



CANADIAN ASSOCIATION OF OPTOMETRISTS
ASSOCIATION CANADIENNE DES OPTOMÉTRISTES

Strategic Plan

2026-2029

VISION

Healthy eyes and clear vision for all people in Canada.

MISSION

The Canadian Association of Optometrists is the national voice of optometry, unifying and supporting its members to enhance the delivery of healthy eyes and optimal vision for all people in Canada.

VALUES

Accountable - Collaborative - Impactful - Innovative



Directions



Expand CAO's influence as the national voice of optometry and eye care.



Drive nationwide progress in eye care access and outcomes.



Enhance our programs and services to meet the evolving needs of the profession.



DIRECTION 1: Expand CAO's influence as the national voice for optometry and eye care.

01

Represent and advance the interests of optometrists through national advocacy on eye health and vision care, including recognition as primary care providers.

02

Act as a national convener, bringing partners together to guide conversations and decisions on eye health and vision care.

03

Position CAO as the leading national voice and authoritative expert for public and media discourse on eye health, primary vision care, and future-facing vision issues.



DIRECTION 2: Drive nationwide progress in eye care access and outcomes.

01

Advance a fair and sustainable insurance environment by modernizing coverage and strengthening accountability and due process across insurer policies.

02

Support and contribute to Indigenous-led national efforts to identify and remove systemic barriers to eye care and vision health for Indigenous Peoples.

03

Support coordinated national and provincial efforts to strengthen the optometry workforce by advancing scope optimization, workforce planning, and sustainable practice models.



DIRECTION 3: Enhance our programs and services to meet the evolving needs of the profession.

01

Strengthen collaboration between CAO and provincial associations to ensure national initiatives are informed by evolving provincial priorities and activities.

02

Provide national leadership and coordination to support the ethical, evidence-based use of digital, technological, and AI tools in optometry and vision care.

03

Support optometrists at all career stages by strengthening access to professional development, leadership pathways, and business support resources.