PROGRAM OVERVIEW

SUMMER 2022

OUR MISSION

Lions KidSight USA is a nation-wide program bringing Lions clubs across the country together to ensure our children receive eye screenings and follow-up care when needed.

According to educational experts, **80%** of learning is visual. If children can't see well, they will have more difficulty learning.

1-in-3 young children have poor but correctable vision - often just needing eyeglasses.

CORE VALUES

We believe very strongly from years of experience that early childhood vision screening- and correction of poor vision - is one of the most effective and cost-efficient health care interventions in the entire world.

We provide vision screening to children as young as six months and through grade 12.

We're national – we've created a coordinated national coalition of active and experienced Lions vision screeners.

We're needed – vision problems undetected by the age of 7 can become permanent.

We're concerned – How many millions of kids now have worsening eyesight from prolonged "screen" time, in 2020?

We are cutting edge, modern and digital. While basic eye-chart screenings have been around since 1899 - and doctors use eye chart screenings in their eye care practices because they will always play an important role in performing a full and complete eye exam in the doctor's office - eye chart screenings have some limitations when used for large-scale children's vision screenings.

We provide immediate reults. Eye chart testing can be subjective and relies on a well-trained school staff person as well as a very cooperative student in order to produce quick, reliable results. Eye chart screenings can miss such potential issues, such as farsightedness, amblyopia factors, low-grade cases of myopia and astigmatism. In contrast, the digital, touch-less technology used in our primary screening devices is automatic and produces immediate "pass/referral (fail)" results.

All-Volunteer Management Board

The board of directors of LionsKidSight USA includes two seasoned lifelong optometrists, as well as a board-certified ophthalmologist. Plus, the U.S.-based Executive Officers of Lions Clubs International. It's a lean national standards body, but very experienced and goal oriented. All volunteer as well.

LionsKidSight USA Foundation is a legally incorporated nonprofit organization, a fully tax-exempt 501-C3 charity.

A Partnership of state programs

Across the entire country - from Oregon on the west coast to Connecticut out East - Lions KidSight initiatives have been operating since 1998, when the first generation of vision screening cameras were introduced, using older film-based technologies that require manual interpretation of the photos. Nowadays, all these programs use newer, more efficient and touch-less digital screening devices.

> **Despite all the challenges caused by the Covid lockdowns over the last year, I'm amazed by the tremendous strides accomplished by the Lions KidSight USA Foundation and all our friends and partners. I'm particularly excited at the potential of Project SEE CLEARLY 2021 campaign to once again help ensure the vision health of our next generation. Please join with us. Our kids are counting on us.**
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> *–Dr. Edward Cordes, Chair, Lions KidSight USA Foundation*

New Project SEE CLEARLY '21 campaign developed and readying for national launch on August 15.

Lions KidSight USA board holds virtual meeting in late March to to approve the Project SEE CLEARLY '21 initiative.

Partners Plusoptix and Hillrom/Welch Allyn both commit to helping sponsor Project SEE CLEARLY '21.

MD 33 Massachusetts held a Lions KidSight refresher, virtual training.

Essilor Vision Foundation endorses the campaign.

Database Retooling - work continues on re-designing the Lions KidSight USA screening results reporting system, set for July 1. Testing and final design tweaks are progressing.

Studio Tyson engaged as video, branding, and web design firm for campaign

PROJECT SEE CLEARLY '21 | What is it exactly?

The year 2020 was a disaster of a year - enough said.

One hidden, potential consequence is that early childhood vision health screenings were postponed for millions of children. An estimated 25 million children have now gone for almost two full years without a simple, yet potentially life-changing, vision screening. Additionally, the switch to remote education over "tiny screens" may have caused a surge of children with correctable myopia, which has spiked to affect nearly half of ALL children in recent studies from China and Taiwan.

Is a vision problem tsunami now stalking our children as well? We just don't know. Only the kick-start in 2021 of children's vision screening programs will tell us.

This is the rationale and urgency for our new, national initiative Project SEE CLEARLY '21. We seek to clear the national backlog of children who are way overdue for their next vision screening, and to improve the eyesight of at least 10,000* young children between August 15th and Halloween to put vision health of our children back on track. Join us in this crusade! *(*Note: 10,000 kids with improved eyesight is based on the target of screening 1M kids this autumn.)*