

# SECOND *Sight*

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Rocky Mountain Lions Eye Bank on Facebook



## I N S I D E

RMLEB Expands Online Communication 2

Casper Ghosts Step Up To The Plate 2

From the Top: A message from the executive director 3

CIRCLE OF LIGHT: Colorado KidSight Joins RMLEB 4

Help RMLEB Be Green 6

Summer Highlights 6-7

## Support Donation on the Go

### Colorado creates Donate Life specialty license plate

If you drive in Colorado, the classic Colorado license plate with green lettering and white mountains is nearly unmistakable. You've probably also noticed Colorado plates over the years that support various causes, organizations, lifestyles or universities.

A Donate Life specialty license plate will be available for purchase on Jan. 1, 2010. Colorado drivers who want to promote eye, organ, and tissue donation on the front and back of their vehicles.

The Colorado General Assembly passed House Bill 09-1347 during the 2009 legislative session after a petition signed by 4,000 people introduced the legislation to the assembly. The bill, which was signed into law by Gov. Bill Ritter on June 1, 2009, created the specialty license plates.

The American Transplant Foundation led the effort in creating the Donate Life license plate through three years of collecting signatures showing support for the bill. By law, 3,000 license plates must be in circulation by July 1, 2013, or the plate will be decommissioned.

The cost of the specialty plate will be a one-time fee of \$50 for issuance or replacement, in addition to other taxes and fees for each vehicle. The plate can also be purchased at any time, not just at the time of vehicle registration.



The new Donate Life Colorado license plate will be available for purchase Jan. 1, 2010.

As a coalition member of the Donor Awareness Council and a member of the donation community, the Rocky Mountain Lions Eye Bank encourages citizens to show their support for eye, organ and tissue donation by obtaining a Donate Life license plate when they go into circulation.

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**OUR MISSION**

*To fulfill the wishes of eye donors and their families to help another overcome blindness through transplantation and medical research.*

Edmund Jacobs, Executive Director

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Rocky Mountain Lions Eye Bank

**RMLEB Expands Online Communication**

The Public and Professional Relations Department at the Rocky Mountain Lions Eye Bank has been busy tapping into new ways to connect with people and share information through the internet. RMLEB has launched a Facebook fan page, is on Twitter and will soon add a “tributes” section to its Web site, [www.corneas.org](http://www.corneas.org).

The eye bank’s Facebook page allows users to get quick news updates periodically, as well as check out other users who are interested in what’s going on at RMLEB. Users can also view photos from RMLEB events, read news links about stories related to the eye bank, and write entries for posting on the page.

The Facebook page simply provides a new way for RMLEB to interact with many people who are part of the eye donation process, and a way for people to learn more about the many aspects of the eye

bank. Finding our page is as simple as searching “Rocky Mountain Lions Eye Bank” in the Facebook search function, or clicking the link on the home page of [www.corneas.org](http://www.corneas.org).

The “tributes” page on the RMLEB Web site will allow the families and friends of eye donors an opportunity to post a photo of and write about their loved ones. Cornea transplant recipients can write anonymous appreciation messages on the page as well.

There will soon be specific content on the Web site for Designated Tissue Requestors in hospitals and funeral home directors to answer surveys and give feedback regarding their interaction with RMLEB.

The eye bank also plans to start using RMLEB’s YouTube channel and it’s Webex online conference software to connect in new ways with public and professional audiences.

**Ghosts Step Up To The Plate**

For the town of Casper and its baseball team, the Casper Ghosts, August 28 was a special night at the ballpark. That particular night, the fans and the players for the Casper Ghosts, a Colorado Rockies affiliate team, celebrated and honored all the organ, eye and tissue donors from the state of Wyoming during ‘Donate Life Wyoming Night’.

The event, inspired by a similar

Major League Baseball promotion called “Step up to the Plate, Register to Donate,” was a collaborative effort between the Rocky Mountain Lions Eye Bank, Wyoming Department of Health, Donor Alliance and Donor Awareness Council to honor donors, promote the Wyoming donor registry and also provide educational materials to the public.

All those who attended the game

received a promotional hat provided by RMLEB. The hat featured the new Donate Life Wyoming logo and Web site address. It also had a Casper Ghosts logo stitched onto the side.

Casper resident and corneal transplant recipient, James Cummings, was selected to throw the first pitch. This is something Cummings wouldn't have been able to do without the sight-restoring transplant made possible by the generosity of donors and their families.

The entire Ghosts team donned special jerseys for the event. These jerseys were provided by the Wyoming Department of Health's "Wyoming Cares, Wyoming Shares" fund for donation awareness. The jerseys were green and blue with a green ribbon signifying organ, eye and tissue donation on the sleeve. During the game, these special jerseys were auctioned off with all proceeds going to the state's

donation education fund. A booth was set up on the outer concourse where fans could ask questions, receive educational materials and also register to be a donor. Donor Alliance and the Donor Awareness Council provided the materials that fans received, as well as Donate Life t-shirts, bracelets, pins and lip balm.

