

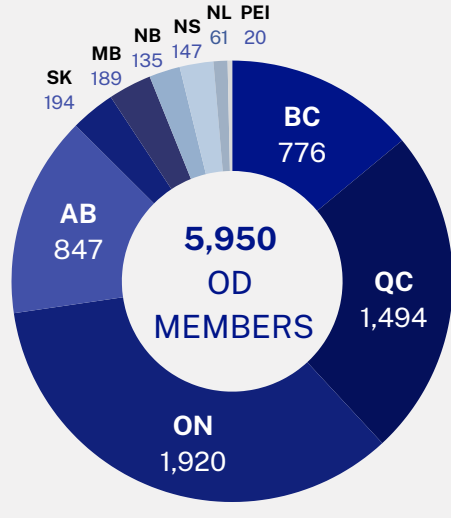


## A Word from CAO's Current and Past President



Dr. Harry Bohnsack and Dr. Martin Spiro discussed some of the initiatives the CAO is working on to support the growth of optometry across Canada on the 20/20 Podcast at the CAO Congress. They share their journeys toward their roles and offer insights into the important work CAO does to bring the profession together across the country.

### Association Members by Province



### Membership Survey

Member satisfaction with the CAO remains high and has risen slightly this year.

Membership Satisfaction

77%

77% indicated general satisfaction with the association with the highest-rated areas being: member communication, advocacy and member engagement.



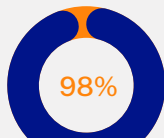
305 OD Student members



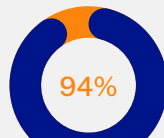
2,115 Certified Canadian Optometric Assistants (CCOAs)

### Strategic Directions

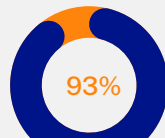
Members are strongly aligned with the four strategic directions of CAO's 2023-2026 Strategic Plan.



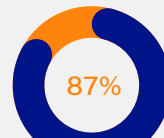
Positioning optometry as the hub for eye health and vision care



Advancing practice conditions for optometrists across Canada



Advocating for improved eye health, vision care access and outcomes for all people in Canada



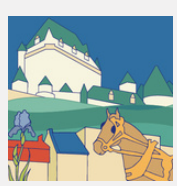
Championing beneficial integration of technology into optometric practice

**Our Vision : Health eyes and clear vision for all Canadians. For life**

## Member Engagement and Support



Published quarterly editions of *the Canadian Journal of Optometry*, and mailed to to over 5,800 OD's across Canada.



Over 860 people attended CAO's 38<sup>th</sup> biennial congress in Quebec City, QC. This congress marks the first fully bilingual Congress organized by CAO.



Vision at Work (VAW) has increased its communication and involvement with safety vision program counterparts across the country to share information and best practices.

- >\$78,000 in payments to participating optometrists
- 405 ODs in the program, 8 new this year



CAO provides weekly updates, in both English and French, relevant to the practice of optometry in our newsletter, *Contact*.

CAO has developed or updated several position papers, including

- Vision Therapy
- UV and Eye Protection
- Non-Corrective Cosmetic Contact Lenses
- Eye Exam Frequency

CAO continues to engage with insurers and plan sponsors, to modernize their own plans and offerings. In 2023, CAO

- Launched the new [DontLoseSight.ca](http://DontLoseSight.ca) website
- Released the [handbook on modern vision care best practices](#)
- Expanded online [information hub](#) with new podcasts, blog posts and articles

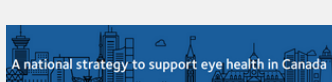


248 Certified Canadian Optometric Assistants completed the program in the 2022-23 cycle

2023/2024 Program Enrollment : 153 EN / 21 FR  
On-demand Program Enrollment: 78 EN / 8 FR

The CCOA program also launched updated CE modules for OA's, including HR management and Myopia Management

## Federal Government Advocacy



CAO's work continues in support of the swift passage of **Bill C-284, An Act to establish a national strategy for eye care**, introduced by the Honourable Judy Sgro, MP.



CAO attended regular meetings with government officials and policymakers.



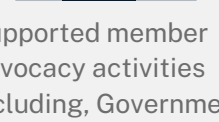
Sent letters to Senators and to the Social Affairs, Science and Technology (SOCI) committee urging support for C-284.



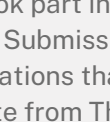
Participated in a Lobby Day on the Hill, focused on the importance of quick passage Bill C-284 in the Senate on AMD Awareness Day.



Hosted Eye Health event on the Hill during Children's Vision Month for MPs, Senators, and policymakers.



Supported member advocacy activities including, Government Relations training, letter writing support, and facilitated meetings with MPs and Senators.



