



Date: June 11, 2009

Subject: LCIF Grant GA 11323/MD 24 Progress Report #1.

Grant Administrator: Lion Clayton C. Senecal, MD 24 CC, 2008-2009, PDG
Grant Project Chairman: Lion Dennis Brining, MD 24 Sightfirst/Sight Conservation
Chairman, 2008-2009

1. Program Summary:

This grant is to implement the Prevent Blindness Certified Children's Vision Screening program into 37 school systems or 289 schools to reach over 41,000 children. This effort helps to complete the Prevent Blindness Mid-Atlantic (PBMA) Certified Children's Vision Screening program statewide in VA. The Certified Vision Screening Program provides: training, national certification and professional contact hours to school nurses; screening kits to every school; and follow up resources for children in need of eye exams and glasses. The Lions support of the Certified Children's Vision Screening Program in Virginia has accounted for 44% of Virginia's communities receiving this enhanced method of screening for the state mandated school vision screenings in Virginia's public schools.

2. Contract Award Dates from Funding Organizations:

Grants from both the Lions of Virginia Foundation and Lions Club International were awarded to support completion of this important work. Dates and funding amounts of each follow:

- a. Lions of Virginia Foundation - \$48,718.00 Awarded 1-17-09
- b. Lions Club International Foundation - \$48,718.00 Awarded 3-10-09

3. Mobilization and Efforts to Date:

Upon contract award of both the LOVF/LCIF Grants, the Project Team set about developing the necessary collateral, actions and Public Relations plan to insure that all objectives of this extremely complex and multifaceted program were completed in a timely and cost effective manner and that the Lions of Virginia were given maximum recognition for our efforts and have the opportunity to support the project as appropriate.

To date, approximately 1,400 man hours have been expended by the team, and fully embraced by the Senior Lions Leadership in the State of VA. A summary of key actions to date follow:

4. Summary of Actions to date:

a. Nurse Survey:

As part of the LCIF Grant award, the LCIF BOD approved the application, conditionally upon a satisfactory evaluation/assessment of the first two project phases under LCIF Grants GA 9272/24 A & GA 10408/24 A. The project team supported the development of this assessment tool which contained a number of key questions and PBMA sent the assessment to 204 School nurses in District 24 A on behalf of LCIF.

The results of this survey were overwhelmingly positive and LCIF funds for the project were released for disbursement on May 15, 2009. Key aspects of the survey are presented below based on a sampling of 56 school nurses whose total screening population is 25,000 children. A copy of the full Survey results will be included in the final report.

1. 92% of Nurses surveyed found this program to be a helpful resource for themselves, their schools, and their students.
2. 80% of nurses surveyed said they have to refer students to an eye care professional OFTEN and VERY OFTEN due to their poor performance on their school vision screening.
3. Over 60% of the nurses surveyed used Prevent Blindness Mid-Atlantic and the Lions of Virginia as a resource for their lower income students in need of vision services.
4. 37.5% of nurses surveyed requested additional information about Lions Clubs.

Relative to item 4, we believe that this group of interested nurses represents a potential source for new Lions Club members. In the future, there needs to be a mechanism to follow up with these individuals and provide them more information on the Lions for their consideration. This unfortunately is not within the scope of the current effort.

Nurses also had the following positive comments about our program:

1. "Tests are easier to use and with fewer vision failures"
2. "I could not do my job without their (Lion/PBMA) help. THANKS"
3. "Thank you to the Lions for improving the life of a child!"
4. "A wonderful program for our students and parents."
5. "I really appreciate the help I get from PBMA and Lions Club!"
6. "Your program is a profound blessing on my students and their families and your services and assistance directly impacts student learning and family accountability. Learning and good health is what we are about. I shall always be grateful for the professional help PBMA gives."

b. Award letter to schools:

This letter was sent out by PBMA to all of the affected schools in Districts 24 C, D, E, and F on April 20, 2009 announcing the Grant Award and making the program available to the school nurses. This was our first introduction to the schools, and phone calls to start scheduling training dates followed shortly. As the training dates are established they will be kept current on the PBMA web site and the various Lions Web sites across the State of Virginia where the Project “Construction Sight” History Page is housed. A copy of this letter will be included in the Final Report.

c. Press Kits Developed and Sent to all Clubs in the affected area:

