What is Project SEE CLEARLY ‘22?

We are pleased to announce a 2nd Annual children’s Back-to-School Vision Screening Campaign to help protect the sight of our nation’s precious students.

The campaign — called **Project SEE CLEARLY ‘22 ~ Still Saving Sight** ~ aims to build upon the success of Project SEE CLEARLY ‘21 that saw Lions Clubs across the country in 33 states screen the vision and report the vision screening of 518,000 children towards our target of reaching 1 million children to help clear the national backlog.

The initial goal this year is to finish the work, screening and reporting 500,000 children between July 1, 2022 – May 30, 2023. The national database is being updated for the July 1 launch.

As suspected from other emerging studies, there was a significant increase in the percentage of children failing last year's vision screenings, with failures/referrals rising from just over 12% historically to over 14%, (a **20**% increase, on avg), despite a higher percentage of children being screened in younger, higher-resourced daycare centers and nursery schools tied to either larger Head Start programs or Churches where referral rates should have held steady.

This negative trend may suggest the vision health of our children has been degraded by the increase in both 'screen' time and a decrease in physical play and sports necessary for developing good visual skills, confidence, and social development. Soccer fields are becoming blurry; blackboards fuzzy for far too many children.

This Lions' year 2022 - 23, we are challenging Lions Clubs across the country to reach out even more to older-age children in local public schools to speed-up and/or reintroduce vision screening where possible. I firmly believe by the end of 2023 we will have closed the backlog and can return to routine operations.

Many schools faced difficulties in conducting vision screenings for 3 years now because of Covid restrictions and other related issues. This year, we are optimistic that more elementary and grade schools will now be ready to re-ignite vision screening and welcome more local Lions KidSight USA teams help conduct our free, highly accurate, clinically proven, digital vision screenings.

More information will follow soon, including the reintroduction of a "Top 10" award program for multiple districts and sub-districts to recognize the states and districts nationwide who report screening the most children on the national database. In addition, the Top 3 Clubs in those reporting multiple districts that individually report to the database will be recognized. But don't delay in getting engines revved-up by reaching out now to schools and daycare centers to schedule a screening. We need you, our children need you, our future success needs you.

So, join the national initiative. Share your early planning-efforts to motivate others on our Facebook page at https://www.facebook.com/lksusaf and on your club's own social media channels.

Thank you.
Ed
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