



Assistant Secretary for Health  
Office of Public Health and Science  
Washington D.C. 20201

HEALTHY PEOPLE 2010  
MEMORANDUM OF UNDERSTANDING (MOU)

Between

The American Optometric Association (AOA)

and

The National Eye Institute (NEI), National Institutes of Health

and

The Office of Disease Prevention and Health Promotion (ODPHP), Office of Public Health and Science, Office of the Secretary, U.S. Department of Health and Human Services

This Memorandum of Understanding (MOU), while not creating any legal rights or legal responsibilities, sets forth the terms and understanding between AOA, NEI, and ODPHP regarding activities related to *Healthy People 2010*, the Vision and Hearing focus area of *Healthy People 2010*, *HealthierUS*, and the development of the next iteration of disease prevention and health promotion objectives. This MOU outlines a general agreement of cooperation between AOA, NEI, and ODPHP. NEI and ODPHP will be able to act pursuant to this MOU only to the extent that their actions are consistent with their current legal authorities.

WHEREAS, AOA, NEI, and ODPHP share common priorities and interests in *Healthy People 2010*, including but not limited to the Vision and Hearing focus area. Each organization has unique competencies through which it addresses these goals. These organizations realize that by working together they can avoid duplication of efforts at the national, state, and local levels, and capitalize on the individual strengths of each organization to achieve the targets in *Healthy People 2010*.

WHEREAS, the investments in vision health made by AOA, NEI, and ODPHP, can be maximized by the establishment of a mechanism whereby the parties can work together to achieve improved communication, coordination, and collaboration. The purpose of this MOU is to catalyze progress toward the goals and targets set forth in the *Healthy People 2010* Vision and Hearing focus area, and improve the health of our communities and our nation, by means of programs, products, and services designed to accomplish the following:

1. Improve the quality of life and to reduce health disparities; and
2. Promote the early identification, diagnosis, treatment and management of eye diseases and vision disorders, which impact people of all ages from infants to the elderly; and
3. Prevent blindness and vision impairment.

The parties intend to accomplish these goals through the following activities:

1. Population and community-based health education and health promotion activities;
2. Coordination of public awareness campaigns and media activities that address the reduction and elimination of risk factors and the promotion of healthy behaviors to reduce blindness and vision impairment;
3. Activities to effect policy and system changes;
4. Joint efforts to promote professional education and training, including joint presentations, co-hosting of national conferences, dissemination of best practices, and joint efforts to provide consultation on blindness and vision impairment for conferences and workshops;
5. Facilitation of relationship development, support, data collection, and resource sharing;
6. Sharing among organizations of scientific and information resources; and
7. Contribution to the development of the next iteration of disease prevention and health promotion objectives.

## REPORTING

The AOA President, Deputy Assistant Secretary for Health (Disease Prevention and Health Promotion), and NEI Director will evaluate the effectiveness of this relationship at the end of each year based on mutually agreed upon criteria in order to establish its future direction.

## USE OF LOGOS/SEALS

AOA will not use the name of HHS or any of its components without prior written approval from HHS.

## FUNDING

Nothing in this MOU shall be deemed to be a commitment or obligation of Federal or AOA funds.

## LIMITATIONS

This MOU is non-binding and is not intended to, does not, and may not be relied upon to create a right or benefit, substantive or procedural, enforceable by law by a party against the United States.

Any information shared among the parties pursuant to this MOU will be in the public domain unless exempt from disclosure under the Freedom of Information Act, 5 U.S.C. sec. 552, or other applicable federal statutes or regulations.

By entering into this MOU, the parties do not directly or indirectly endorse any product or service of any private entity, whether directly or indirectly related to this MOU. No private entity shall in any way, state or imply that this MOU or activities conducted pursuant to the MOU is an endorsement of any product or service by the parties or any of its organizational units or employees.

## DURATION

This MOU is at-will, may be terminated at any time by any of the parties, and may be modified by mutual consent of authorized officials of the parties. The MOU shall become effective upon signature by authorized officials from the parties and will remain in effect until modified or terminated. In the absence of a mutual agreement by authorized officials from the parties to continue this agreement, this MOU shall end on June 30, 2009.

CONTACTS

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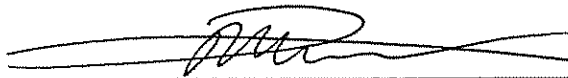
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06 -15- 06

Date



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*6/15/06*  
Date

*Paul A. Sieving*

Paul A. Sieving, M.D., Ph.D.  
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*June 15, 2006*  
Date