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Dear Dr. Optometrist,

When a profession moves together, it becomes impossible to ignore. While we aren't at the finish line, we aren't at the start line either.

Over the past several weeks, you have shown up. You have signed up. You have shared stories. You have engaged locally. That matters. The government pays attention to organized, credible professions that act with discipline.

At the same time, let’s be clear: progress does not mean completion. There is still ground to cover, ridings to fill, conversations to influence, and pressure to maintain. This phase of our work demands focus, unity, and follow-through.

Here is where things stand.

MPP Outreach

We asked members to step forward and join our Advocacy Network to bring local voices to our MPPs.

- **55 ODs have signed up** to our Advocacy Network**.** That fills **40 of 124 ridings**.
- For those who signed up as riding leads, **a separate email will be coming shortly** with next steps, briefing materials, and coordination details.
- Meetings have begun with **opposition MPPs**, encouraging them to raise questions in the House when it resumes. The objective is simple: keep optometry visible, credible, and on the record.

We are **three weeks** out from MPPs returning to Queen's Park. We still have **84 ridings to fill.** If your area is not yet represented, consider stepping up. The government notices who shows up.

Ridings Not Filled

Join Advocacy Network

Campaign Momentum

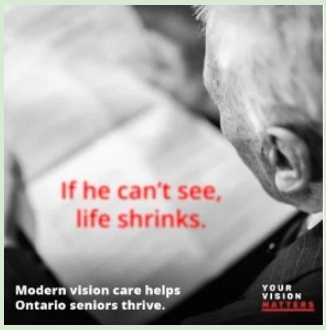
Our advertising continues to perform strongly across government, the general public, and member audiences. The data is clear: the right message, delivered consistently, is cutting through. We've seen increases across all areas since our February 12 update.

- **Total Social Media Impressions:** 12,689,543 (+2,098,468)
- **Total Reach:** 3,284,212 (+181,677)
- **Total Clicks:** 60,265 (+16,428)
- **Total Sign-ups: 187** (+ 55)

Ads don't last forever. Even strong ads fatigue. We are refreshing these ads to be less about education and more hard-hitting.



#1 Performing Government-Facing Ad



#1 Performing Public-Facing Ad



#1 Performing Member-Facing Ad

Media Coverage

This week, CTV covered how Ontario optometrists are offering to help ease pressure on emergency rooms. Click image to read story.

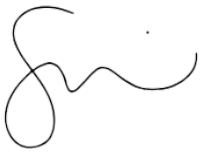


What's Next

- Political outreach continues, in coordination with our government relations plan.
- Public messaging will continue to highlight access, safety, and system efficiency.
- Grassroots activation will expand riding by riding.

Thank you for continuing to show up, in your practices, in your communities, and soon at Queen's Park.

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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