

Kansas Lion Sight Foundation Public Relations Report 10-13

Audio Reader – The Audio Reader staff have been busy sharing information throughout Kansas about their services for the blind and visually impaired. Their radio reading service reads 40 national, regional, and local newspapers daily; 60 magazines each week, and about 140 books per year. Through the Lions telephone reader they read 21 newspapers, 23 magazines (such as *Kansas Lions Newsletter* and *VFW Magazine*), 17 newsletters, 14 grocery and discount store flyers, and nine special request publications. They have also logged 1,313 hours of materials recorded by volunteers on CD to honor special requests from listeners/agencies. This reading is provided by 375 active volunteers. As one anonymous reader states “I always started my day when I had sight by reading the paper, and now I have the glorious opportunity for you to read it to me since my sight went by the wayside...what a great blessing (Audio-Reader) is for those of us who have lost our sight. To contact a staff member about this service call telephone 800-772-8898 or 785-864-4600. Kansas Lions Sight Foundation will be featured in the Fall/Winter Audio Reader Newsletter.

Heartland Lions Eye Banks – Heartland Lions Eye Banks and its parent organization, the Missouri Lions Eye Research Foundation, will operate under the name Saving Sight as of December 1, 2013. Tony Bavuso, Chief Executive Officer, states “We chose Saving Sight because it clearly and concisely describes what all of our programs do to help people: we change lives by saving sight.” The name change also helps Lions to grow their membership. As President of the Board of Directors PCC Al Blumenberg put it, “The marketing possibilities of this new name are tremendous, in that we can talk about our service quite simply as “We are Lions. We are Saving Sight’.” The Lions have been crucial to the development of the Foundation through governance, fundraising, and volunteerism, and they will continue to be so in the next chapter of the Foundation’s development.

Mobile Screening Unit – The MSU was scheduled at 41 events which represented 48 days, plus ten days at the Kansas State Fair in 2013. We are scheduling well into 2014 and 2015 now. If you are interested in scheduling the MSU please get your dates to Lion Ron Bretz (H 316-283-1921, C 316-772-7740) as soon as possible. As a reminder, if you have scheduled the MSU but have not made a deposit another club may take your spot.

The MSU at the 2013 Kansas State Fair screened 2,825 individuals with the assistance of 350 volunteers. We appreciate all of the Lions, nursing instructors and students, and lay volunteers including health care professionals to provide these screenings. These numbers are impressive; however, the mission of the MSU screenings is to help individuals recognize health concerns and to follow the advice of their health care providers especially in taking their prescribed medications. The challenge is providing the needed education about the screening results and how that is best accomplished. We did have two mothers come to us this year whose children’s eye we screened at last years fair. They had the follow up appointment with their eye care professionals. One child’s condition was aided with glasses and the other had corrective surgery.

Kid Sight - The Kansas Lions Sight Foundation continues to facilitate children's vision screening. Our "dream" is to have automated vision screeners located throughout Kansas so that every child in Kansas has the opportunity to have their vision screened preferably by age three, no later than prior to them starting school. Through the efforts and demonstration by the Bel Aire Lions Club last year the Bel Aire Schools have purchased four PediaVision Screeners to use to check children's vision.

KanLovKids - Lions Drs. Beverly Nichols and Anne Nielsen continue their implementation of the Year Two grant objectives as stated for the Kansas Lions Statewide Low Vision Program (KanLovKids) in affiliation with the Kansas State School for the Blind's \$71,137 grant to expand low vision services to children/students across Kansas. Training videos were developed and can be viewed on the KanLovKids website, which offer "hands on" and "how to" information on the best practices to meet the needs of children/students with low vision, in various activities of everyday life, by experts in the field of blindness and low vision.

The Kansas Lions Sight Foundation (KLSF) awarded \$10,000 to the KanLovKids Program at their August 2013 meeting to fund low vision evaluations for children/students in 2013-14. Insurance does not pay for these exams. Without these funds, students with low vision would not have access to these, high quality, comprehensive, evaluations by doctors who specialize in this field. There are twelve Low Vision specialists in Kansas. The KanLovKids doctors (low vision specialists) continue to reduce the evaluation fee by \$100 and the school districts pay \$50 toward each assessment as well. Twenty-two children/students were evaluated through this program in this reporting period.

On September 18th and 19th International President Wayne Madden and the LCIF Filming Crew were on the Kansas State School for the Blind (KSSB) Campus to highlight the KanLovKids Program, as well as to feature KSSB student's literacy activities. KSSB is waiting to see how this footage will be used by the Lions Clubs International Foundation in their international publications and communications.

KU Department of Ophthalmology – The KU Eye Center Lions Club continues to grow in service and Lions experience. They conducted their third free clinic on October 12th with six patients. Work continues on the Ambulatory Surgery Center, with the opening date yet to be determined. Dr. Sutphin, club president, was present at a PediaVision demonstration and spoke highly of its capabilities and the ease of its use.

A Proclamation by the Honorable Sam Brownback, Governor of Kansas, declared the week of October 13 through 19, 2013 as KANSAS LIONS SIGHT WEEK.

Public Relations - Any Lions club wanting to hear more about the Kansas Lions Sight Foundation (KLSF) or wanting to see a children's vision screening demonstration please contact one of your KLSF directors or Sylvia Reinhardt at poorfarmer@cox.net.

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