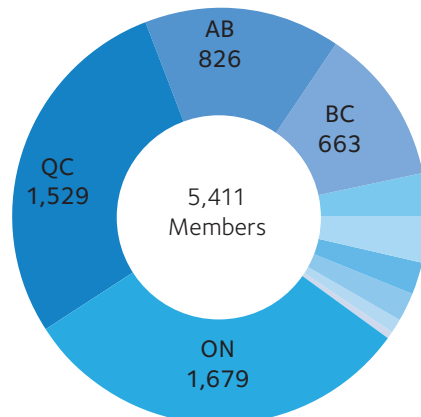




MISSION

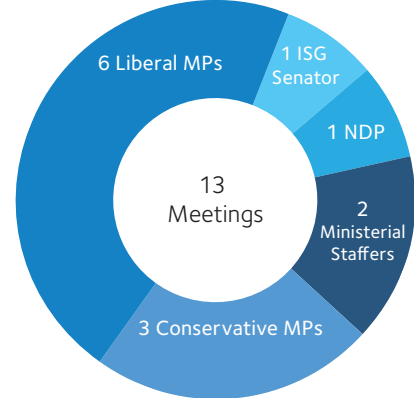
The Canadian Association of Optometrists is the national voice of optometry, providing leadership and support to its members to enhance the delivery of healthy eyes and clear vision for all Canadians.



441 Students

Advocacy

As part of its annual Hill Day activity, CAO representatives advanced the concept of a National Framework for Action to Promote Eye Health and Vision Care.



MOST POPULAR TOPICS:



CAO as the "go to" resource

CAO bolstered its research capacity so that we can provide credible information and advice. We provided Health Canada with technical advice on blue light and Ortho K and work with the two Canadian optometry schools and with experts from across the country towards further bolstering our position.

Modernizing the insurance industry

CAO approved a multi-year insurance industry engagement plan, focused on efforts to modernize the industry through expanded and improved coverage for optometric services.



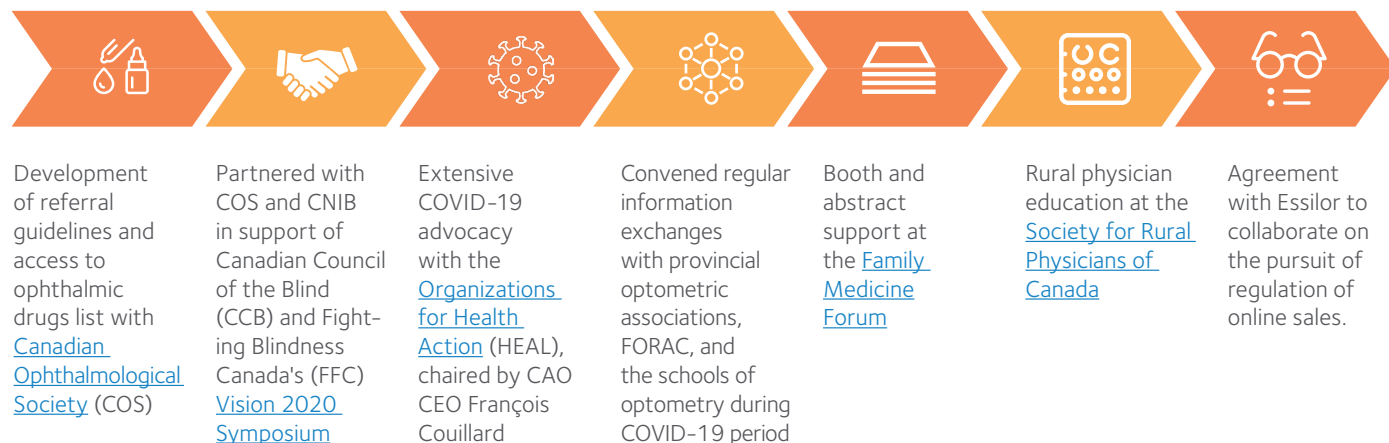
Responding to the COVID-19 pandemic

With the appearance of COVID-19 in Canada, the CAO reorganized its efforts around a singular focus, supporting the members:

