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Transitions Optical Publishes New Multicultural Resources for Fostering a More Diverse, Equitable and Inclusive Optical Industry in Canada

A white paper and education course are available online

PINELLAS PARK, Fla., September 15, 2022 – Transitions Optical has published new multicultural resources to help eyecare professionals better serve their diverse patient base. A white paper and education course both titled “Fostering a More Diverse, Equitable and Inclusive Optical Industry in Canada” are available online.

The new education course is designed to help empower eyecare professionals to create a welcoming environment for a diverse patient base by understanding the different risks and eye health needs of the three largest and fastest-growing Black, Indigenous and people of colour (BIPOC) populations in Canada: Asian Canadians, Black Canadians, and Indigenous Canadians. The course also highlights key findings from Transitions Optical’s recent eye health needs and preferences survey for multicultural patients and provides tactical steps that eyecare professionals can take to be more inclusive in their practice. The course will be offered live in conjunction with the Opticians Association of Canada’s Western Conference on October 15 in Burnaby, B.C. It will also be available through the OAC’s On-Demand library following the Conference.



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The “Fostering a More Diverse, Equitable and Inclusive Optical Industry in Canada” white paper was created based on the consensus from a roundtable discussion featuring a panel of eyecare professionals that took place earlier this year. Findings from the roundtable highlight the need for tailored care and continued education.

The white paper also highlights key topics from the education course that were presented during the roundtable.

“The two new resources are a continuation of our history of support for diversity and inclusion efforts in Canada,” said Arnaud Rajchenbach, marketing and sales manager, Transitions Optical Canada. “With these new resources our goal is to support multicultural efforts within the optical industry in Canada, to help improve access to eyecare and to build awareness for differing eye health needs of diverse populations among both consumers and eyecare professionals.”

Eyecare professionals can access the new white paper at [Transitions.com/en-canadapro/education-product-knowledge](https://www.transitions.com/en-canadapro/education-product-knowledge). The education course will be available online after the Opticians Association of Canada's Western Conference on October 15.

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://www.transitions.com) or [Transitions.com/en-canadapro/](https://www.transitions.com/en-canadapro/).

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