

# Oklahoma Lions Mobile Health Screening Unit

## *Promotion and Advertising Manual*

**Sponsored by:**  
**Lions of Oklahoma**  
**Lions Clubs International Foundation**  
**BlueCross BlueShield of Oklahoma**  
**Integrus Health**  
**Advanced Body Scan**



**We Serve**

Revised June 2016



**All of Us helping  
Each of Us**

# Oklahoma Lions Mobile Health Screening Unit (MHSU)

## Helpful Suggestions for a Successful Community Health Screening Project

The sample documents in this packet will help you in promoting the visit of the MHSU in your community. It is important to utilize all of these documents and to **hand deliver them to the media and other sources**. A picture of the MHSU is available by e-mail ([lionadmin@coxinet.net](mailto:lionadmin@coxinet.net)) if needed.

- Introductory Letter to Media
- Proposed Public Service Announcements
- Proposed Newspaper Release
- Clergy Letter/Proposed Church Bulletin
- Senior Center Director Letter
- Proposed Follow-up News Release
- Proposed Poster/Flyer
- Oklahoma Lions MHSU Facts

**Note: These documents are samples only.** It is **important** for you to retype them and insert the name of your town or city, the name of your Lions Club (and other Lions Clubs if more than one in your area is involved) and the names of local people in the appropriate blanks.

It is important for you or your public relations and/or MHSU visit chairperson(s) to **hand deliver** these documents to the radio and television stations' news directors and managing or city editors of the newspaper(s) serving your area. The first rule in a successful public relations program is to get personally acquainted with your newspaper editor and/or radio station news director. Visit with them about the goals, objectives and operation of the MHSU. **Because BlueCross Blue Shield of Oklahoma is a working partner in this project, call the BCBS Public Relations Department at 918-592-9401 if they can assist you in any way.**

Most newspapers and some radio and television stations have event calendars. These calendars will usually list information about your event free of charge. It is important to contact the newspaper and stations three to four weeks prior to the MHSU visit and provide full information so that your event can be included in the calendars. The *Oklahoman* operates a free calendar at <http://www.wimgo.com>.

Reader boards and electronic signs, located on busy streets and intersections are excellent promotion tools. Contact sign owners and ask them to place an advertisement on their signs two days before the unit arrives and the days that the unit is on location and open for screening.

Make up flyers and ask grocery stores to place them at checkout counters. Ask if the checkers would insert a flyer in each grocery bag. Use colored paper for flyers.

Window posters are always effective. They are not costly. You probably can get them donated if you mention the donor at the bottom of the poster. Place posters in storefronts that have high traffic volume in a highly visible location. If possible, enlist the help of local paramedical (EMT) personnel in this distribution effort. They are routinely respected and well received by most businesses. A sample poster is included at the end of this manual section.

Telephone calls are an excellent method of introducing the unit to your community. To publicize and promote the project prior to the first day of operation have your Lions make five phone calls each to their circle of friends.

**Invite newspaper editors or reporters and radio news personnel** to visit the unit on the first day. The driver/manager will be fully prepared to answer questions from local newspaper, television and radio station reporters.

- Offer to help set up a picture of the unit and local citizens being screened.
- Offer information for a local story in the newspapers.
- Provide information for radio station comments.
- Assist television reporters with their interviews and taping of screening activities.

### **Suggested schedule and procedures for advertising and promoting the visit of the Oklahoma Lions Mobile Health Screening Unit**

It is suggested that you schedule the promotion and advertising of the MHSU visit three weeks in advance of its arrival with the newspaper, radio and television stations as well as senior centers, churches, schools, etc.

Advertising and promotion should start a week to 10 days before the MHSU arrives at its location and continue through the days that the unit is screening in your community. Be sure to provide a follow-up to the media within two or three days after the departure of the MHSU. A sample is included in this packet, but give any additional information that may be requested. The post-screening story should include the approximate number of people screened and about how many were referred to local physicians and health care providers. Please remember to forward a copy of the follow-up to the Oklahoma Lions Service Foundation, 4123 NW 10th St., Oklahoma City, OK 73107-5801 to include in their files for the OK Lions MHSU; it is helpful when applying for corporate sponsorships and possible grant opportunities.

Be alert for human-interest type anecdotal stories that may result from the testing. Did you find someone who had a dangerously high blood sugar reading but was not aware of it? Did you find someone whose possible glaucoma had gone undetected? Did some of the screeners discover that they, too, had problems that were undetected before working on the MHSU? Again, please be sure and write up these stories and forward them to the Oklahoma Lions Service Foundation.

