables like broccoli, spinach and kale
  - Avocados and leafy lettuce
  - Carrots, celery and corn
  - Sweet potatoes and Tomatoes
  - Whole grains
  - Dried apricots
  - Blueberries and grapes
  - Lemons
  - Dill, oregano and parsley
  - Cod, salmon, tuna, mackerel and sardines

The freshest fruits and vegetables have the most antioxidants and nutrients, which are great for your eyes. Fresh fruit and vegetable juices are also an excellent way to boost your eye health.

-  A healthy lifestyle and plenty of fun activity can really help to keep your eyes at their best
-  If you hurt your eyes, make sure you talk to a doctor as soon as possible

**Your eyes are gifts, which you open every morning  
Look after them, they look after you every day**

## Support our villages to provide a vibrant range of activities

Every session we delivered was fun, interactive and educational, offering new experiences to the children and working in partnership with each school. By taking visually impaired volunteers with us, and guide dogs, children were given a variety of opportunities to learn about visual impairment, as well as their own eye health.

Many of the children we worked with engaged with the sessions throughout, asking questions and commenting on their own experiences of the hands-on challenges. Reflecting on their experiences and actively becoming involved in supporting one another too. It was wonderful to see them challenging themselves and feeding back on those things they had been surprised by or found most tricky.

## Increase activities for young people and encourage involvement and volunteering in our community

This project has directly motivated young people to be aware of those with disabilities within their community. A great example of this is the feedback we have had from a visually impaired parent, whose child attends a local school in the Eastern CEF area.

She has commented on how differently children have been towards her since we have been in and delivered our session at the school. Saying that they are more aware of her and her guide dog, careful not to bump or barge her, no longer crowding the dog. That they ask her questions openly now and she feels respected and comfortable. This has had a hugely positive impact on her everyday life and given her more confidence when going in and out of the school with her son.

### **Q3 In no more than 250 words please give details of any additional benefits or objectives that the project has met that were not anticipated/ outlined in the original application for funding.**

A hugely beneficial outcome of this project, was the input we have had from three fantastic visually impaired volunteers. With the workshops being so practical and hands on, we needed as many pairs of hands as possible, to assist the children throughout and be available to talk through each challenge with them. Being visually impaired themselves, they were also able to bring their own knowledge and experiences to each session, providing invaluable support and input.



**Two of our visually impaired volunteers**

**Selby District Vision**  
Society for the Sight Impaired

## Eye to Eye Campaign

**Free, interactive and practical sessions**

- Eye health information
- Hands-on exercises
- Practical visual awareness skills
- Meet and chat with a blind person
- Guide Dog experience
- Up to 30 children per 1 hour session
- Free gift for every child

**Available for children in infant or junior classes**

Contact details:  
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**EASTERN ARVA**  
COMMUNITY ENGAGEMENT FORUM  
Funded by The Eastern Community Engagement Forum

**This promotion sheet was sent out to all schools with a covering letter**

Being able to offer a 'guide dog experience' was a huge bonus for this project and one we were only able to provide thanks to the support and generosity of our volunteers. The children found this fascinating and it gave the sessions another exciting element.

**“Being a teaching assistant was my dream job and my sight loss brought an end to that. Being back in a school was something that terrified me. Educating children about disability has been fantastic and this project has really brought my confidence back, I’ve loved it.”**

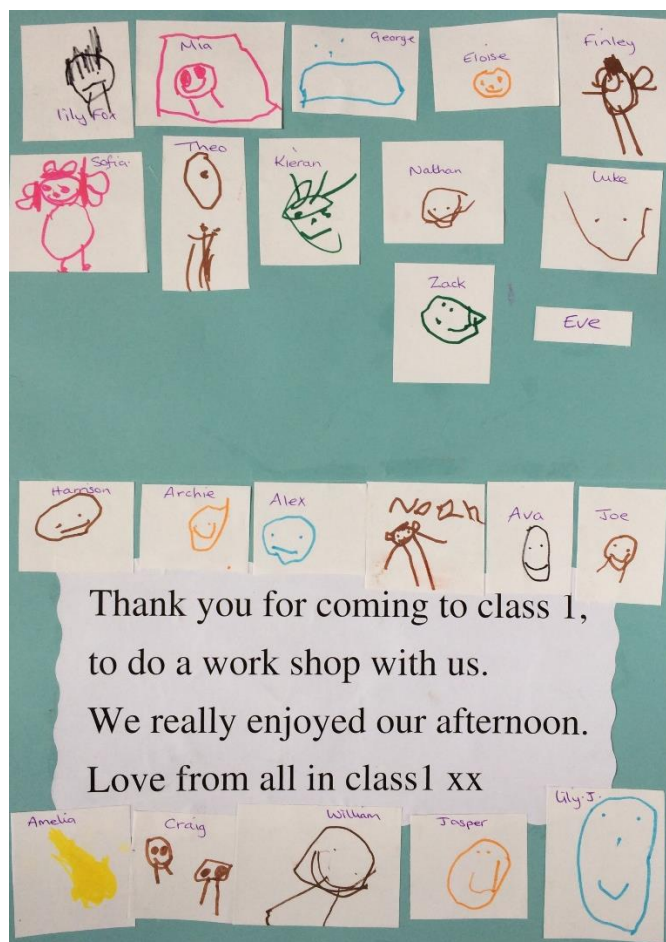
**“The children were far more engaged than I had first expected them to be. Kids are hard work and it was a challenge! But, it was great seeing them interacting at each session and genuinely considering the impact of sight loss and asking meaningful questions.”**

**“I used to be a nursery nurse, but I’ve not been able to do that for a long time due to my sight loss. Following this project, I have been volunteering at my local pre-school which has been fantastic. Being in the schools has really improved my confidence.”**

Some of the comments made by our visually impaired volunteers about the project. It was great to see how much they benefitted from being involved, as much as we had by having them as collaborators.

## Any other comments on the project and its success:

This project has been extremely successful, and we plan to go on to use it to inform our future work. We have been liaising closely with the Selby District Disability Forum, who are currently running a pilot project to deliver 'Disability Awareness Sessions' in schools. We have shared our learning and experiences from this Eastern CEF project and plan to work together to help them maximise the potential of their pilot and provide local disability awareness opportunities throughout the Selby District, incorporating visual awareness and the sight loss prevention message.



A thank you card sent to us from North Duffield School, after delivering a session to their Reception Class.