

# MD19 Vision Program Report

COG Meeting (Zoom) - February 8, 2025

PDG Harry Lippincott, Chairperson

The MD19 Vision Program aims to enhance the quality of life for individuals by promoting vision and hearing screenings through our network of clubs. Despite best efforts, the response from the districts has been tepid.

## Current Status

To date, the engagement from MD19 clubs has ranged from minimal to moderate support. This lukewarm response is surprising, given the program's potential to make a significant impact on community health.

## District Support

Interestingly, conversations reveal strong support for the program at the Governor level, but this enthusiasm does not seem to trickle down to the club level. This discrepancy is a major obstacle to the program's wider adoption and success.

## Challenges Faced:

### Awareness and Communication

One of the primary challenges is raising awareness about the importance and benefits of vision and hearing screenings.

### Resource Allocation

Clubs may be hesitant to participate due to perceived resource constraints, both in terms of manpower and financial investment.

## Strategies for Improvement:

### Enhanced Communication

We need to establish more effective communication channels to ensure the program's benefits are understood well at all levels.

Introducing incentives for clubs that actively participate in the program could motivate more clubs to get involved. Recognition awards, certificates, and public acknowledgments can serve as effective motivators.

I will continue to promote the program, confident that with time and sustained effort, we will achieve our goals and improve vision and hearing health in our Lions communities.