

Vision Health Month: Don't let your loved ones fade to black.

OTTAWA, May 1, 2018 – The Canadian Association of Optometrists (CAO) encourages all Canadians to “GetEyewise” and take advantage of the opportunity Vision Health Month provides to see their optometrist for a comprehensive eye exam so that their loved ones don't “fade to black” as a result of preventable or treatable vision loss.

Part of CAO's ongoing efforts to raise awareness about the importance of regular visits to the optometrist, this year's campaign reminds Canadians that when your vision changes, so does your life. This can mean not being able to enjoy things you once did in the same way, or missing some of life's most precious moments.

1 in 7 Canadians will develop a serious eye disease in their lifetime, which is why eye health and vision care is so important. From infancy through to their senior years, Canadians should have a life long relationship with their optometrist, similar to the one they have with a physician or dentist. Healthy vision is crucial, from a baby's development to a child's learning at school. Optometrists can detect vision issues parents can't see, but may be contributing to developmental and learning issues. In adults, optometrists can help to identify underlying health conditions that are often first detected through an eye exam, including the early warning signs of conditions such as hypertension, high cholesterol, vascular disease, thyroid disease, brain tumors and diabetes. Optometrists can also detect whether cataracts, age-related macular degeneration (AMD), glaucoma, or diabetic retinopathy – the top four causes of vision loss in seniors – are present.

“Comprehensive eye exams are one of the least invasive steps a person can take to protect their overall health,” according to CAO President Dr. Michael Dennis. “The eye's small nerves and blood vessels, delicate structures, and close proximity to the brain lets an optometrist assess your eye health, but also identify symptoms of conditions elsewhere in the body like brain tumors, aneurysms, high blood pressure and diabetes.”

The good news? Vision loss can be treated and or prevented in 75% of cases. There are more than 6000 registered optometrists in Canada. Save your sight and see one!

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About the Canadian Association of Optometrists

The Canadian Association of Optometrists (CAO) is the national voice of optometry, dedicated to collaboratively advancing the highest standard of primary eye care through the promotion of optimal vision and eye health. For more information, go to opto.ca.

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