Remember it is important that you **personally visit** the newspaper, radio and television stations to hand the materials to the proper persons and encourage their support well in advance of the MHSU visit. Do not wait until the day before the visit and expect to have coverage. The media has many such public service requests during a week for many different events. A personal visit will help insure that the newspaper and stations use the advertising and promotion materials.

Even if you are timing the MHSU visit in conjunction with a public event such as a festival, fair or other community-wide event, it is **essential** that you follow the advertising and promotion tips. Most people will plan in advance to visit the unit for health screening. Therefore, the publicity is **necessary** even though the location of the MHSU is associated with “a large gathering of people” in the community. Advance publicity also builds image and reputation for your club.



## Proposed Public Service Announcements

(Re-type and include in letters to radio and television stations. Do not send this to newspapers.)

FOR YOUR INFORMATION:

OK Lions MHSU Publicity Chairperson: \_\_\_\_\_

Lions Club: \_\_\_\_\_

Daytime Phone: \_\_\_\_\_ Evening Phone: \_\_\_\_\_

E-mail address: \_\_\_\_\_

**Subject: FREE CHOLESTEROL, DIABETES, VISUAL ACUITY, GLAUCOMA,  
BLOOD PRESSURE, LUNG CAPACITY AND BONE DENSITY SCREENINGS**

**Time: 20 Seconds Audio/Narrative**

GLAUCOMA AND DIABETES ARE MAJOR CAUSES OF BLINDNESS. HAVE YOUR EYES CHECKED WHEN THE \_\_\_\_\_ LIONS CLUB OFFERS FREE SCREENINGS FOR GLAUCOMA, DIABETES, CHOLESTEROL, LUNG CAPACITY, VISUAL ACUITY, BLOOD PRESSURE, AND (FOR WOMEN OVER 40) BONE DENSITY, FROM \_\_\_\_\_ TO \_\_\_\_\_ ON \_\_\_\_\_, \_\_\_\_\_ (*dates and days*) AT \_\_\_\_\_ (*exact location of MHSU*). THE \$200,000 OKLAHOMA LIONS MOBILE HEALTH SCREENING UNIT OFFERS THE SCREENINGS ABSOLUTELY FREE TO THE PUBLIC AND CONTAINS THE MOST MODERN EQUIPMENT AVAILABLE.

###

**Time: 30 Seconds Audio/Narrative**

GLAUCOMA IS SNEAKY. DIABETES IS DANGEROUS. BLINDNESS HAPPENS TO SOMEONE IN OKLAHOMA EVERY 7 MINUTES. SEVEN QUALITY OF LIFE SCREENING (APPROX \$200 WORTH OF TESTS) WILL BE DONE FREE BY THE LIONS MOBILE HEALTH SCREENING OFFERED BY THE \_\_\_\_\_ LIONS CLUB. WOMEN OVER THE AGE OF 40 CAN ALSO HAVE A BONE DENSITY SCREENING. TIMES ARE FROM \_\_\_\_\_ TO \_\_\_\_\_ ON \_\_\_\_\_ (*days and dates*) AT \_\_\_\_\_ (*exact location*). THE VISIT OF THE \$200,000 MODERN OKLAHOMA LIONS MOBILE HEALTH SCREENING UNIT IS CO-SPONSORED BY YOUR LOCAL LIONS CLUB AND BLUECROSS BLUESHIELD OF OKLAHOMA, INTEGRIS HEALTH, AND ADVANCED BODY SCAN.

###

(It is important that you re-type these public service announcements (PSAs) and that you fill in the blanks with the appropriate information—your club's name, your community and the dates, times and locations of the MHSU visit.)

## Proposed Newspaper Release

(Re-type the following and include with your letter to your newspaper editor—not to TV or radio stations. Be sure to double-space all news releases.)

For more information, contact

OK Lions MHSU Local Publicity Chairperson: \_\_\_\_\_

Local Lions Club: \_\_\_\_\_

Daytime Phone: \_\_\_\_\_ Evening Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

### Oklahoma Lions Mobile Health Screening Unit to Offer Health Screenings to *(your town's name)* Residents

The colorful Oklahoma Lions Mobile Health Screening Unit (MHSU), featuring murals of Oklahoma outdoor scenes, will be located at \_\_\_\_\_ (*location*) from \_\_\_\_\_ to \_\_\_\_\_ (*times*) on \_\_\_\_\_ (*dates*) to offer free screenings to \_\_\_\_\_ (*your town's name*) residents for several serious health problems.