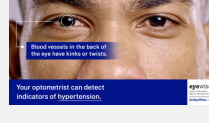
CAO took part in 2 Pre-Budget Submission consultations that originate from The House of Commons Standing Committee on Finance and The Finance Department.

- CAO 2024 Pre-Budget Submission (February 2024)
- CAO 2023 Pre-Budget Submission (August 2023)

### Collaborative Advocacy Activities

- CAO Chair of the **Extended Healthcare Professionals Coalition (EHPC)** and member of **HEAL (Organization for Health Action)**
- CAO co-leads the **Non-Insured Health Benefits (NIHB) Vision Care Working Group** developing recommendations to improve the program

## Public and Stakeholder Education



Bilingual Vision Health Month awareness campaign, **"My optometrist helped me"...** and **"My optometrist detected"...**

- Reached more than 678,000 people on social media
- > 1.2 million impressions
- 105,571 link clicks to the **GetEyeWise** landing page
- 5,905 conversions to **Find-a-Doc** search

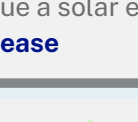
### Developed solar eclipse education and safety resources

- Created a public solar eclipse eye safety page on our website, garnering over 200,000 page visits (Jan-Apr 2024), and over 100 media mentions
- Created a **solar eclipse safety toolkit, social media guide** and **additional resources** for CAO Members
- Issue a solar eclipse safety **press release**

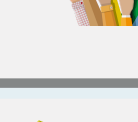


Bilingual social media Children's Vision Month awareness campaign, **"The Blur"** campaign focused on myopia in children.

- Reached > 2.8 million people on social media
- > 7.2 million impressions
- 60,471 link clicks to the **GetEyeWise** landing page
- 2,050 conversions to **Find-a-Doc** search



CAO joined the **Global Myopia Awareness Coalition (GMAC)**, a coalition of leading ophthalmic companies and eye health associations with a mission to increase public awareness about the growing prevalence and consequences of myopia, especially in children.

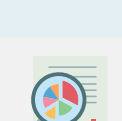


CAO reviewed and updated 25 pieces in the **Eye Health Library**. A new article **"Six Quick Tips to Protect Against Poor Air Quality and Wildfire Smoke"** was published.

## Technological Leadership



CAO hosted the 2024 Optometric Leaders Forum (OLF). Over 100 leaders came together, focused on AI and teleoptometry and their impact on scope of practice, education, practice and specialization.



CAO convened the Teleoptometry and AI inter-provincial Working Group. The new Pan-Canadian working group was created to monitor AI advances and developed a framework for teleoptometry. Building on the **framework report** released last year and the last two OLFs.

### 2023 Award Recipients

**The Honorable Judy Sgro, MP**  
CAO Vision Champion Award

**Dr. Debbie Jones**  
CAO Presidents Award

**Dr. Steven Carrier**  
Honourary Member

**Dr. James Holmes**  
Honourary Member

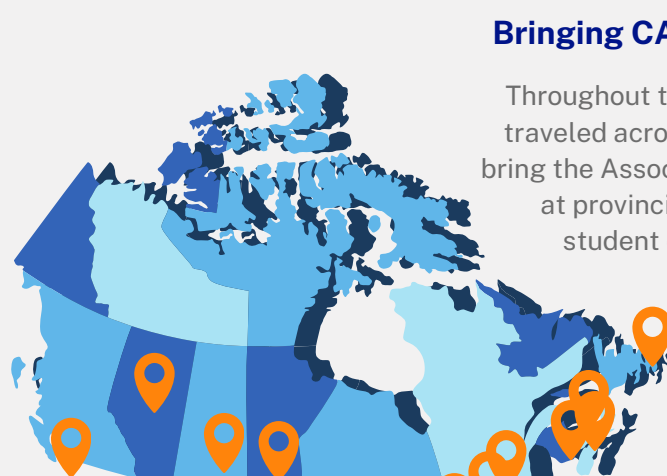
**Ann Fortin (UM)**  
Leadership Award

**Molly Brawdy (UW)**  
Leadership Award



### Bringing CAO to YOU!

Throughout the year, CAO traveled across Canada to bring the Association to you at provincial AGMs and student events at the schools!



### Around the World

- AOA Optometry's Meeting, Washington, DC
- 4th World Congress of Optometry, Melbourne, Australia
- NCO State Association Day event for Canadian Students (online)
- PUCO Thanksgiving Dinner for Canadian Students, Forest Grove, OR

### Financial Statements

### CAO Council



6,483 followers



2,733 followers



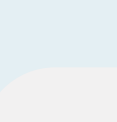
1,416 followers



890 followers



632 followers



CAO launched its **Instagram account** in May 2023 to expand social media strategy.