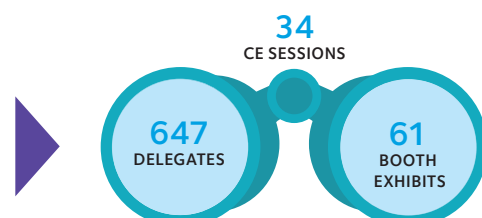
- Letters to Ministers, Premiers and critics advocating for members' economic needs
- Letters to Ministers, Premiers and critics advocating for members' economic needs
- Meetings/calls with political and bureaucratic staff to advance members' economic needs
- Collaborative advocacy through the HEAL COVID-19 Task Force
- Daily bulletins
- Economic analysis
- Tele-Optometry resource
- Clearinghouse for clinical guidelines and business best practices

Stakeholder Engagement

CAO continues to work with stakeholders on a wide variety of initiatives.



Member Engagement



AWARD WINNERS

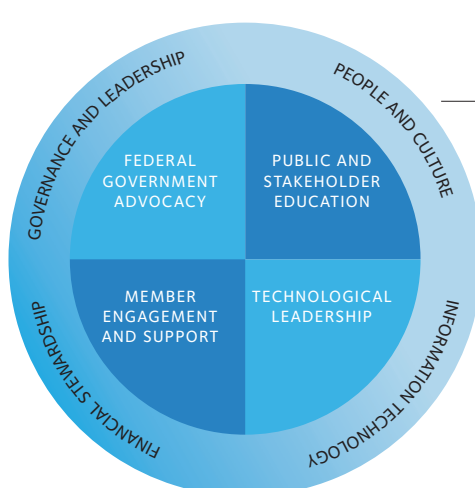
- President's Award:**
Dr. Julia Galatis
- NBAO Honourary Award:**
Dr. Ralph Chou
- Vision Champion Award:**
Mr. Tony Jocko

SURVEY SAYS...

More than 900 respondents to CAO's Member Survey, which identified three "mission critical" activities for CAO:

- Federal level advocacy (with government and other stakeholders);
- Promoting the role and importance of optometry to the public; and
- Promoting eye health awareness.

New Strategic Plan



Consultations with provincial leaders, key partners and stakeholders, as well as survey results from individual member ODs informed the development of CAO's [2020-2022 Strategic Plan](#).

Optometric Leadership Forum 2020

With panelists that included former Liberal MP [Kyle Peterson](#), *Globe and Mail* columnist [Carly Weeks](#), former Stephen Harper Policy Director [Rachel Curran](#) and Abacus Data CEO [David Coletto](#), this year's Optometric Leadership Forum provided an opportunity for lively and engaging discussion among optometric leaders, stakeholders and key industry players. Topics included meaningful engagement in the political process, how to influence policy development via public and media engagement and harnessing the power of millennials to enhance practice.



Canadian Certified Optometric Assistant Program

1878
CCOAs

244
CCOAs in program

10%
Increase over last year's enrollment

2
New CE modules
(HR Management and Ocular Nutrition)

Awareness



2,184 Followers



5,674 Page Follows



1,486,356
unique visitors to the [website](#)



A 2020 pledge for better eye health

CAO encouraged employers to demonstrate their support for Canadian eye health and vision care by taking the [2020 CAO Vision Care Pledge](#), which asked employers to encourage their employees to schedule a comprehensive eye exam with an optometrist in 2020.



SAVE YOUR SIGHT
SEE AN OPTOMETRIST

The Academy of Interactive & Visual Arts bestowed two Awards of Distinction for quality and achievement in the social video and public service categories for the [Get Eyewise](#) campaign!

10,207,827
impressions

2,087,006
people reached

93,653
links clicked

5,311
Find-A-Doc-searches

Bringing CAO to You

From April to March, CAO participated in events across Canada.

MAO AGM, Winnipeg (April)	UW White Coat, Waterloo (November)
OAO Symposium, Toronto (April)	UM White Coat, Montreal (November)
SAO AGM, Saskatoon (June)	PEI AGM, Charlottetown (November)
UW Graduation, Montreal (June)	NSAO AGM, Halifax (November)
UW Graduation, Waterloo (June)	OLF, Toronto (January)
AOA AGM, St. Louis (June)	BCDO, Vancouver (February)
NLAO AGM, St. John's (September)	OLF, Toronto (January)
NBAO AGM, Fredericton (October)	BCDO, Vancouver (February)
AAO AGM, Edmonton (October)	