Press Kits including the Dear Lions Club President/Secretary Letter, Local Club Press Release, and Dear Parent Screening Letter with an attached sample explanation were compiled by PBMA and mailed to Clubs in Districts C, E, and F on May 8, 2009 (126 Clubs). Clubs in Districts A, B, and D received their Dear Lions Club President/Secretary letter and a Statewide Press Release on May 20, 2009 (202 Clubs). Copies of these letters have been sent to LCIF/LOVF earlier and will be included in the Final Report.

d. PBMA State Wide Press Release:

Our Joint LCIF/LOVF/PBMA District press release was sent out state wide to the following News Organizations on May 20th, 2009 by PBMA to include: RTD, Virginia Pilot (Hampton Roads), Roanoke Times, Southwest Times, Daily News Record (Harrisonburg), Daily Progress (Charlottesville), Northern VA Daily, and Winchester Star- all daily news papers. We are tracking possible publication of these releases via the PBMA press clipping service and will include the State Wide Press Release in the Final Report along with any that are actually published going forward.

e. Dear Parent Letter:

After we received approval from LCIF on this letter, it was included in the press kits so that the various Clubs could see what would be sent out to the Schools directly. This letter will ultimately go home to some 34, 000 children during the program showing who is responsible for the vision screening program to their parents.

Please note that this letter will not be going out until the screenings start and this is not something sent out by PBMA or the Lions. These are provided to the schools to include in the children’s back pack on the day of or a few days prior to the actual screenings.

For example, if an elementary school is screening their K and 3rd grade students on a Wednesday, on Tuesday the school nurses would distribute the letters to their classroom teachers and the teachers would include the letter with take home materials for the day. That said, if a school screens 250 students a year, that school would receive 250 letters to send home in conjunction with their screening day.

Schools are required to have their screenings completed within the first 45-60 days of school. Thus most school vision screenings occur between September and Thanksgiving. Schools that do not receive their training before November of 2009 (at their choosing) will not be distributing their letters until Sept-Nov 2010—we have no control over the school nurse scheduling. A copy of the Dear Parent Letter will be included in the Final Report.

f. Project “Construction Sight” History Web Page:

The history and background of the program, including an embedded video was developed by the team and has been posted to the majority of the Lions Web Sites around the State (MD 24, District Web Sites, and Club Websites) by Lion Phil Schrack, PDG, PCC, MD 24 A, and MD 24 Information Technology Chairman. It also includes a full listing of the school systems involved with a status report on their training dates. A summary of these web sites across the State is attached and shown in Table 1. We will continue to work on getting the rest of the appropriate web sites to include LOVF up and running before the end of the contract period assuming they would like to have this done.

g. District News Letters:

Our extended Press release was sent to and included in the following Lions Bulletins/information sites to include: 24 A “Lions Reporter”, 24 B “Beacon”, 24D “Knights Vision”, 24 E “The Lions Pride” , and 24 F information site. The links to these publications can be found in Table 1.

h. MD 24 Public Relations Committee Support:

Lion William E. Bartlet, Jr., PDG, PCC, 24 A and MD 24 Information and Public Relations Chairman distributed a complete set of Press Kit materials on May 21, 2009 to include: Final PR Plan for the LCIF/LOVF Grant, Dear Lions President/Secretary letter, Local Club Press release, Dear Parent letter on LOVF/LCIF Project award, and LOVF/LCIF 2009 Program Introduction letter to the schools to all of his District Information and Public Relations Chairs across the State.

He notes in his transmission that if all the districts and clubs ACT on this information, it should result in the best Public Relations the Lions have received in Virginia during his 29 years as a Lion. He also urged the widest possible dissemination of them to Clubs, Districts, newsletters and media in their respective areas of the State. This material was also sent to our LCIF team and will be included in the Final Report.

The Press release was also sent to the following news papers for publication to include: The Washington Post, WP Fairfax Extra (Weekly), The Fairfax Connection, The Fairfax Chronicle, and the Times. As with the press release PBMA sent out in section d. above we will track the results of this effort via the PBMA News Clipping Service and include any articles that were actually picked up in the Final Report.

i. Distribution of Press Kits and Relevant Program background information to the MD 24 Council of Governors:

To make sure that we had the widest range of support across the State, Lions International Director Wayne Davis sent a complete Press Kit including the results of the LCIF Nurses Survey to the MD 24 CC and Council of Governors on May 15, 2009 indicating his full support on the tremendous effort accomplished to date on the Grant and thanking the Council for its support in continuing to build on the Lions Legacy in Virginia and noting that this specific program has the potential to become a nation-wide model.

