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**Transitions Optical Hosts Roundtable on Diversity, Equity and Inclusion in the Canadian Optical Industry**

Victoria, BC, April 27, 2022 – Transitions Optical gathered optical industry leaders on April 21, 2022 in Victoria, BC for a discussion on diversity, equity, and inclusion in the Canadian optical industry. The discussion highlighted eye health and eyecare issues related to various ethnic groups in Canada and provided practical initiatives eyecare professionals can implement to better serve their diverse patients.



The roundtable began by exploring how to better serve the three largest and fastest-growing ethnic minority populations in Canada: Asian Canadians, African Canadians, and Indigenous Canadians. Panelists continued the discussion by offering advice on a variety of topics related to diversity, equity, and inclusion, such as patient communications,

dispensing and styling, creating an inclusive practice, advocating with colleagues, and increasing the pipeline of diverse individuals entering the optical industry.

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The roundtable was moderated by Dr. Essence Johnson, O.D and Transitions Diversity Advisory Board member. Participants included:

- **Dr. Vi Tu Banh**, O.D.
- **Robert Dalton**, executive director, Opticians Association of Canada
- **Dr. Olivia Dam**, M.D., ophthalmologist
- **Aunalee Boyd-Good**, Canadian certified optometric assistant
- **Sophia Seward-Good**, optometric assistant
- **Dr. Danielle Gordon**, O.D. and Transitions Change Agent
- **Dr. Trevor Miranda**, O.D. and Transitions Canada Pro Forum member
- **Dr. Surjinder Sahota**, O.D. and Canadian Association of Optometrists board member

“We recognize the importance of serving the unique eye health needs of ethnically and culturally diverse populations in Canada,” said Arnaud Rajchenbach, marketing and sales manager, Transitions Optical Canada. “We are honored to gather this talented group of eyecare professionals together to assist in the creation of resources that will inspire other professionals.”

Eyecare professionals interested in learning more about the consensus from the roundtable discussion will be able to do so through a white paper that is currently in development and will be available in the weeks to come on [Transitions.com/en-canadapro](https://Transitions.com/en-canadapro).

### **About the *Transitions*® Brand**

*Transitions*® eyeglass lenses and shields set new standards of advanced performance to provide ever increasing visual comfort and optimum harmful blue light protection, and always blocking 100% of UVA and UVB rays. Product leadership, consumer focus, and operational excellence have made the *Transitions*® brand one of the most recognized consumer brands in optics. For more information about *Transitions*® *Light Intelligent Lenses*™, visit [Transitions.com](https://Transitions.com) or [Transitions.com/en-canadapro/](https://Transitions.com/en-canadapro/).

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**NOTE: For high resolution images, please contact Michael Battisti at 724-987-2640 or [Michael.Battisti@redhavas.com](mailto:Michael.Battisti@redhavas.com).**