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Dear Dr. Optometrist,

Since our last update on February 4, phase two advocacy efforts have continued to build across public engagement, political outreach, and member activation. This update focuses on what's newly in motion and how members can most effectively plug into this next stretch.

MPP Engagement: How to Get Involved

Engagement with local MPPs continues to be a critical part of phase two. There are **124 ridings** around Ontario. The most effective way to show our unity is by signing up to the OAO Advocacy Network. So far we have **27 ODs who signed up** to support the local efforts.

Signing up ensures:

- Ridings are tracked and covered strategically
- Messaging remains consistent and aligned
- Members receive preparation support and materials
- Efforts are not duplicated or diluted

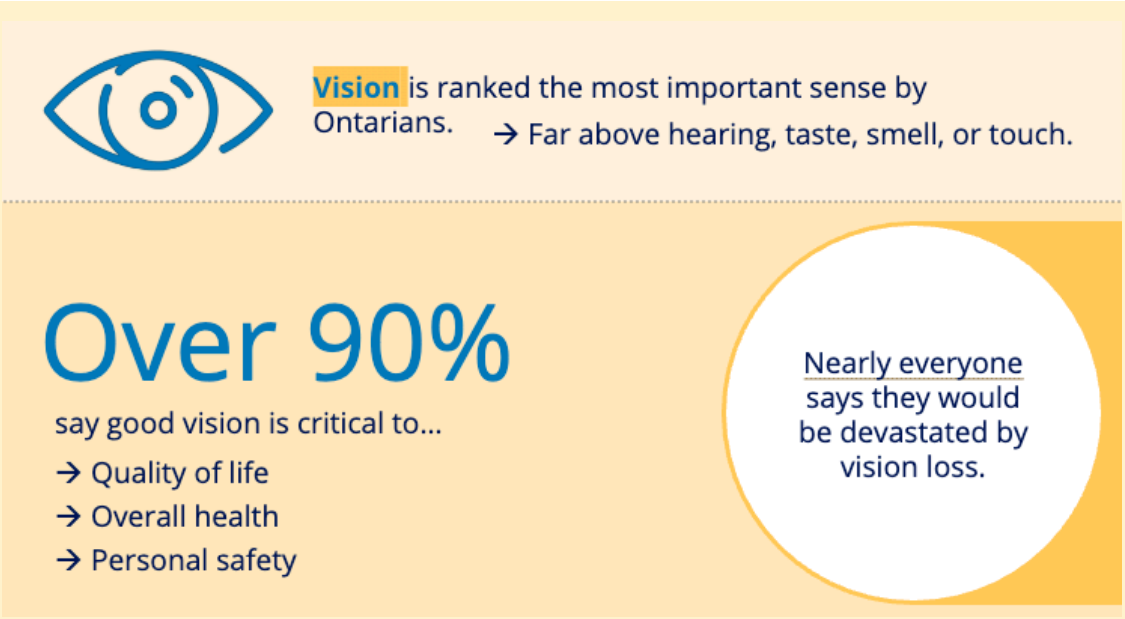
Sign Up Now

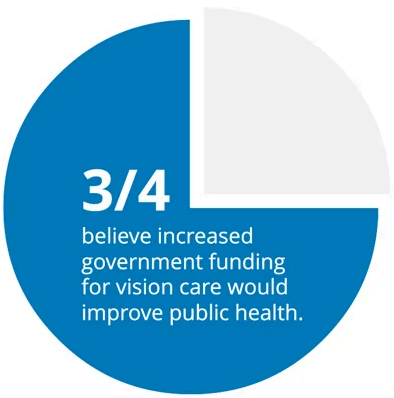
Market Research

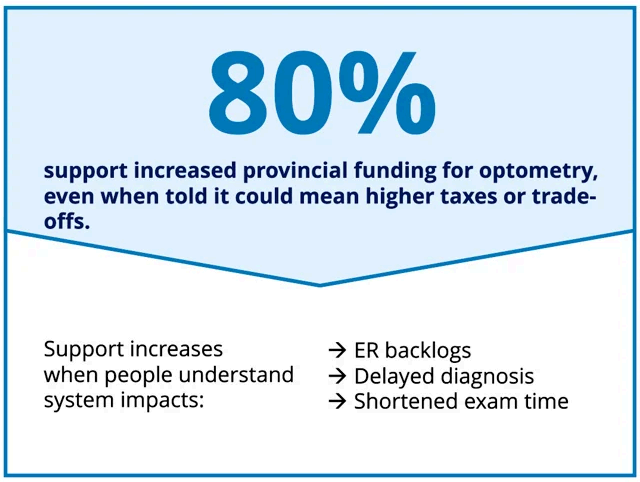
To ensure our advocacy and funding recommendations are grounded in credible evidence, the OAO commissioned independent public opinion research from Ipsos.

The Ipsos data gives us something essential in today's policy environment—proof. It allows us to speak to the government not only from professional experience but also

from verified public sentiment about the value of preventative vision care and the role optometrists play in Ontario's healthcare system.







ONTARIO ASSOCIATION OF OPTOMETRISTS

Campaign Momentum

- **Total Social Media Impressions:** 10,591,075
- **Total Reach:** 3,102,535
- **Total Clicks:** 43,837
- **Total Sign-ups:** 132
- **Total Mainstream Media Impressions**: 2,113,500

These ads are the most popular with the public and are resonating.



Media Reach

On February 3, The *Globe and Mail* published an article titled:
Ontario's optometrists urge province to expand services they can provide

The article was written by **Chris Hannay**, a policy and provincial politics reporter and outlines the changes we have been advocating for and the broader policy discussion now underway at Queen's Park.

Who was Interviewed

- **Dr. Shaina Nensi**, President of the Ontario Association of Optometrists
- **Dr. Stanley Woo**, Professor, University of Waterloo School of Optometry and Vision Science
- **Ria Yadav**, spokesperson for the Ontario Ministry of Health
- **Dr. Zainab Abdurrahman**, President of the Ontario Medical Association

What the Article Covers
The story outlines OAO's proposal to expand optometrists' scope of practice in Ontario. It highlights that Ontario is the only province restricting optometrists from removing corneal foreign bodies below the epithelium and details other requested expansions, including ordering diagnostic tests, performing certain laser procedures, and dispensing medication samples.

Overall sentiment: measured and policy-focused. Importantly, it positions optometry as a profession seeking to improve access, reduce pressure on emergency rooms and family physicians, and align Ontario with national standards.

You can read the article here, but note that you need to have a paid subscription to read it.

Your Support Matters

Advocacy Tool Kit: support at the local level

- Printable posters for your office to encourage patients to sign up for the campaign.
- Ready-to-use social media posts to amplify the message in your community.

Tool Kit

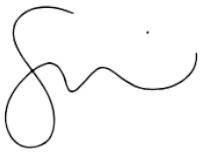
Share Patient Stories
Thank you to those who shared your stories. We received fourteen patient stories and still need more. These are the types of stories we're looking for:

- Vision-saving care through early detection
- Urgent eye care that kept patients out of emergency rooms
- Complex care delivered in rural or underserved communities
- Situations where a trusted OD-patient relationship enabled timely intervention

To share your patient story, use the button below and the **Subject line: Your Vision Matters – Patient Story**

Email Us

Sincerely,



Dr. Shaina Nensi

President, Ontario Association of Optometrists

Questions?

For inquiries about OAO programs, events, or membership, please contact OAO at **oaoinfo@optom.on.ca**

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If you no longer wish to receive these communications, please unsubscribe.