Wyoming already has a strong culture of donation as 58 percent of the licensed drivers are registered as donors. This ranks the state fourth in the country for donor designation. This sense of community and eagerness to give to others was evident, as many people that stopped by the booth were already registered donors.

Mike Sandler, general manager of the Casper Ghosts, said "I thought it [the event] was absolutely fantastic ... it certainly got the word out on everything you all do for this community and beyond."

James Cummings, a corneal transplant recipient and Casper resident, takes the ball from Casper Ghosts' catcher Dustin Garneau after throwing the first pitch at Donate Life Wyoming Night August 28.



## From the Top

Edmund Jacobs, Executive Director



At the Rocky Mountain Lions Eye Bank, we understand the importance of striving for excellence in everything we do. We owe it to our donors, their families, corneal surgeons and transplant recipients, and everyone else with whom we come into contact. That's why we encourage our staff to be as highly skilled and educated as they can be.

This year, we had several staff members earn the distinction of Certified Eye Bank Technician (CEBT) through the Eye Bank Association of America (EBAA). This honor is only earned after a rigorous examination by the EBAA, whose standards require an eye bank to employ at least one CEBT. We're proud to not only meet those standards, but to shatter them by having a total of nine full-time staff members who have earned the CEBT title.

We also support the professional eye banking education and certification of the employees at the international organizations with which we work to achieve our mission. In September, we were happy to host Jamila Al-Shahrani from the King Khaled Eye Specialist Hospital in Riyadh, Saudi Arabia, as she prepared for and executed the CEBT exam. Only by pushing each other to succeed will we be able to complete the Circle of Light.

# CIRCLE

## Share the Circle of Light

**Tour:** The Rocky Mountain Lions Eye Bank offers tours of its laboratories to individuals and groups. Tours allow you to see the how donated eye tissue is evaluated, tested and matched with recipients around the world. To schedule a tour, call the Public & Professional Relations Department at 720-848-3937 or toll free at 1-800-444-7479.

**Volunteer:** Volunteer your time and talents to help the eye bank fulfill its mission. Help deliver eye tissue or assist with special projects. Call the Public & Professional Relations Department at 720-848-3937 or toll free at 1-800-444-7479.

**Give:** Consider a charitable contribution to the eye bank. As an international eye bank, the Rocky Mountain Lions Eye Bank is affected by the rising costs of jet fuel. Donated funds help the eye bank deal with increasing shipping costs so that donated eye tissues get to the right recipients whether they're across the country or around the globe. Contributions can be sent to:  
Rocky Mountain Lions Eye Bank  
P.O. Box 6026  
Aurora, CO 80045

## KidSight Joins RMLEB

Program Screens Preschoolers to Save Sight

The first few years of a child's life are critical in the development of good vision. Eye and vision problems are not always evident by simply looking at a child. Young children often compensate for vision problems so well that parents, teachers, and even pediatricians are unaware of a problem. By the time a child is old enough to be in primary grades, many of these common vision-robbing conditions can no longer be effectively treated. Permanent loss of vision, or amblyopia, can develop when an undetected vision problem goes untreated during a child's formative years.

For several years, the Lions of Colorado have run a free vision screening program called KidSight. This summer, KidSight became a project of the Rocky Mountain Lions Eye Bank. KidSight's partnership with RMLEB will give it the added strategic direction it needs to successfully grow and thrive in an expanded capacity.

In the program, volunteers use special vision screening devices, either the MTI PhotoScreener or the Welch Allyn SureSight, to screen children for vision problems such as nearsightedness, farsightedness, astigmatism, strabismus (misaligned eyes) and anisometropia (unequal refractive power). Children

who are found to have one of these problems are referred for treatment and vision correction. Uncorrected, these conditions can all lead to amblyopia - often called "lazy eye" - which is uncorrectable vision loss in one or both eyes

The screening devices are 85 to 90 percent accurate in detecting the vision problems and it takes only moments per child, requires no preparation or medication, and is totally painless. Parents must complete a consent form prior to the screening.

Currently all Denver Public School preschoolers and kindergartners are screened, as are preschoolers in Jefferson County and Boulder Valley Schools. Other schools systems throughout the state offer the screenings as well. In all, over 25,000 kids were screened in Colorado in the 2008/2009 school year. The KidSight program in Wyoming is a partnership between the Lions of Wyoming and the University of Wyoming.

# OF Light

## KidSight Success Stories



### NICHOLAS

“We were not aware of a vision problem before the screening - what a great service for kids to have. Nicholas now wears a contact lens in his left eye. He has adjusted quite well and we hope he'll have better vision in the future”

Carol  
Nicholas' Mom

### GWENDOLYN

“Gwen's screening form came back marked 'cataract.' We thought it was a mistake but sure enough she did have a cataract. If it hadn't been for this program, chances are Gwen's 'special eye' would not have been found until after she was in school and who knows the impact that would have had on her development?”



