



# Centennial Project

## How 2 Guide

### **TITLE: Lions Message in a Bottle (MIAB)**

#### **Centennial Project Area if applicable: Health**

#### **Synopsis of Project:**

Lions Message in a Bottle (MIAB) is a successful and well-established Lions project in the MD. Each District has a Message in a Bottle District Officer available to help in enabling Clubs to grow the project. Clubs who don't operate the project should be encouraged to do so. It gives the opportunity to work with the Emergency Services with possibility of more Service opportunities.

#### **How 2 Guide:**

##### Overview

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##### Ordering

The process for the purchase is well established and extremely simple. Ordered through Lions MDHQ. A pallet of 2,880 or box of 90 can be delivered in less than a week. If smaller numbers are required, it is more cost effective to buy a pallet shared across a Zone. Run properly, giving bottles away can be an ideal way to engage with the public. Thereby giving the opportunity to promote Lions and look for new members.

##### The Recipient

The project is primarily aimed at the elderly and people at risk medically.

## Initial Promotion

For Clubs who are not already running the project. The initial launch of the project it is important to invite the Emergency Services, and representatives from the list below. Also the Local dignitaries should be included, as they tend to attract the local media. With a little effort it is simple to distribute a pallet in a few weeks.

It is essential to have a “re-launch” every 3 years, remembering the launch is not for Lions but for the Public, the Emergency Services and Support Organisations.

## Distribution

Lions should look for partners who will pass the bottles to the recipients. Most effort by the Clubs should be in building the relationship with the partner and managing the supply of bottles. Allowing the partners to pass the bottles to the recipient rather than doing it themselves. An important point to remember, other support groups are, in general, more in contact with the recipient.

Some Places to Distribute Lions Message in a Bottles:

Doctors Surgeries; Flu Injection Sessions; Pharmacies; Hospital Departments; Hospices; Sheltered Accommodation; Carers & Care Homes; Age Concern; Charity Shops; Churches; All Emergency Services; Libraries; Supermarkets; County Shows and Fundraising events.

## Third Parties

There are instances where Local Authorities, Housing Associations and the NHS want to use the bottles as part of their operating procedures. Example, using the bottle for keeping the

Do Not Resuscitate (DNR) forms. In these cases, Clubs should encourage these Authorities to buy their own bottles via Lions MDHQ.

## Important Point

Lions Message in a Bottle is solely for inside the home. For use outside the home, Lions should promote MedicAlert.

**Key Contacts and links:** Lions MDHQ – Email: [enquiries@lionsclubs.co](mailto:enquiries@lionsclubs.co)



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