ORBIS DR Program Strategy

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INGO Consultation on DR, BKK, April 6, 2013
ORBIS Strategy on DR

- DR is one of ORBIS’s emerging priority disease focus in Asia programs.
- The global program strategy includes DR as focus of research and advocacy.
- All three strategic pillars—medical and clinical excellence, research and evidence, and advocacy and public education—apply to DR in our programs.

**Objective:** Set up systems to prevent diabetic retinopathy and related visual loss, specifically in countries where diabetes mellitus is a public health problem, taking into account the country’s resources, social expectations, and health-care infrastructure.
Strategic incremental growth where we have human and technological resources available to support quality program.

**Three Key strategies:**

- HR development,
- Technology adoption,
- Health system strengthening with integration of endocrinologists and general physicians in the management of Diabetes.
In following three countries ORBIS has developed and implemented DR projects since 2008:

- **Bangladesh** – In partnership with Diabetic Association of Bangladesh (DAB) in three northern districts.
- **China** - In partnership with Zhongshan Ophthalmic Center
- **India** - In partnership with H V Desai Eye Hospital in Pune and Netra Niramay Niketan in Haldia.
In Bangladesh

Three hospitals of DAB have been strengthened with HR, Equipment, BCC materials in the northern region.

- All three hospitals have secondary level care facility with Laser treatment and follow up care for DM and DR
- One has tertiary level care with Vitrectomy facility for advanced cases of DR management
- Two stage screening approach: General physicians screen for DM in general population followed by Ophthalmologists screen for DR among diabetics.
- Hospital and community based services are offered together with RE and cataract services.
BCC Campaign in Bangladesh
Leaflets and Posters

Poster

Leaflet

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ORBIS International
BCC Campaign

Flip Chart

Folk Song & Drama
In China

With ZOC:

- In Guangzhou, a comprehensive model project is under way for rural care of DR and glaucoma at 10 centers with the Zhongshan Ophthalmic Center.
- The project provides training to doctors and technicians to screen and treat DR patients, provide equipment for service provision including lasers.
- Video presentations used to promote BCC

With MoH, China:

- A four year DR Project is under the stage of development as pilot project to develop an effective model in China. This will begin implementation from mid 2013.
In India

- ORBIS conceptualized the project “Save Your Sight” to increase public awareness of diabetes and diabetic retinopathy in particular.

- The project started on August 1, 2007 and will ended on December 31, 2011.

- **Goal of the Project:** To promote behavior change among population prone to DR in two states of India for awareness and knowledge of diabetic eye diseases and increase in utilization of diabetic retinopathy services.
Operation research is an ongoing activity of our projects and few papers already presented in international conferences.

Going forward, ORBIS plans to design and undertake multi country, multi center studies to see effectiveness of screening, treatment and training programs.

Our approach has been to integrate DR into both the medical care system and eye care programs.

Advocacy with MoH is on the top to allocate adequate resources to tackle this emerging blinding epidemiology.