Dennis & Amanda,  
Gwen's Parents

### CASSIDY



“Thanks to the screening we found out that Cassidy has anisometropia. The doctor said she could have gone blind in that eye. She had never given any indication that she had any problems with her vision. The screening was such a good thing!”

Lana  
Cassidy's Mom

## Help RMLEB Be Even Greener

Think of all the junk mail you've ever received. Where does all that paper go after you've perused it? Probably straight into the garbage can, or, if you've begun to think more about the environment in recent years, you might recycle it as well.

Rocky Mountain Lions Eye Bank is doing its part to be "green" by printing this newsletter on papers certified by the Sustainable Forestry Initiative. This year we displayed most of the information from our Annual Report on our Web site, [www.corneas.org](http://www.corneas.org) rather than a 12 page print version. We also have specially made RMLEB pens composed of all recycled cardboard, wood and plastic.

You can help us be even greener by viewing *Second Sight* online in the future. To do this and to no longer receive a paper copy, the process is simple. Go to [www.corneas.org](http://www.corneas.org) and subscribe to E-mail Alerts on our front page. You'll get an auto e-mail alert when the newsletter is posted. You can also sign up for alerts for job postings and updates to other sections of our Web site.

If you like, you can also keep track of all your RMLEB news on Facebook or Twitter.

Thanks for helping us reduce our carbon footprint and making the world a cleaner place!

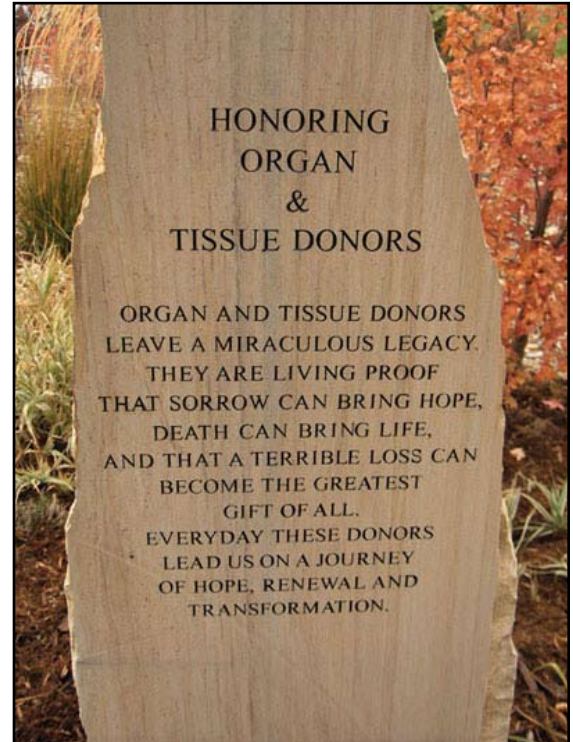
## Summer Highlights

Participants in the 6th Annual Johnstown Barbecue Day Celebration Duck Race watch their mallard decoys compete at Parish Park in Johnstown June 6. The Milliken-Johnstown Lions Club organizes the race, which had 70 corporate entries at \$50 each this year. The Milliken-Johnstown Lions Club was generous enough to donate 25 percent of the profits from the event to RMLEB.



RMLEB staff and guests enjoy a good, old-fashioned game of tug-of-war at the summer picnic held June 28 at Crestmoor Park in Denver.

## RMLEB Helps Honor Donors at Memorial Garden



Medical Center of the Rockies (MCR) in Loveland, Colo. dedicated its Organ and Tissue Memorial Garden on Oct. 21. The Rocky Mountain Lions Eye Bank made a contribution toward the garden's construction, which serves to honor eye, organ and tissue donors from MCR who made the wish to help someone else through donation.



Some of the Rocky Mountain Lions Eye Bank staff pose with Jamila Al-Shahrani from the King Khaled Eye Specialist Hospital (KKESH) in Riyadh, Saudi Arabia. Jamila visited RMLEB for a week in September for preparation and completion of the Eye Bank Association of America Certified Eye Bank Technician examination. KKESH is a 260 bed hospital specializing in treatment of eye conditions and diseases.

## Donor *Awareness* Council



2009 Creative Challenge



Winning poster from the 2009 Creative Challenge by Elizabeth G. of Slavens School in Denver, Colorado. The Creative Challenge is a youth program of the Donor Awareness Council, and includes a poster and poetry contest focused on eye, organ and tissue donation. Rocky Mountain Lions Eye Bank is proud to be a sponsor of the program.

## A Peek into this Issue of Second Sight

- ➔ Colorado adopts Donate Life license plate
- ➔ Wyoming celebrates donation at Casper Ghosts baseball game
- ➔ The Circle of Light: KidSight program joins RMLEB