Lions for a healthy Oklahoma are addressing the most critical health issues in our state. Free health screenings and information on obesity, tests for glaucoma, diabetes, cholesterol, visual acuity, basic pulmonary (lung) functioning and high blood pressure are all included. Bone density screening is available, usually for women over 40 years old. Osteoporosis, especially in women over 40 years old, is a critical concern. Glaucoma and diabetes are two of the major causes of blindness and often are not discovered until irreversible damage has occurred. Undetected high blood pressure, high cholesterol levels and obesity can be life threatening.

The Lions will provide screenings only, not diagnoses. The results will be given to the person being screened to take to his or her personal health care provider.

The visit of the Lions MHSU is a community service project of the \_\_\_\_\_ (*your club's name*) Lions Club. Prevention of blindness and loss of vision have been emphasized by Lions Clubs world wide, ever since a speech given to them at a national meeting in 1925 by Helen Keller. Ms. Keller challenged Lions to become “Knights of the Blind.” Ms. Keller, famous author and speaker, became blind and deaf early in life.

Since its debut in May 1998, the \$200,000 Oklahoma Lions MHSU has visited many of the more than 200 Lions Club communities throughout Oklahoma. The Screening Unit is a joint project of the Oklahoma Lions Clubs and BlueCross BlueShield of Oklahoma, Integris Health, and Advanced Body Scan, who have made generous financial contributions to its annual operation. The non-profit Oklahoma Lions Service Foundation MHSU was purchased/equipped by donations and grants from the Lions Clubs International Foundation, many Oklahoma Lions Clubs, companies and individuals.

## Proposed Clergy Letter

Dear Pastor or Reverend:

The \_\_\_\_\_ Lions Club, BlueCross BlueShield of Oklahoma, Integris Health, and Advanced Body Scan, and the Lions of Oklahoma are offering free health screenings in your community to adults over 18 and children with parental permission.

The three major health issues for Oklahomans are heart disease, lung disease and obesity. These are all addressed on the Oklahoma Lions Mobile Health Screening Unit. Glaucoma and diabetes are two of the major causes of blindness. Often these problems are not discovered until irreversible damage has occurred. Many people suffer from undetected high blood pressure and bad cholesterol levels that are also impacted by being overweight. Osteoporosis, or thinning of the bone tissues, is also frequently an undetected problem, especially in women over 40 years of age.

Your assistance in placing the following information in your weekly bulletin and announcing the event in your weekly services would be greatly appreciated. The Lions want to reach as many people in the community as possible with information about this free health screening opportunity.

OK Lions MHSU Local Publicity Chairperson: \_\_\_\_\_

Local Lions Club: \_\_\_\_\_

Daytime Phone: \_\_\_\_\_ Evening Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

###

### Bulletin Text

Free health screenings will be available on \_\_\_\_\_ (*days and dates*) from \_\_\_\_\_ to \_\_\_\_\_ (*times*) at \_\_\_\_\_ (*exact location*). Look for the big blue trailer with the Lions Clubs emblem and the Oklahoma murals on the sides.

These free health screenings are co-sponsored by the \_\_\_\_\_ (*your club's name*) Lions Club, the Lions of Oklahoma, BlueCross BlueShield of Oklahoma, Integris Health, and Advanced Body Scan.

Health screenings and information offered address the issues of obesity, cholesterol, basic pulmonary (lung) functioning, glaucoma, vision, diabetes, high blood pressure, and (for women over 40 years of age) bone density. A team of local volunteers including members of the \_\_\_\_\_ (*your club's name*) Lions Club will conduct the screening tests. These screenings help provide for early detection of critical health issues of Oklahomans that can lead to serious complications if not treated. It takes approximately 20 minutes to complete all offered screenings. Women wanting to have the bone density test need to wear socks and shoes that can be easily removed (not pantyhose).

###

## Proposed Senior Center Letter

Dear Senior Center Director:

As one who is involved in the care of senior citizens, you know the importance of people paying careful attention to their health. That is why you will be glad to know that the \_\_\_\_\_ (*your club's name*) Lions Club is sponsoring a visit of the Oklahoma Lions Mobile Health Screening Unit (MHSU) to your community. This is a free health screening service staged in our \$200,000 MHSU containing the latest in modern screening equipment.