CC Clayton Senecal, PDG & Grant Administrator also asked the District Governors on the current Council to join us in this MD 24 project as “District Ambassadors” with their primary mission being to help me resolve any local issues which might come up and support the team in any way fit.

j. MD 24 Lions 86th State Convention Presentation:

A formal presentation by Lion Dennis Brining, Project Chairman, and Lion Frank Carlomagno from PBMA was delivered at the MD 24 Lions 86th State Convention on May 30, 2009. The presentation covered how LCIF CSF Funds have come back into the State to fund this effort and a formal update of the program to date. The audience included Lions from across the State and was very well received. Participants were given class credit for participation. A copy of the presentation is available on request.

k. School Screening Status and Signups to date:

LOVF / LCIF Project		Prevent Blindness Mid-Atlantic Children's Vision Screening Program Training Schedule		
School System	Date & Time Scheduled	Location	# Schools	Students Screened Annually
Botetourt			11	1,500
Buchanan			10	1,054
Buckingham			6	661
Buena Vista			4	358
Carroll			10	1,232
Charles City County	6/15/09 10:00 AM	in Greenville	3	237
Clarke	6/12/09 8:00 AM	Boyce Elementary School	5	664
Craig			2	212
Dickenson			8	763
Falls Church			4	593
Floyd	10/2/09 9:00 AM	Floyd Elementary School	5	614
Fluvanna			5	1,163
Franklin County			15	2,306
Frederick			18	3,960
Galax			3	415
Giles			5	781
Greene	8/20/09 9:00 AM	Nathanael Greene Elementary Sch.	5	849
Greenville	6/15/09 10:00 AM	Greenville Elementary School	4	814
Harrisonburg			8	1,385
Henry County			15	2,260
Lee			13	1,060
Madison			4	575
Nelson			4	646
Northumberland			3	444
Norton			2	245
Patrick			7	816
Radford	6/5/09 1:00 PM	Complete	4	457
Rappahannock			2	227
Richmond County			3	389
Russell			13	1,349
Scott			13	1,167
Shenandoah			9	1,842
Suffolk	8/28/09 9:00 AM	TBD	21	4,205
Surry	9/2/2009 Time TBD	TBD	3	307
Washington			15	2,312
Wise			15	2,101
Wythe	8/19/09 8:30 AM	Wythe County Community Hospital	12	1,320
37 School Systems		Totals	289	41,283

PHOTOS: Radford City School Nurse Training 6/5/09



Screening Kits for Radford City School Nurses



Radford City School Nurses participate in Prevent Blindness training session.



Radford City School Nurses receive their Prevent Blindness vision screening kits.

5. Financial Status to date:

An initial \$48,500.00 of project funds was disbursed to PBMA on 6/2/09 to purchase long lead items for the vision screening kits. A second disbursement of \$20,000.00 will be made no later than June 30, 2009 and the final disbursement of the remaining funds no later than July 24, 2009 to allow us to complete the trainings on schedule. We are currently on schedule and budget at this point to complete the project by the end of 2009-2010 school year.

6. Anticipated Key Activities over the next 3-6 months:

The focus for the next 3-6 months is to work diligently to schedule and deliver the school nurse training and certification course to as many schools as possible so the resulting screening effort can occur during the 2009-2010 school year.

TABLE I
Status of Lions Web Sites and News Letters/Bulletins as of June 2009

District /Org	Website	News Letter	Status
MD 24	http://www.lionsofvirginia.org		Up and Running with links to all District Sites.
24 A	http://www.valions.org	“Lions Reporter” http://www.valions.org/0609lr.pdf	Up and Running on Website & Press Release will be published in the June addition of the “Lions Reporter”.
24 B	http://www.lions24b.org	“Beacon” http://www.lions24b.org/beacon.htm	Up and Running on Website & Press Release will be published in the June addition of the “Beacon”.
24 C	http://www.lions24c.org		I could find nothing on the website at this point.
24D	http://www.district24d.com	“Knights Vision” http://www.district24d.com/june09main.pdf	Website is under construction and Press release will hopefully be published in June addition of the “Knights Vision”.
24E	http://www.virginia-24e-lions.org	“The Lions Pride” http://www.virginia-24e-lions.org/newsletter	Up and Running on Website & Press Release will be published in the June addition of “The Lions Pride”

24F	http://www.lions24f.zoomshare.com	http://www.lions24f.zoomshare.com/4.html	Up and Running on Website & Press Release was published in May on the Website as well.
FHLC	http://www.fairfaxlions.org	FHLC Quarterly News Letter	Up and Running on Website & Press Release will be published in FHLC Quarterly news letter in June.
PBMA	http://www.theeyesite.org		Up and Running on Website.