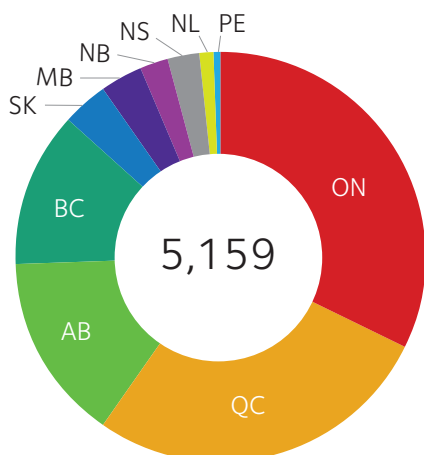




# Healthy eyes and clear vision for all Canadians. For life.

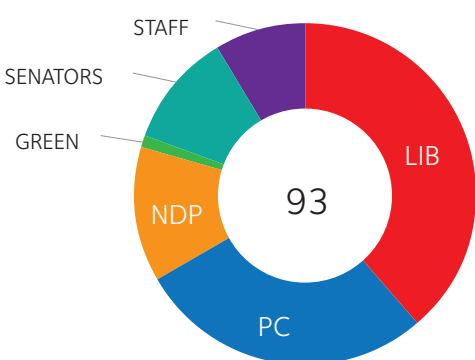
## MISSION

The Canadian Association of Optometrists is the **national voice of optometry** and is dedicated to collaboratively advancing the highest standard of primary eye care through the promotion of optimal vision and eye health, in partnership with all Canadians.



Membership	
ON	1,669
QC	1,422
AB	763
BC	628
SK	182
MB	174
NB	118
NS	122
NL	61
PE	20

## ACTIVE VOICE FOR MEMBERS



### Parliament Hill Interactions

	LIB	PC	NDP	Green	Senators	Staff
Meetings:	14	11	4		5	8
Vision Health Month:	15	6	4	1	1	
Children's Vision Month:	7	9	4		4	



10,000+ petitions asking for federal government commitment to eye health



PEI Senator Percy Downe receives CAO [Vision Champion Award](#)



Budget Submission: [A View to Ensure Canada's Competitiveness & Economic Growth](#)



Participation in NDP MP Rachel Blaney's *Round Table for a National Seniors Strategy*

## KNOWLEDGE TRANSFER

### 4 Position Statement Infographics:

- [Children's Vision and Screen Time](#)
- [Internet Dispensing](#)
- [Seeing Smart](#)
- [Comprehensive Eye Exams](#)



Commissioned a study on current and future eye health and vision care needs of Canadians, to help ensure patients see the right provider at the right time.



Commissioned Nanos Research to gather member data on current practice activities and continuing PD needs, to inform future CE development.



Moved the [Canadian Journal of Optometry \(CJO\)](#) to the Open Journal System (OJS), an online journal management and publishing system, which will increase citations and make the CJO more widely available.



With support from provincial association presidents, commissioned consultants to produce a landscape report and action plan on the insurance industry for consideration at the July 2019 Association Presidents meeting.

## EXTERNAL ENGAGEMENT

**Get Eyewise** – Award-winning public awareness campaign.



**4,124,059** impressions  
**1,329,616** people reached  
**32,790** links clicked  
**889** Find-A-Doc searches

**28**

Media stories referencing CAO

**1,080,463**

website sessions

**Favourite Four Eyes contest** – an inaugural contest that asked Canadians “Who’s your #FavFourEyes?” as a way to take nerdy back and encourage everyone to proudly wear their glasses!

- 922,504** impressions
- 307,477** engagements
- 1,709** contest entries
- 20** winners of a pair of Maui Jim sunglasses



**4,451** Likes



**2,184** Followers

## MEMBER ENGAGEMENT

**“Pathways 2020: The Future of Optometry”** Optometric leaders and representatives from a cross section of practice, industry, technology and new media used the annual Optometric Leadership Forum to examine the evolution

of the practice as it is shaped by both internal and external forces. The taped proceedings have been distilled into thematic segments to be made available to members through **CAO TV**,



a new private video network that will launch in summer, 2019. Members will be encouraged to watch the videos and offer comments to help proactively shape the future of the profession.

### CAO and you!

CAO President Dr. Michael Dennis did a lot of travelling in the fiscal year in order to hear your thoughts on CAO and the future.

**START:** Prince George, British Columbia  
SAO AGM, Regina  
MAO AGM, Winnipeg  
OAO Symposium, Toronto  
Vision Health Month, Ottawa  
UM Graduation, Montreal

UW Graduation, Waterloo  
AOA AGM, Denver USA  
NBAO AGM, Moncton  
NLAO AGM, St. John's  
AAO AGM, Red Deer  
UW White Coat, Waterloo

UM White Coat, Montreal  
PEIAO AGM, Charlottetown  
NSAO AGM, Halifax  
OLF, Toronto  
BCDO, Vancouver  
**FINISH:** Vision Expo, New York USA

## CANADIAN CERTIFIED OPTOMETRIC ASSISTANT PROGRAM SUCCESS

**3**

New CE modules

**69%**

CCOA retention at renewal

**223**

Students registered for full course;  
**47** for new Basics Module.



**CCOA Skills Link Program:** Pilot with the First Nations and Inuit Youth Employment Strategy for two OD practices to educate and employ two Indigenous youth as Canadian Certified Optometric Assistants.



Financial statements



Meet our Board of Directors

Canadian Association of Optometrists

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**opto.ca**