Your assistance in contacting senior citizens about this fine program will be greatly appreciated.

Times:                      From \_\_\_\_\_ to \_\_\_\_\_

Days and Dates: \_\_\_\_\_

Location of MHSU: \_\_\_\_\_

The Oklahoma Lions MHSU provides information on how obesity affects many other health issues and offers free screenings for cholesterol, high blood pressure, diabetes, basic pulmonary (lung) functioning, glaucoma, vision, and (primarily for women over 40 years of age) bone density. Women who want the bone density test need to wear socks and shoes that can be easily removed (no pantyhose). Members of the \_\_\_\_\_ (*your club's name*) Lions Club (*if you have local professionals helping, you might want to mention that here*) will provide the volunteers on board. There is no charge for any of the tests. Oklahoma Lions offer this service, in partnership with BlueCross BlueShield of Oklahoma, Integris Health, and Advanced Body Scan, as part of their humanitarian efforts.

The MHSU is wheelchair accessible and is heated or cooled as weather dictates. Completion of all screenings usually takes approximately 20 minutes. A six-hour fast is helpful prior to screening for diabetes for a more accurate blood sugar reading, but it is not absolutely necessary.

Anyone with results that indicate a possible health problem will be encouraged to contact his or her personal health care provider for a follow-up.

In support of our screening days and times, please notify all of your senior citizens about this free service. Thank you for your cooperation and assistance.

Sincerely,

Local OK Lions MHSU Publicity Chairperson \_\_\_\_\_

Local Lions Club \_\_\_\_\_

Daytime Phone \_\_\_\_\_ Evening Phone \_\_\_\_\_

E-mail: \_\_\_\_\_

###

## Follow-up

After the MHSU has left your town, you and your screeners may be exhausted, but don't forget that the local newspaper and local radio station are interested in the success of your screening service project—especially if they gave you advance publicity. Use the following as a guide for a follow-up story. And be sure to send a copy to the Oklahoma Lions Service Foundation!

### Proposed Follow-up News Release

**(Re-type and fill in the blanks with the appropriate information; remember to double-space.)**

For more information, contact

Local OK Lions MHSU Publicity Chairperson: \_\_\_\_\_

Local Lions Club: \_\_\_\_\_

Daytime Phone: \_\_\_\_\_ Evening Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

FOR IMMEDIATE RELEASE

More than \_\_\_\_\_ (*number*) local residents visited the Oklahoma Lions Mobile Health Screening Unit (MHSU) during its recent visit to \_\_\_\_\_ (*community name*). The visit was sponsored by the \_\_\_\_\_ (*your club's name*), the Lions of Oklahoma, BlueCross BlueShield of Oklahoma, Integris Health, and Advanced Body Scan.

According to Lion \_\_\_\_\_, local project chairperson, the MHSU visit was successful. Those people screened whose test results indicated potential problems were given additional information and encouraged to contact their personal health care provider (or optometrist/ophthalmologist) for further examination and follow-up.

The screenings tested for possible problems with cholesterol, basic pulmonary (lung) functioning, glaucoma, vision, diabetes, high blood pressure, and (primarily for women over 40 years of age) bone density. All services were provided free of charge by the Lions as part of their humanitarian efforts. Lions and Lions Clubs help people all over the world.

# Free Health Screening

for

Diabetes

Glaucoma

High Blood Pressure

Visual Acuity

Cholesterol

Lung Capacity

Bone Density (for women over the age of 40)

Body Mass Index

(Note to women wanting the bone density screening: please wear socks, not pantyhose.)

also

Obesity Information

*Sponsored by*

**Lions of Oklahoma**

**BlueCross BlueShield of Oklahoma**

**Integrus Health**

**Advanced Body Scan**

*and*

**Lions Club**

---

**Dates:** \_\_\_\_\_

**9:00 a.m. – noon and 1:00 p.m. – 5:00 p.m.**

(change time to reflect hours of operation in your community)

**Location:** \_\_\_\_\_

**No appointment needed**

**Children under 18 years of age need parental permission.**

# Oklahoma Lions Mobile Health Screening Unit

## Fact Sheet

### Co-sponsors

The Oklahoma Lions Service Foundation is a 501 (c) (3) nonprofit organization dedicated to helping the people of Oklahoma. The Foundation owns the Oklahoma Lions Mobile Health Screening Unit (MHSU). Major funding for the purchase of the MHSU came from Oklahoma Lions Clubs and the Lions Clubs International Foundation.

BlueCross BlueShield of Oklahoma, Integris Healthcare, and Advanced Body Scan make significant contributions toward the annual operating costs of the MHSU. Freightliner is also a substantial contributing partner.

### Support

Hundreds of donations of various sizes helped purchase and equip the MHSU. It has a value of over \$200,000. Significant support was received from the Lions Clubs International Foundation (LCIF), Lions and Lioness Clubs of Oklahoma, and many individual contributors.

### On board screening

Local Lions in support of a healthy Oklahoma offer information on **obesity**, an epidemic in our state and obesity can shorten lives and affect the quality of life. Lions perform all of the screening tests on the MHSU. However, professionals such as licensed nurses or EMTs occasionally help as well. **Diabetes** is one of the major causes of blindness as well as other serious health problems. Hospital quality blood glucose monitors are used for the blood tests. High **cholesterol** can also cause serious health problems, and the latest portable monitor is used for this blood test.

High blood pressure can be an indicator of heart disease and other related problems. **Blood pressure** screenings are conducted with an automated blood pressure meter.

A spirometer is used to measure **lung capacity**, to help detect problems caused by smoking or other environmental hazards.

The screenings for **glaucoma** use a frequency doubling technology field tester. We also screen for **visual acuity** using the chart test that measures how well people can read at a distance of 20 feet.

The latest technology in screening for **osteoporosis**, usually in women over 40 years of age, is the Achilles Insight portable bone scan test. It requires only that the person remove a shoe and sock, and place one heel (sprayed with a light solution of alcohol and water) into the comfortable heel cup for a few seconds. Decreased **bone density** (osteoporosis), like blood pressure, may not present symptoms until in the advanced stages where it is more difficult to treat.

## **Media Information**

The Oklahoma Lions Service Foundation operates a Mobile Health Screening Unit (MHSU) in the State of Oklahoma that throughout the state even to the remote parts. Many of those tested live in rural areas who do not have access to a physician or are unwilling to go. There is no charge (supported by Lions Clubs and health industry sponsors) for the testing which increases the attendance and help to discover indicators of more serious issues. The Oklahoma Lions Mobile Unit is equipped to screen for some of the most critical health concerns such as: glaucoma, diabetes, visual acuity, high blood pressure, cholesterol, body mass index, basic pulmonary (lung) functioning, and bone density health concerns. Glaucoma and diabetes are two of the leading causes of blindness, which is a major concern for Lions Internationally. Untreated, either disease can cause blindness. The vision tests are especially important for quality of life. High blood pressure and cholesterol levels, if left undetected and untreated, can cause many heart-related problems and are most often void of apparent symptoms. Osteoporosis is a significant health threat, especially in women over forty years old. The Lions Mobile Unit is equipped with a bone density screening machine that helps detect possible bone density issues.

**Scheduling:** The Lions Mobile Unit serves the Oklahoma communities through the sponsorship of Oklahoma Lions Club(s). Only local Lions Clubs in Oklahoma can schedule the MHSU and must have at least two Lion Members present who are responsible for basic operation. Lions clubs may also partner with other service agencies to provide even more assistance to communities through special events such as health fairs. The restriction is however that an Oklahoma Lions Club must sponsor and call to schedule the event for policy and insurance purposes. Many Lions Clubs obtain assistance from local nursing schools as well as volunteers to operate the unit event. The Volunteers are trained on the testing machines and are bound by a confidentiality waiver. Statistics are maintained by the Driver/Manager and forms remain locked at the State Office.

The Oklahoma Lions Service Foundation publishes a MHSU Calendar of events on the website at: [oklionsfoundation.org](http://oklionsfoundation.org) or

[https://calendar.google.com/calendar/render?tab=wc&pli=1#main\\_7%7Cmonth-3+23836+23873+23841](https://calendar.google.com/calendar/render?tab=wc&pli=1#main_7%7Cmonth-3+23836+23873+23841)

## **Further information and scheduling**

For scheduling, contact the Oklahoma Lions Service Foundation Office at: 405-947-6540 (Monday-Friday 8:30 a.m. to 4:30 p.m.).

OLSF Address: 4123 NW 10<sup>th</sup> St., Oklahoma City, OK 73107-5801

Executive Director: Marie Burns

Email: [exdir@oklionsfoundation.org](mailto:exdir@oklionsfoundation.org)

Website: [Oklionsfoundation.org](http://Oklionsfoundation.org)